

How Food Application Design And Food Order Fulfillment Affect Repurchase Intention Through Online Food Shopping Experience Among Gen Z In Jabodetabek

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Article Info	ABSTRAK
Article history: Received Juli 9, 2026 Revised Juli 9, 2026 Accepted Juli 13, 2026 Kata Kunci: Desain Aplikasi Makanan, Pemenuhan Pesanan Makanan, Pengalaman Belanja Makanan Online, Niat Pembelian Ulang Keywords: <i>Food Application Design, Food Order Fulfillment, Online Food Shopping Experience, Repurchase Intention</i>	ABSTRAK Pertumbuhan popularitas dalam aplikasi layanan pesan antar makanan online telah mengubah cara konsumen dalam membeli makanan, besarnya dengan pengguna aplikasi yang termasuk Gen Z. Perkembangan ini mendorong perusahaan untuk berfokus pada aspek teknologi dan operasional untuk meningkatkan pengalaman pengguna serta mendorong niat pembelian ulang. Penelitian ini bertujuan untuk menganalisis pengaruh <i>food application design</i> dan <i>food order fulfillment</i> terhadap niat <i>repurchase intention</i>, serta peran mediasi dari <i>online food shopping experience</i>. Penelitian kuantitatif ini menguji data menggunakan aplikasi SmartPLS melalui pendekatan Structural Equation Modeling (SEM). Teknik purposive sampling digunakan untuk mengumpulkan data dari responden yang merupakan pengguna Generasi Z, berdomisili di wilayah Jabodetabek, pernah menggunakan aplikasi OFD, serta memiliki lebih dari satu aplikasi OFD, dengan total 123 responden valid yang diperoleh. Hasil penelitian menunjukkan bahwa desain aplikasi makanan tidak memiliki banyak pengaruh terhadap pengalaman berbelanja makanan secara online dan juga tidak mempengaruhi niat pembelian ulang. Di sisi lain, pemenuhan pesanan makanan secara signifikan mempengaruhi pengalaman berbelanja makanan secara online serta berpengaruh langsung maupun tidak langsung terhadap niat pembelian ulang. Temuan ini menegaskan pentingnya pengalaman pengguna melalui pemenuhan pesanan sebagai faktor kunci dalam membentuk keputusan konsumen pada platform OFD. Penelitian ini juga menekankan bahwa meskipun kinerja operasional penting, pengalaman secara keseluruhan yang ujungnya mendorong pembelian ulang ABSTRACT The rapid growth of online food delivery applications has transformed how consumers purchase food, particularly among Generation Z users. This development has encouraged companies to focus on both technological and operational aspects to enhance user experience and drive repurchase intention. This study aims to analyse the impact of food application design and food order fulfillment on repurchase intention, as well as the mediating role of online food shopping experience. This quantitative study tests the data using the SmartPLS application through Structural Equation Modeling (SEM). Purposive sampling is used to collect data from respondents who are Generation Z users, are within Jabodetabek, have used OFD applications, and have multiple OFD apps installed, with a total number of 123 valid responses obtained. The results show that food application design does not have much influence on online food shopping experience and neither does it impact repurchase intention. Food order fulfillment on the other hand significantly affects online food shopping experience and also directly as well as indirectly influences repurchase intention. These findings highlight the importance of user experience

through order fulfillment as a key factor in shaping consumer decisions within OFD platforms. The study also emphasizes that while operational performance is important, it is the overall experience that ultimately encourages repeat purchases..

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1. INTRODUCTION

The advancement of digital technology has significantly reshaped consumer purchasing behavior, especially in service-based industries. One sector experiencing substantial transformation is online food delivery, where consumers increasingly rely on mobile platforms to obtain products more conveniently [1]. According to a statista data sheet in 2024, Indonesia has approximately 65.65 million e-commerce users and is projected to experience an annual increase for the next few years [2]. This transformation has led to a growing reliance on platform-based food delivery services such as GrabFood, GoFood, and ShopeeFood among various consumer segments [3]. As competition among platforms intensifies, customer experience plays an even more critical role in maintaining a competitive advantage, influencing customer satisfaction and continued repurchase intention [4].

