

**CHANGES IN COMMUNITY CONSUMPTION POLICIES OF
ONLINE FOOD DELIVERY SERVICE IN PRE-PANDEMI,
PANDEMI, AND POST-COVID-19 PANDEMI**

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Abstract

On March 11, 2020, the World Health Organization (WHO) declared that the world was facing a pandemic. The pandemic has made how people consume food different. With the onset of the pandemic, there are new experiences felt by the community. This study aims to find out how people's experiences, reasons, and expectations in using Online Food Delivery services. The research method used is phenomenological method. The data collection technique used is through semi-structural interviews. The participants of this study were people who used OFD, so researchers were able to take varied data. The technique of taking participants for this study is using purposive and snowball techniques then the participants are examined based on data that has been determined by the researcher. The results of the research that the researchers found are that people have experiences, expectations, and reasons to use OFD at various times before the pandemic, during the pandemic, and after the pandemic.

Keywords: Consumer Behaviour, Online Food Delivery, Pandemic

Received: April 2025
Accepted: August 2025
Published: October 2025

INTRODUCTION

Development of digital technology has brought about major changes in various aspects of life, including in the food service sector. One rapidly growing innovation is Online Food Delivery (OFD), a food ordering service that allows consumers to place orders without having to visit the restaurant in person. This service has become increasingly popular in Indonesia as internet and smartphone usage has increased, along with the convenience offered by platforms such as GoFood, GrabFood, and other similar services.

The COVID-19 pandemic that has swept the world since 2020 has further accelerated the shift in consumer behavior. Restrictions on outdoor activities have led many people to turn to digital services, including for their daily food needs. As a result, there has been a significant surge in the use of OFD services. Consumers who previously preferred dining directly at restaurants now increasingly utilize delivery services for reasons of safety, convenience, and time efficiency.

Previous studies have examined consumer behavior in using OFD services, including the factors influencing online purchasing decisions. However, research specifically highlighting changes in consumer consumption patterns post- COVID-19 remains limited. Understanding these changes is crucial for formulating marketing strategies aligned with current consumer behavior.

Based on this background, this study aims to identify and analyze changes in consumption patterns among users of online food delivery services in Indonesia post-COVID-19 pandemic. The study also seeks to understand the consumption values that influence consumer intent and behavioral responses toward OFD services.

METHOD

Research Design

The approach used in this study is a qualitative approach. Qualitative research focuses on research as a humanistic or idealistic approach. Qualitative methods are used to understand people's beliefs, experiences, attitudes, behaviors, and interactions. Qualitative approaches have natural characteristics that are naturalistic or in accordance with the actual conditions in the field, so researchers must be open to all phenomena that may arise. Analysis in qualitative research tends to be carried out inductively and has meaning (Moleong, 2006). Furthermore, researchers use a type of phenomenological research, which is interpreted as a research methodology that explores a phenomenon based on the perspectives of informants, so as to find diverse realities and develop a holistic understanding of a phenomenon in a particular context (Helaluddin, 2018). Researchers use a qualitative approach with a phenomenological research method because researchers want a spontaneous attitude and adaptation of interactions between researchers and participants, which are not artificial and the responses obtained are not limited to "yes" or "no" answers. So that they are able to understand a phenomenon based on the perspectives of informants, find diverse realities and develop a holistic understanding of a phenomenon in a particular context.

Research Participants

The initial stage of selecting research subjects was carried out using purposive sampling techniques, which are deliberate sampling techniques due to the quality of the informants. This technique is a nonrandom technique that does not require underlying theory or a number of informants. Simply put, researchers decide what needs to be known and determine what is

needed/criteria for people who are willing to provide information based on knowledge or experience (Dolores & Tongco, 2007). In the next stage, to enrich the research sample, this study also used snowball sampling. This method is applied when it is difficult to access subjects with rare sample characteristics such as AIDS patients, OFD users, or others (Dragan & Isaic-Maniu, 2013). Therefore, after being described above, the participant recruitment process begins with researchers looking for samples by determining special characteristics that are in accordance with the research objectives which are then eliminated according to the participant criteria needed in this study. If there is a match between participants and the criteria, interviews can be carried out with the participants. Then the researcher asks for participant recommendations for who is suitable/in accordance with the criteria of this study so that the data obtained from data collection can be presented in a varied manner. By following the direction of the number of research participants according to Hagaman and Wutich (2017) where locations with heterogeneous communities have a minimum of 20 participants to achieve data saturation.

Data Collection

Data collection carried out by researchers is through various sources such as offline interviews. Interviews were conducted by researchers using semi-structured interview guidelines. The choice of semi-structured interviews because it gives researchers and informants the flexibility needed to adjust their ideas and views (LeBlanc, 2010). By using semi-structured interviews, researchers can ask questions that are not always driven by the composition of questions made and adjust to the situation that will arise during the interview.

RESULT AND DISCUSSION

In this study, the researcher found new discoveries in how people's experiences in using OFD before the pandemic, during the pandemic, and after the pandemic. Then the researcher found the reasons why participants used

OFD before the pandemic, during the pandemic, and after the pandemic. The researcher also found the participants' expectations of OFD.

