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Building Customer Loyalty In The Digital Era: The Influence Of Price, Promotion, And Service Quality On Online Food Delivery Applications

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Abstract

This study analyzes the influence of factors that shape customer loyalty on online food delivery service platforms among students of the Faculty of Business and Economics of the Islamic University of Indonesia. The factors studied include consumer purchase intention, price, promotion, information quality, service quality and perceived of usefulness. The PLS-SEM method was used to analyze data from a questionnaire with a sample of 250 respondents. The results of this study show that consumer purchase intention, price, promotion, information quality, service quality and perceived of usefulness are positively significant to customer loyalty. Consumer purchase intention also shows significant positive results on customer loyalty.

Keyword: ***Customer Purchasing Intention, Price, Advertising, Information Quality, Service Quality, Perceived Usefulness, Customer Loyalty, Online Food Delivery.***

INTRODUCTION

Digital technology has changed our social activities and lifestyles, affecting various aspects of life from the way we think to our actions. Nowadays, people spend more time in the digital world, making transactions, interacting, and various other activities. This change has caused a shift in consumption patterns, where people who used to prefer shopping offline now prefer shopping online. One example of popular digital technology is online food delivery services. Data from the Lokadata survey released by the Narasi Youth Insight Center in 2024 showed that 48% of respondents were still actively using

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this service, 38% had used it but had stopped, and 13% had never used the service. In Southeast Asia, Indonesia is the leading market for online food delivery services, with a gross transaction value reaching around IDR 72.12 trillion in 2023, according to the Momentum Works report (exchange rate of IDR 15,680/US$). This phenomenon shows a significant shift in the consumption habits of the Indonesian people, with consumers increasingly relying on digital platforms to meet their food needs. The main factors influencing the use of these services include price, promotion and service quality, so it is important to understand the relationship between these factors to maintain customer purchase intention and loyalty.

Consumer purchase intention is a decision-making process that identifies the reasons why consumers buy various types of brands or certain services. This purchase intention refers to the possibility of a product or service to be purchased by consumers in the future (Arslan & Zaman, 2014). Positive purchase intention is usually followed by actual purchase action. Conversely, negative purchase intention can direct consumers not to buy the product or service.

Price is one of the main factors that shows where costs can influence buyers when choosing to buy an item for various reasons (Sari & Prihartono, 2020). Buyers carefully consider costs, especially if the goods or services they buy are daily necessities, such as food, drinks, or other needs. The results of the study showed that price has a positive and significant effect on consumer purchasing decisions (Nasution & Lesmana, 2018; F. Abadi & Herwin, 2019; Agustini & Atmosfer, 2020; Marpaung, 2020; Barus & Silalahi, 2021).

Promotion plays a role in shaping customer loyalty, in addition to price. Attractive promotions influence brand awareness and customer preferences, and trigger them to choose a particular food delivery application. According to (Nielsen, 2023), attractive and relevant promotions can increase purchase intention and customer loyalty. In food delivery applications, promotions that offer service excellence, and attractive application features can influence customer decisions in choosing a particular application compared to competing applications. Promotions also serve to build a positive image of the food delivery application. The use of social media, influencers, and creative marketing campaigns can attract consumer attention and strengthen brand awareness. (Cheng et al., 2023) stated that relevant and attractive promotions can strengthen the relationship between brands and customers and increase loyalty levels. Therefore, an effective marketing strategy must include elements that can attract attention and motivate customers to remain loyal to the food delivery application.

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Information quality plays an important role in helping consumers compare products and influencing purchasing decisions and customer satisfaction (Peterson et al., 1997, in Park and Kim, 2003). Kolesar and Galbraith (2000) emphasized that complete, relevant, and personalized information is the key to retaining customers. For the success of online stores, information must be up-to-date, clear, and consistent (Wang and Strong, 1996; Zhang et al., 2000). In addition, service quality such as delivery speed, order accuracy, and customer service greatly affect customer satisfaction and loyalty in food delivery services. Research shows that positive experiences with online food delivery are directly related to customer satisfaction and loyalty, with delivery speed being the main factor influencing customer experience (McKinsey, 2024; Jiang et al., 2023).

Perceived Usefulness refers to the belief that using a system will improve job performance (Davis, 1989). In the context of online food delivery services, this means the belief that the service is an effective way to order food (Hong et al., 2021). In addition, Perceived Usefulness also refers to the expectation that the system can reduce mental and physical effort in its use (Yeo, Goh, & Rezaei, 2017). Customer loyalty, as an important element in marketing, reflects an emotional commitment to a product or service, including the desire to recommend and continue using the service despite alternatives (Jihan & Made, 2018; Mekel et al., 2022; Kotler & Keller, 2016). The main factors that influence this loyalty include price, marketing, and quality (Khadka & Maharjan, 2017; Abdullah et al., 2012; Sumerta & Kiswara, 2022).