Indonesia has become the largest online food delivery market in Southeast Asia, with a gross transaction value reaching approximately US\$4.6 million in 2023, accounting for about 26.9% of the regional market. This indicates the rapid adoption of online food delivery services among Indonesian consumers and highlights the importance of understanding factors that influence customer behavior in this highly competitive environment [5]. Consumer perception further reflects this competition, as GoFood remains the top-of-mind online food delivery platform for approximately 50% of consumers, followed by ShopeeFood (28%) and GrabFood (22%). This demonstrates that strong customer experience and brand positioning play a crucial role in influencing platform preference and repeated usage (Tenggara Strategics, 2022).

Despite the rapid growth of the online food delivery industry, maintaining customer loyalty remains a major challenge for OFD platforms, as many consumers do not consistently use the same platform, indicating unstable repurchase intention. This reflects the highly competitive nature of the market, where platforms must continuously improve customer experience to retain users [6]. A key characteristic of the Indonesian market is multi-homing behavior, where consumers use multiple platforms simultaneously rather than committing to one [7]. Approximately 72% of consumers have more than one OFD application installed on their smartphones, indicating low switching costs and highly competitive pressure. As a result, customers can easily switch platforms based on promotions, delivery speed, or service quality, with 69.54% of users reporting switching due to promotional incentives [8].

In addition to switching behavior, OFD platforms also face various service related complaints, such as delayed delivery, inaccurate orders, poor food condition, and unsatisfactory driver interactions, which negatively affect perceived service quality and the overall online food shopping experience. This is supported by the preliminary research conducted from March 6 to March 14, 2026, spread digitally through social media apps and targeting residents in Jabodetabek, involving 36 respondents.

Based on data, the preliminary findings indicate that 47.22% of respondents use three online food delivery applications simultaneously, confirming a strong presence of multi-homing behavior among consumers.

Based on data late delivery is the most frequently reported issue (52.78%), followed by limited product variety (30.56%) and lack of clear information or reviews (27.78%). Other problems such as order mismatches, difficult ordering process, and poor food conditions are also reported by a considerable number of respondents. Respondents were allowed to select multiple problems, indicating that users may experience several issues simultaneously. These findings confirm strong multi-homing behavior, where consumers are highly dynamic and influenced by both application and service performance, making it essential to understand the factors shaping customer experience and repurchase intention.

Alongside the expansion of digital platforms, consumer markets have increasingly shifted from product-centered competition toward experience-centered consumption [9]. In both physical and online businesses, customer shopping experience influences future customer behavior, and a key success factor in a highly competitive e-environment is a strategy that focuses on services [1]. This is particularly relevant in the context of food purchases, where transactions involve characteristics such as perishability, time sensitivity, and service dependency [10]. Therefore, understanding how digital and physical service elements shape the online food shopping experience is essential.

Changes in consumer behavior have also contributed significantly to the rapid growth of online food delivery services in Indonesia. Consumers increasingly rely on OFD platforms due to convenience, efficiency, and a wide variety of food options, as ordering online saves time and effort compared to visiting physical restaurants. Digital payment systems and diverse menu offerings further encourage frequent usage, indicating that online food delivery has become an integral part of consumers' daily lifestyles. These behavioral changes highlight the importance for OFD providers to continuously improve application design, service performance, and overall customer experience to meet evolving consumer expectations [11].

Food application design plays a crucial role as the initial touchpoint in the customer journey, as it shapes users' first impressions and influences their subsequent interactions with the platform. Food application design refers to all elements of customer experience related to the platform interface, including information and rating availability, visual aesthetics, product variety, price offerings, and the convenience of the purchasing process [12]. A well-designed interface can enhance decision-making and improve perceived experience during transactions and has been proven significant in affecting overall service quality [1]. Therefore, food application design is expected to directly shape the online food shopping experience.

