

## DAFTAR PUSTAKA

- Alagoz, S. M., & Hekimoglu, H. (2012). A Study on Tam: Analysis of Customer Attitudes in Online Food Ordering System. *Procedia - Social and Behavioral Sciences*, 62, 1138–1143. <https://doi.org/10.1016/j.sbspro.2012.09.195>
- An, S., Eck, T., & Yim, H. (2023). Understanding Consumers' Acceptance Intention to Use Mobile Food Delivery Applications through an Extended Technology Acceptance Model. *Sustainability (Switzerland)*, 15(1). <https://doi.org/10.3390/su15010832>
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2022). Profil Internet Indonesia 2022. *Apji.or.Od*, June, 10. [apji.or.id](http://apji.or.id)
- Bain & Company. (2021). *The Platform Economy : Southeast Asia 's Digital Growth Catalyst Table of Contents*.
- BPS. (2022). *Statistik eCommerce 2022*. BPS.
- Cahyono, R. D. M. E. F. (2019). Atribut Produk Islam Terhadap Purchase Intention Di Kedai Kopi. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 6(12), 2485–2497.
- Cho, M., Bonn, M. A., & Li, J. (Justin). (2019). Differences in perceptions about food delivery apps between single-person and multi-person households. *International Journal of Hospitality Management*, 77(February), 108–116. <https://doi.org/10.1016/j.ijhm.2018.06.019>
- Davis, F. . (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly: Management Information Systems*. <https://doi.org/https://doi.org/10.2307/249008>
- Dominici, A., Boncinelli, F., Gerini, F., & Marone, E. (2021). Determinants of online food purchasing: The impact of socio-demographic and situational factors. *Journal of Retailing and Consumer Services*, 60(January), 102473. <https://doi.org/10.1016/j.jretconser.2021.102473>
- Dominick Salvatore, P. (2006). *Mikro Ekonomi (keempat)*. Erlangga.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1992). *Consumer Behavior (1st ed.)*.
- Farras, M. (2022). *GoTo Gojek Tokopedia Number of Shares*. 6(July), 1–22.
- Fishbein, M. A., & Ajzen, I. (1975). Belief, attitude, intention and behaviour: An

- introduction to theory and research. In *Psychology of Attitudes* (pp. 21–52).
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- Gong, W., Stump, R. L., & Maddox, L. M. (2013). Factors influencing consumers' online shopping in China. *Journal of Asia Business Studies*, 7(3), 214–230. <https://doi.org/10.1108/JABS-02-2013-0006>
- GoTo. (2022). GOTO Prospectus Indonesia. *Prospektus*, April.
- Grab. (2022). *Laporan Grab: Tren Layanan Pesan-Antar Online di Indonesia 2022*.
- Hair, J., Anderson, R., Black, B., & Babin, B. (2010). *Multivariate Data Analysis*. Prentice Hall.
- Hong, C., Choi, H. (Hailey), Choi, E. K. (Cindy), & Joung, H. W. (David). (2021). Factors affecting customer intention to use online food delivery services before and during the COVID-19 pandemic. *Journal of Hospitality and Tourism Management*, 48(August), 509–518. <https://doi.org/10.1016/j.jhtm.2021.08.012>
- Iqbal, M., & Kadir, A. (2019). Jieb : Jurnal Ilmiah Ekonomi Bisnis Analisis Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Keputusan Pembelian Pada Merchant Go Food Festival Duta Mall Banjarmasin. *JIEB: Jurnal Ilmiah Ekonomi Bisnis*, 227–237. <http://ejournal.stiepancasetia.ac.id/index.php/jieb>
- Joshi, D., & Bhatt, V. (2021). Does the Advertisement and Sales Promotion Have Impact on Behavioral Intentions of Online Food Delivery Application Users? *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(7), 1398–1418.
- Jun, K., Yoon, B., Lee, S., & Lee, D. S. (2022). Factors influencing customer decisions to use online food delivery service during the covid-19 pandemic. *Foods*, 11(1), 1–15. <https://doi.org/10.3390/foods11010064>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Lau, T., & Ng, D. (2019). Online Food Delivery Services : Making Food Delivery the New Normal. *Journal of Marketing Advances and Practices*, 1(1), 17.
- Listyowati, E. A., Suryantini, A., & Irham, I. (2020). Faktor-Faktor yang Mempengaruhi Niat dan Keputusan Konsumen Membeli Sayuran dan Buah Secara Online. *Jurnal Kawistara*, 10(1), 66. <https://doi.org/10.22146/kawistara.41891>