The combination of price, promotion, service quality, information quality, and perceived usefulness is key to building customer loyalty. Harvard Business Review (2022) emphasizes that these elements must work synergistically to create a satisfying customer experience, which in turn increases loyalty. Food delivery apps that are able to implement competitive pricing strategies, attractive promotions, and high-quality services will be more effective in retaining customers in a tight market. For example, apps that offer competitive prices, attractive promotions, and fast and accurate delivery have a greater chance of building a loyal customer base. Case studies on apps like Gojek, GrabFood, and ShopeeFood can provide in-depth insights into how these strategies are implemented and how much they affect customer satisfaction and loyalty. By evaluating data from these apps, companies can formulate more effective strategies to increase customer satisfaction and loyalty.

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Objectives

This study aims to examine the influence of various factors on consumer purchase intention in online food delivery services, focusing on price, promotion, information quality, service quality, and perceived usefulness. In addition, this study also aims to evaluate the impact of consumer purchase intention on customer loyalty. Thus, it is expected that this study can provide in-depth insights into how these elements influence purchasing decisions and customer engagement.

THEORETICAL FRAMEWORK

Price

According to Kotler and Keller (2018), price is the main factor influencing consumer purchasing interest, which is defined as the value of money to obtain products and services (Buchari, 2014; Dharmesta, 2010). Tjiptono (2008) emphasized that price is the only marketing element that generates revenue for the company, and Kotler and Armstrong (2009) identified price indicators such as affordability and suitability with quality. Abdullah and Francis (2014) highlighted the challenges in initial pricing, while Soekartawi (2002) mentioned other factors that influence price, such as distribution and promotion strategies, and economic conditions. Price assessment indicators include affordability, competitiveness, suitability of benefits, and the presence of discounts.

Price influences consumer purchase intention through perceived value, satisfaction, and loyalty. As a major factor in purchasing decision making, a price that is considered fair and in accordance with quality can increase the likelihood of purchase. Research by Ahmed S. et al. (2021) shows that competitive prices increase purchase intention by providing perceived value, while Onsardi & Putri, D. P. (2021) confirm that competitive prices also shape customer loyalty. Aprilia A. et al. (2022) added that price and service quality interact to influence purchase intention and satisfaction at Alfamart. Overall, competitive prices play an important role in consumer purchasing decisions and loyalty, as shown by this study.

H1: There is a positive influence of price on consumer purchase intentions.

Promotion

Promotion in the digital environment involves various tools and features that facilitate consumer communication and information dissemination. According to Zenith Optimedia (2015), spending on internet advertising is expected to increase, with the largest growth in the mobile advertising segment. In addition, personal selling now

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involves intelligent bots for various services, while sales promotions utilize social media, email, and webinars. Public relations is carried out through social media marketing, content, and references, where recommendations from friends are considered the most trusted advertising format (Nielsen, 2015). Djaslim Saladin (2002) classifies advertising based on benefits such as institutional, brand, classification, and sales, and based on coverage such as national, local, consumer, industry, and primary or selective demand.

Promotion is very important in influencing consumer purchase intention because it has a major impact on customer satisfaction and loyalty. According to Rihul Jannah et al. (2019), effective promotion increases satisfaction and strengthens loyalty, which in turn drives purchase intention. Adityo Jati Prabowo & Arifin Sitio (2020) added that good sales promotion increases customer satisfaction and loyalty. The findings of Nurul Qomariah et al. (2021) also support that promotion contributes to customer satisfaction and loyalty, making it clear that effective promotion influences purchase intention by improving satisfaction and strengthening loyalty. Overall, these three studies confirm that promotion is a key factor in influencing consumer purchase intention through its influence on customer satisfaction and loyalty.

H2: There is a positive influence of promotion on consumer purchase intentions.

Information Quality

Information quality is critical to customer satisfaction because online stores rely on the delivery of product and service information. Quality information can improve purchasing decisions and customer satisfaction (Peterson et al., 1997). Wang and Strong (1996) identified four dimensions of information quality: accuracy (information that is true and objective), relevance (information that is useful for decisions), representation (information that is clear and consistent), and accessibility (ease of accessing information). Poor information quality can decrease customer satisfaction, while good information increases satisfaction, as suggested by McKinney et al. (2002).