Food order fulfillment represents the final service encounter determining the perceived service quality of the online food shopping experience. It covers several key dimensions, such as delivery timeliness, order accuracy, delivery condition, and driver attitude [1]. While application design shapes users' expectations, the actual delivery performance confirms or disconfirms those expectations. Accordingly, effective food order fulfillment is also expected to significantly influence the online food shopping experience.

Demographic characteristics further justify the importance of focusing on younger consumers, particularly Gen Z. Recent data indicate that Gen Z represents the large segment of OFD users in Indonesia, accounting for approximately 43% of total users, followed by millennials at 39% (Tenggara Strategies, 2022). As digital natives who are highly familiar with mobile applications and online transactions, Gen Z consumers tend to evaluate platforms based on application design, service performance, and overall shopping experience. Consequently, understanding the factors that influence their repurchase intention is crucial for sustaining platform competitiveness in the Indonesian market [11].

According to [13] repurchase intention refers to a consumer's willingness to buy a product or service again based on prior experiences and current conditions. In the context of online food delivery platforms, where consumers can easily switch providers with minimal cost or effort, repurchase intention becomes even more important due to intense competition and the availability of multiple alternatives. Furthermore, a positive online food shopping experience may also directly encourage customers to purchase from the platform.

The problem this research is highlighting is the challenge faced by online food delivery platforms in maintaining strong repurchase intention among users, particularly Generation Z consumers. Despite the rapid growth of online food delivery usage in Indonesia and the dominance of platforms such as GoFood, GrabFood, and ShopeeFood, users' repurchase intention remains unstable due to suboptimal online food shopping experiences, particularly in terms of application design and order fulfillment [14] observed in their study that there were continuous changes in platform market share across 5 periods/months, indicating ongoing switching among platforms rather than stable loyalty. GoFood share fluctuated around 43% to 40,26%, ShopeeFood fluctuated around 38% to 41,70%, and GrabFood share fluctuated around 15-17%.

Prior research on online food delivery has predominantly focused on the application aspect alone, emphasizing digital interface quality and usability while overlooking the combined influence of online and offline service elements. In practice, the customer journey in online food delivery involves both virtual interactions through the application and physical service encounters during order fulfillment [15] A systematic mapping review screened over 2,000 records on online food delivery topics but included only 43 studies addressing relevant outcomes [16], hence showing that studies that simultaneously examine these online and offline components remain limited, aside from exceptions like the work of Juniarty et al., (2025), which incorporates both perspectives within a specific consumer segment.

2. METHOD

This study adopts a quantitative approach using explanatory research to examine and empirically validate the causal relationships among variables within the technology acceptance model. Primary data in this study were collected through the distribution of a 5-point Likert-scale questionnaire instrument administered online to Gen Z within the Jabodetabek region, of which the sample size consists of a little over 2.7 million people [18] who regularly use OFD applications. Furthermore, to address the research problems and test all hypotheses, this study employs Structural Equation Modeling (SEM) based on variance, commonly known as Partial Least Squares (SEM-PLS) to test validity and reliability and structural model assessment to show how the variables relate and influences each other, using SmartPLS software.

2.1 Data Collection Techniques

Data collection methods are a crucial component of the research process, as the primary aim of any study is to gather reliable data. Without a proper understanding of these methods, researchers may fail to obtain data that meets the required standards. Data used in this study are primary data obtained through the distribution of questionnaires containing questions related to the research variables, administered to respondents who meet the specified criteria.

In this study, the researcher measured respondents' answers using a five-point likert scale. In the likert scale, which is a psychometric scale consisting of a series of statements presented for real situations being studied [17], the variables to be measured are first broken down into indicators, which then serve as the basis for developing instrument items in the form of statements or questions.