Reasons and Experiences Before the Pandemic

Initially, participants used OFD because they were curious about OFD. Curiosity can occur because consumers are bored or tired of their current routine (for example, trying new types of food), interested in a new atmosphere (visiting a new mall), or have a desire to do something to learn (going to know another culture). In the reasons participants used OFD before the pandemic, they were bored with their daily routines which made them interested in how to order food through OFD. For participants, ordering OFD is a way to find out the latest food and items from a restaurant. Participants also felt interested in using OFD when they were in an environment where friends or relatives of the participants used OFD services. The reason participants use OFD is because OFD is something they need to try, so it creates curiosity to try.

A person's online purchasing experience will be considered an important factor influencing attitudes and intentions to buy. While participants used OFD before the pandemic, participants had experiences that made participants feel the benefits of OFD. Participants stated that with OFD, they felt it was easier to order food. Participants felt they didn't need to go out to buy the food they wanted while they were doing activities. Then when participants felt the benefits and convenience offered by OFD, they would use OFD again even though not every day.

Reasons and Experiences During the Pandemic

In 2020, the COVID-19 pandemic created a new experience for participants. Participants felt that when the pandemic occurred, the existence of OFD became a necessity. Participants felt the convenience offered by an OFD platform, which made participants want to buy again. In general, the use of OFD during the pandemic, participants felt difficulties in how they

consumed food. Participants said that because of the appeal to stay at home, they had limited choices of food. With the OFD platform, they can choose the food they want at the price they want too. With the OFD during the pandemic, participants feel helped when they are faced with difficult conditions such as when they are positive for COVID.

Reasons for Post-Pandemic Experience

“For the past 6 months, I have not used OFD very often because I feel that the price of food and shipping costs are quite expensive now. So I only order once or twice a week.”

During the interview, researchers found a new experience when interviewing participants, participants said that after the pandemic, participants' consumption patterns changed compared to when the pandemic occurred. While consumers use OFD, they expect price savings through discounts or promotions (Darke et al., 1995). The effectiveness of price promotions is also supported by evidence from a study that states that discounts will add perceived value to a product offering because it shows that the price is a better offer (Yeo et al., 2017). However, in this study, researchers found that Obidiah participants reduced the intensity of using OFD;

Participants in this study also preferred not to use OFD if the shipping costs exceeded or made food purchases more expensive. Participant Dayu said, "I prefer to find my own food rather than force myself to use OFD if the price and shipping costs are expensive."

Furthermore, participants stated that they liked the experience of buying food directly. Every time a participant eats at a restaurant, there is a certain experience that he or she comes to. The experience in question includes factors such as lighting, music, food quality, food quantity, and food service.

The physical environment plays a very important role in activities such as shopping, eating (Sinha et al., 2019). Participant Fio said about her experience with OFD after the pandemic;

“Now I prefer to buy food directly at the restaurant, because I like the interaction with the staff and I like the ambiance of a restaurant.”

The addition of human nature and touch comes in service because they must take extra efforts to please and create an engaging experience for customers (Sinha et al., 2019). Some gestures such as greeting guests with a warm smile and a pleasant mood create a good impression for guests, to know their names, know their preferences, offer the best of what they want (Sinha et al., 2019).

Participants' experiences in using OFD during the post-pandemic. Participants said they use OFD as a fulfillment of their desires. Participants feel that the pandemic period has ended/reduced, which makes participants feel that purchasing OFD is only a provider of pleasure and pleasure through purchasing desired food items or searching for promos. Participants also felt that during the post-pandemic period that they liked buying food directly at restaurants because they liked the purchasing process itself.

CONCLUSION

The researcher conducted this study because of the researcher's curiosity regarding how the pattern of changes in people's consumption in using Online Food Delivery (OFD) to find out how the experience, reasons before the pandemic, during the pandemic, and after the pandemic and people's expectations in using OFD in the post-pandemic period. Each participant had a different answer in each narrative, which made the data from the interview varied, such as participants who used OFD because of previous purchasing experiences, a sense of convenience, and a feeling of happiness in using OFD. In 2020, due to the pandemic, people were advised to stay at home by the government. This recommendation limited the options for how people buy, consume, and find food. In this study, participants provided narratives of their experiences and reasons for using OFD. The researcher found that during the post-pandemic, participants experienced changes in consumption patterns. The intensity of participants using OFD during the post-pandemic period became less frequent. Participants experienced changes because they felt an increase in the price of food and also shipping costs. Participants felt reluctant to buy food with expensive shipping costs. Participants also preferred not to use OFD services if there were no attractive promotions for them. Changes in motivation from using OFD, participants felt that currently the use of OFD was motivated by desire. The desire to seek pleasure and enjoyment from using OFD. Such as looking for the desired food, ordering trending food, or looking for new food/restaurants. Currently, participants feel that ordering food through OFD is not a priority, because participants prefer to buy their own food. This is different from during

the pandemic where participants felt the motivation to use OFD as a necessity, due to the quarantine policy at home. Then the researcher found that participants chose to consume their food at restaurants, because participants felt satisfied with consuming food directly at the restaurant. Participants like the atmosphere such as service, ambience, and hospitality of a restaurant.

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