- Mankiw, N. G. (2019). *Pengantar Ekonomi Mikro* (Edisi 7). Salemba Empat.
- Moon, J., Song, M., Lee, W. S., & Shim, J. M. (2022). Structural relationship between food quality, usefulness, ease of use, convenience, brand trust and willingness to pay: the case of Starbucks. *British Food Journal*, 125(1), 65–81. <https://doi.org/10.1108/BFJ-07-2021-0772>
- Ng, K. S. P., Zhang, J., Wong, J. W. C., & Luo, K. K. (2023). Internal factors, external factors and behavioral intention toward food delivery apps (FDAs). *British Food Journal*, 2024. <https://doi.org/10.1108/BFJ-07-2022-0586>
- Nguyen, N. B. T., Lin, G. H., & Dang, T. T. (2021). Fuzzy multi-criteria decision-making approach for online food delivery (OFD) companies evaluation and selection: A case study in Vietnam. *Processes*, 9(8). <https://doi.org/10.3390/pr9081274>
- Nursal, M. F., Komariah, N. S., & Rianto, M. R. (2022). Pengaruh Money Saving , Time Saving , Pendapatan dan Lingkungan Sosial terhadap Keputusan Menggunakan Aplikasi Online Food pada Masyarakat Muslim di Kota Bekasi. *Jurnal Ilmiah Ekonomi Islam*, 8(02), 1769–1775.
- Pindyck, R. S., & Rubinfeld, D. L. (2013). *MICROECONOMICS* (S. Yagan (ed.); 8th ed.).
- Ray, A., Dhir, A., Bala, P. K., & Kaur, P. (2019). Why do people use food delivery apps (FDA)? A uses and gratification theory perspective. *Journal of Retailing and Consumer Services*, 51(June), 221–230. <https://doi.org/10.1016/j.jretconser.2019.05.025>
- Roh, M., & Park, K. (2019). Adoption of O2O food delivery services in South Korea: The moderating role of moral obligation in meal preparation. *International Journal of Information Management*, 47(September 2017), 262–273. <https://doi.org/10.1016/j.ijinfomgt.2018.09.017>
- Saad, A. T. (2021). Factors affecting online food delivery service in Bangladesh: an empirical study. *British Food Journal*, 123(2), 535–550. <https://doi.org/10.1108/BFJ-05-2020-0449>
- Samuelson, P. A. (2003). *Microeconomics* (17th ed.). Media Global Edukasi. Jakarta
- Shahzad, M. A., Razzaq, A., Qing, P., Rizwan, M., & Faisal, M. (2022). Food availability and shopping channels during the disasters: Has the COVID-19 pandemic changed peoples' online food purchasing behavior? *International Journal of Disaster Risk Reduction*, 83(October), 103443. <https://doi.org/10.1016/j.ijdr.2022.103443>
- Shen, H., Namdarpour, F., & Lin, J. (2022). Investigation of online grocery

shopping and delivery preference before, during, and after COVID-19. *Transportation Research Interdisciplinary Perspectives*, 14(November 2021), 100580. <https://doi.org/10.1016/j.trip.2022.100580>

Song, H. J., Ruan, W. J., & Jeon, Y. J. J. (2021). An integrated approach to the purchase decision making process of food-delivery apps: Focusing on the TAM and AIDA models. *International Journal of Hospitality Management*, 95(April), 102943. <https://doi.org/10.1016/j.ijhm.2021.102943>

Sudarsono. (1984). *Pengantar Ekonomi Mikro*. Lembaga Penelitian Pendidikan dan Penerangan Ekonomi dan Sosial (LP3ES).

Sugiyono. (2013). *Metode Penelitian Bisnis*. CV ALVABETA

Sukirno, S. (2019). *MIKRO EKONOMI TEORI PENGANTAR*. PT Raja Grafindo Persada.

TEMASEK, & COMPANY, B. &. (2019). *e-Conomy SEA 2019*. 1–65. <https://www.ptonline.com/articles/how-to-get-better-mfi-results>

Tenggara Strategics. (2022). *Survei Persepsi & Perilaku Konsumsi Online Food Delivery (OFD) di Indonesia*.

Troise, C., O'Driscoll, A., Tani, M., & Prisco, A. (2021). Online food delivery services and behavioural intention – a test of an integrated TAM and TPB framework. *British Food Journal*, 123(2), 664–683. <https://doi.org/10.1108/BFJ-05-2020-0418>

Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35(July 2016), 150–162. <https://doi.org/10.1016/j.jretconser.2016.12.013>

Yoga, I. M. S., & Triami, N. P. S. (2021). The Online Shopping Behavior of Indonesian Generation X. *Journal of Economics, Business, & Accountancy Ventura*, 23(3), 41–51. <https://doi.org/10.14414/jebav.v23i3.2455>

Zhao, X., Lin, W., Cen, S., Zhu, H., Duan, M., Li, W., & Zhu, S. (2021). The online-to-offline (O2O) food delivery industry and its recent development in China. *European Journal of Clinical Nutrition*, 75(2), 232–237. <https://doi.org/10.1038/s41430-020-00842-w>