2.2 Sample Collection Techniques

The sampling technique used in this study is purposive sampling. Purposive sampling is a technique in which respondents are selected based on specific criteria or characteristics determined by the researcher in accordance with the objectives of the study [19]. This method allows researchers to deliberately choose individuals who are considered most relevant and capable of providing the required information.

The sampling criteria in this study are as follows:

1. Respondents belong to Generation Z, aged between 17–31 years.
2. Respondents are active users of OFD apps who have at least 2 different OFD apps installed on their device.
3. Respondents have regularly used OFD apps in the last 6 months.

The determination of the sample size in this study is based on several established guidelines in PLS-SEM. First, using GPower analysis, the minimum required sample size is 119 respondents, ensuring sufficient statistical power for hypothesis testing. This is further backed up by previous research [20] states a sample size of 100 to 200 is a good start in carrying out PLS procedures, as well as laying out that a model containing five or fewer constructs, each with more than three items (observed variables), and with high item communalities need only a minimum sample size of 100.

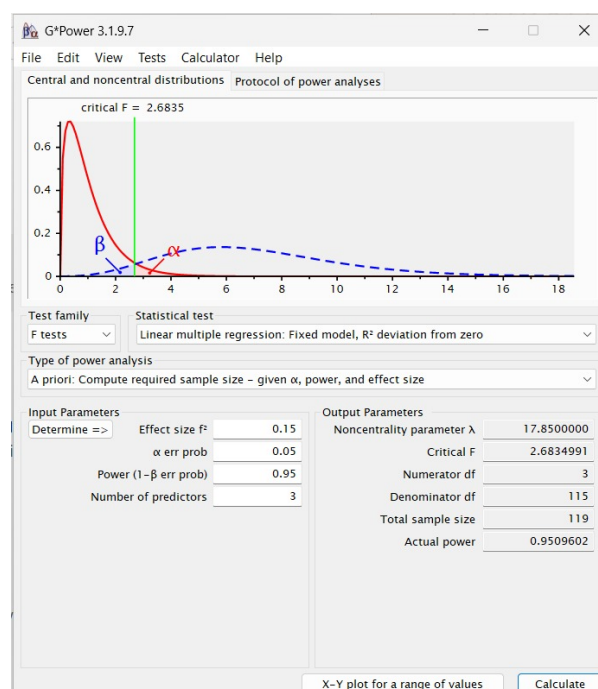


Figure 1. GPower Analysis Calculation
Source: Author's Analysis (2026)

2.3 Data Processing and Analysis Techniques

SEM (Structural equation modeling) is a set of statistical methods used to estimate relationships between constructs and indicators, while accounting for measurement error [20] that provides greater flexibility for researchers to link theoretical concepts with empirical data. Hair et al. [20] also emphasizes the use of Structural Equation Modeling (SEM) to better understand the relationships between variables and their indicators. SEM is often applied in exploratory research contexts and is suitable for studies with relatively limited data.

3. RESULT AND DISCUSSION

Table 1. Path Coefficient – One Tailed- Direct

Variables	Original Sample (O)	Sample Mean (M)	Confidence Interval		T Statistics (O/STDEV)	P values
			2.5%	97.5%		
Food Application Design -> Online Food Shopping Experience	0,047	0,062	-0,212	0,264	0,391	0,696
Food Application Design -> Repurchase Intention	0,016	0,029	-0,216	0,205	0,147	0,883
Food Order Fulfillment -> Online Food Shopping Experience	0,523	0,523	0,327	0,723	5,134	0,000
Food Order Fulfillment -> Repurchase Intention	0,320	0,324	0,071	0,547	2,640	0,008
Online Food Shopping Experience -> Repurchase Intention	0,428	0,421	0,228	0,618	4,232	0,000

Source: SmartPLS 4 Results (2026)

Table 2. Path Coefficient – One Tailed- Indirect

Variables	Original Sample (O)	Sample Mean (M)	Confidence Interval		T Statistics (O/STDEV)	P values
			2.5%	97.5%		
Food Application Design -> Online Food Shopping Experience -> Repurchase Intention	0,020	0,024	-0,091	0,114	0,394	0,694
Food Order Fulfillment -> Online Food Shopping Experience -> Repurchase Intention	0,224	0,221	0,107	0,406	3,035	0,002

Source: SmartPLS 4 Results (2026)

Based on Table 1, it can be concluded that out of the five direct hypotheses tested, three are supported while two are not supported. The supported hypotheses include the relationships between Food Order Fulfillment and Online Food Shopping Experience, Food Order Fulfillment and Repurchase Intention, as well as Online Food Shopping Experience and Repurchase Intention. The relationship between Food Application Design and Online Food Shopping Experience as well as Food Application Design and Repurchase Intention, however, is not supported, as indicated by its insignificant t-statistic and above threshold p-value. Additionally, based on table 2, of the two indirect hypotheses tested, one is supported while the other is unsupported. According to the processed data, Food Application Design does not influence Repurchase Intention, whether directly or through Online Food Shopping Experience, and Food Order Fulfillment can influence Repurchase Intention both directly and when mediated by Online Food Shopping Experience.

3.1 Food Application Design on Online Food Shopping Experience

The original sample value of 0.047 indicates a weak or nonexistent effect between Food Application Design and Online Food Shopping Experience. The T-statistic of 0,391 and P-value of 0,696 indicate that this effect is not statistically significant. In short, food application design does not influence online food shopping experience. This means that a well-designed user interface in food applications, as it turns out, does not significantly enhance users' online food shopping experience.

These findings are in contrast to research results by Rita et al. (2019), which finds that website design plays a crucial role in shaping the overall e-service quality user experience. A well-structured and visually appealing platform allows users to interact more efficiently and comfortably, thereby improving their overall perception of the service and ultimately positively enhancing their shopping experience. Furthermore, the results of this study are also contested by research conducted from Oktavia et al. (2024), which concludes that the design of a mobile application is crucial for enhancing the user experience and functionality, particularly favoring a minimalist aesthetic for Gen Z. Juniarty et al. (2025) also highlight that food application design elements contribute to various values related to food, which consist of sensory, economic, health, and cultural, that then all contribute to the overall online food shopping experience. These contradicting findings suggest that perhaps conditions in large metropolitan areas, such as in Jabodetabek, are different than those of other areas covered in those studies. People in big cities may be more oriented towards efficiency and think of appealing designs as an afterthought. Alternatively, the amount of respondents covered may have caused the results to be skewed.

3.2 Food Order Fulfillment on Online Food Shopping Experience

The original sample value of 0,523 shows a positive effect between Food Order Fulfillment and Online Food Shopping Experience. The T-statistic of 5,134 and P-value of 0.000 indicate that this effect is statistically significant. Food order fulfillment does positively influence online food shopping experience. This indicates that good order fulfillment, such as timely delivery, order accuracy, and proper food condition, significantly contributes to improving the online shopping experience.

These findings are supported by Rita et al. (2019), which found that out of the three service quality dimensions that they covered (customer service, security/privacy, and fulfillment), fulfillment proved to have the highest impact on overall e-service quality. Similarly, Juniarty et al. (2025) highlights food order fulfillment as positively affecting the online food shopping experience, emphasizing that reliable delivery performance enhances customer perceptions of service quality. Furthermore [2] concludes that factors that go into food order fulfillment such as maintaining food quality, reliability, and traceability, positively affect satisfaction.

3.3 Online Food Shopping Experience on Repurchase Intention

The original sample value of 0,428 indicates a positive effect between Online Food Shopping Experience and Repurchase Intention. With a T-statistic of 4,232 and a P-value of 0.000, this effect is statistically significant. This means an overall good online food shopping experience does positively influence repurchase intention. A positive online shopping experience plays an important role in increasing users' intention to reuse the application and make repeat purchases.

This result is supported with prior research showing that online food shopping experience plays a crucial role in shaping a users' intention to repurchase. Juniarty et al. (2025) found that, at the post-consumption stage, online food shopping experience is proven to have significant positive effect on intention to revisit OFD apps Moreover [22] also highlighted a positive relationship between a customer's experience with repurchase intention, as positive experiences felt by customers, whether in terms of ease of access or product/service quality, have a significant impact on customer intentions to

make repeat purchases in the future. Additionally [23] also posits that customer experience is a very dominant factor influencing repurchase intention.

3.4 Food Application Design on Repurchase Intention

The original sample value of 0,016 indicates a weak or nonexistent effect between Food Application Design and Repurchase Intention. With a T-statistic of 0,147 and a P-value of 0.883, this effect is not statistically significant. In other words, food application design does not influence repurchase intention. An effective application design as it turns out doesn't encourage users to make repeat purchases in the future.

This finding is contradictory with previous studies. Rita et al. (2019) concludes that an excellent website design helps in keeping users engaged, which then leads to increased intention to repurchase due to the convenience it brings. Furthermore, a study by [24] on a marketing campaign for the OFD app Shopee posits how visual elements operate as psychological triggers that directly influence consumer perception, attention and decision making. These contradicting findings indicate that factors such as difference in location may affect how much application design can impact repurchase intention. As it stands, Gen Z within metropolitan areas such as Jabodetabek do not find food application design to be a significant factor in whether or not they continue using an OFD app.

3.5 Food Order Fulfillment on Repurchase Intention

The original sample value of 0,320 indicates a positive effect between Food Order Fulfillment and Repurchase Intention. The T-statistic of 2,640 and P-value of 0.008 indicate that this effect is statistically significant. Food order fulfillment does indeed lead to stronger intentions to repurchase.

This is supported by previous research. Rita et al. (2019) finds that proper and complete fulfillment of orders leads to higher intentions to repurchase. Similarly, according to Wu et al. (2024), customers are more likely to use online food delivery services again if they can rely on them to bring food on time and keep the quality of the food up to par. In the same way, Riaz et al., [25] explained that operational features and application experience have a good effect on repurchase intention. Also, Azizi et al. [26] found that customer satisfaction with an e-service positively affects their desire to buy it again.

3.6 Food Application Design on Repurchase Intention through Online Food Shopping Experience

The original sample value of 0,020 indicates a weak or nonexistent indirect effect between Food Application Design and Repurchase Intention through Online Food Shopping Experience. The T-statistic of 0,394 and P-value of 0.694 indicate that this indirect effect is not statistically significant. So food application design does not directly influence repurchase intention nor does it affect it indirectly either.

These findings are contrasted by findings from previous studies. Rita et al. (2019), which finds that good website design plays into the overall e-service quality that users experience, and that a higher level of quality leads to higher levels of satisfaction and trust, which helps in retaining online customers. Similarly, Juniarty et al. (2025) also highlight food application design elements contributing to the overall online food shopping experience, which then positively affects intentions to revisit said apps. Furthermore, Oktavia et al. [27] finds that well-designed mobile applications enhance the sense of e-service quality received, which translates to user experience, which subsequently encourages continued usage behavior. This difference may potentially be the result of the differences caused by different regional areas being the focus of the study.

3.7 Food Order Fulfillment on Repurchase Intention through Online Food Shopping Experience

The original sample value of 0,224 indicates a positive indirect effect between Food Order Fulfillment and Repurchase Intention through Online Food Shopping Experience. The T-statistic of 3,035 and P-value of 0.002 show that this indirect effect is statistically significant. Food Order Fulfillment not only directly affects Repurchase Intention, but also affects it with Online Food Shopping Experience as a mediator.

Kusumawati and Kustiawan [28] explains that delivery performance tends to affect customers' plans to buy again indirectly, by first increasing online customer satisfaction with the service. Similarly, Rita et al. (2019) finds successful fulfillment of orders positively affects overall e-service quality, which through trust and satisfaction, leads to repurchase intention. Likewise, Wu et al. (2024) finds that customers are more likely to be satisfied if the online food delivery services they use can reliably bring food on time and keep the quality of the food up to par.

4. CONCLUSION

The first hypothesis is not supported; the test shows that the positive influence between food application design and online food shopping experience was not proven by the t statistics value of 0,391, which does not exceed the minimum value of 1.96, and a p value of 0.696, which is not lower than the threshold of 0.05. An original sample of 0,047 also shows that the relationship between the variables are rather weak. Thus, it is concluded that the first hypothesis is proven to be not significant. This shows that a good application design does not improve the online food shopping experience in online food delivery apps for Gen Z in Jabodetabek.

The second hypothesis is supported; the test shows that the positive influence between food order fulfillment and online food shopping experience was proven by the t statistics value of 5.134, which exceeds the minimum value of 1.96, and a p value of 0.000, which is lower than the threshold of 0.05. An original sample of 0,523 also shows that the relationship between the variables are positive. Thus, it is concluded that the second hypothesis is proven to be significant. Proper food order fulfillment can help improve the online food shopping experience in online food delivery apps.

The third hypothesis is supported; the test shows that the positive influence between online food shopping experience on repurchase intention was proven by the t statistics value of 4,232, which exceeds the minimum value of 1.96, and a p value of 0.000, which is lower than the threshold of 0.05. An original sample of 0.428 also shows that the relationship between the variables are positive. Thus, it is concluded that the third hypothesis is proven to be significant. The result shows that a good overall online food shopping experience will indeed drive repurchase intention. This is further backed up by Yurionica et al. (2024), which found that a good channel positively contributed towards influencing customer purchase decisions. "Channel" in this study is defined as a distribution pathway that focuses on serving as an intermediary between buyers and sellers in the movement of goods, whether directly or from producers to consumers, which falls within OFD.

The fourth hypothesis is not supported; the test shows that the positive influence between food application design on repurchase intention was unproven by the t statistics value of 0,147, which does not exceeds the minimum value of 1.96, and a p value of 0.883, which is not lower than the threshold of 0.05. An original sample of 0.016 also shows that the relationship between the variables are rather weak. Thus, it is concluded that the fourth hypothesis is proven to be not significant. This shows that there is no direct correlation between good application design and driving repurchase intention. At least, for Gen Z that reside in Jabodetabek.

The fifth hypothesis is supported; the test shows that there is significant influence between food order fulfillment and repurchase intention, with a t statistics value of 2,640 exceeding the minimum value of 1.96 and a p value of 0.008 being lower than the threshold of 0.05. An original sample of 0.320

also shows that the relationship between the variables are significant. The fifth hypothesis therefore is proven and is concluded that properly fulfilling food orders does lead to stronger intentions to repurchase.

The sixth hypothesis, which is of the indirect influence between food application design and repurchase intention through online food shopping experience, is not supported. This was shown by the t statistics value of 0,394, which does not exceed the minimum value of 1.96, and a p value of 0.694, which is higher than the threshold of 0.05. An original sample of 0.020 also shows that the relationship between the variables are rather weak. Thus, it is concluded that the sixth hypothesis is proven to be not significant. This means that food application design also does not play an indirect role in increasing repurchase intention.

The seventh hypothesis, which is of the indirect influence between food order fulfillment and repurchase intention through online food shopping experience, is supported. This was proven by the t statistics value of 3,035, which exceeds the minimum value of 1.96, and a p value of 0.002, which is lower than the threshold of 0.05. An original sample of 0.224 also shows that the relationship between the variables are positive. Thus, it is concluded that the seventh hypothesis is proven to be significant. Food order fulfillment can directly lead to repurchase intention, and it can still influence it indirectly by enhancing the user's online food shopping experience.

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