High information quality has a major influence on consumer purchase intention, as stated by Atika et al. (2018). Agustine & Prasetyawati (2020) identified three key aspects of information quality: accuracy, timeliness, and relevance. Research by Yosse & Wuisan (2021) and Amriel (2019) shows that information quality has a positive effect on purchase intention, in contrast to Suriyadi (2021) who found the opposite. Recent evidence confirms that accurate, clear, and relevant information increases consumer trust and purchase intention (Nguyen & Simkin, 2021; Lee & Choi, 2024), making it a crucial element in marketing strategies and consumer decision making.

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H3: There is a Positive Influence of Information Quality on Consumer Purchase Intentions.

Service Quality

Service quality includes various dynamic elements, such as products, services, people, processes, and environments, with the aim of meeting or exceeding consumer expectations (Tjiptono, 2001). According to Tjiptono (2007), service quality is assessed based on a comparison between what consumers receive and their expectations. If the service meets or exceeds expectations, then the quality is considered good or very good; otherwise, it is considered bad. Kotler (2007) defines service as an intangible action that does not involve ownership, which aims to meet consumer needs and desires to achieve satisfaction. Dimensions of service quality include tangibles, reliability, responsiveness, assurance, and empathy (Kotler, 2007). High service quality has the potential to increase customer satisfaction and encourage repeat purchases.

Service quality is an important factor influencing consumer purchase intention, involving aspects such as delivery speed, courier courtesy, and service reliability. Research shows that good service quality not only increases customer satisfaction but also strengthens purchase intention and loyalty. Satunnia (2022) asserts that service quality has a positive impact on purchase intention, while Cronin and Taylor (1998) also found that service quality is key in shaping customer purchase decisions and loyalty. In the context of online food delivery services, elements such as speed, courtesy, and reliability directly affect customer experience and their purchase intention.

H4: There is a positive influence of service quality and price on consumer purchase intentions.

Perceived Usefulness

Sanjaya's (2005) research found that perceived usefulness (Perceived Usefulness) influences internet usage, while perceived ease of use (Perceived Ease of Use) does not. Kartika (2009) showed that Self-Efficacy is positively related to perceived usefulness in using information systems. Suhir et al. (2014) stated that although perceived usefulness (POU) and ease of use (PEU) influence online purchases separately, they do not influence each other simultaneously. Kusuma and Berliana (2013) showed that PEU influences online purchasing decisions on Facebook. Perceived Usefulness relates to the perceived benefits of activities, such as lower prices and time flexibility in online purchases. Muflihhadi & Rubiyanti (2016) divide the objectives of

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Perceived Usefulness into two categories: (1) benefits that include convenience, benefits, productivity, and work development, and (2) effectiveness that includes high effectiveness and increased performance.

Perceived usefulness is the perception of the benefits of an activity, where an activity is considered useful if it has a positive impact. In e-commerce, the quality of perceived usefulness is very important, because features such as personalized product recommendations, efficient payment systems, and easy navigation influence purchasing decisions. Lin and Wang's (2006) study showed that perceived usefulness has a positive effect on purchase intentions in e-commerce, with consumers more likely to complete a transaction if they feel certain features enhance their shopping experience. Huang and Benyoucef (2013) also found that social features such as user reviews and useful community interactions motivate consumers to purchase, confirming that the perceived usefulness of these features contributes to purchasing decisions.

H5: There is a positive influence of perceived usefulness on consumer purchase intentions.

Purchase Intention

Consumer purchase intention refers to a person's tendency to purchase a product or service in the future and is influenced by personal attitudes, social influence, and perceived control (Ajzen, 2021). Research shows that satisfaction from previous experiences increases the likelihood of repeat purchases (Kumar & Shah, 2020). Factors that influence purchase intention include price, availability, ease of purchase process, and product quality. Affordable and accessible products tend to increase purchase intention, while high prices or difficult access can decrease it. In addition, promotions and special offers, such as discounts, can attract attention and encourage purchases, while high-quality products that meet expectations are more likely to be repurchased and recommended.

Consumer Loyalty

Customer loyalty, defined differently by scholars such as Oliver (1999) and Schiffman and Kanuk (2003), refers to a commitment to repurchase a product or service from the same brand consistently. Oliver (1999) defines loyalty as a strong commitment to continue purchasing a preferred product or service despite situational influences or marketing efforts that might cause changes in behavior. Customer loyalty can be attitudinal, behavioral, or a combination of both, depending on the perspective and

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context of the study (Schiffman and Kanuk, 2003; Choud et al., 2015). Loyalty, both active and passive, plays a vital role in creating sustainable competitive advantage (Jiang and Zhang, 2016; Kursunluoglu, 2014). Active loyalty, where customers share their experiences online and through social media, is increasingly important in the digital age as it influences word-of-mouth promotion and strengthens a company's reputation (Kandampully et al., 2015; Bowen and Chen, 2001). Loyal customers are often considered "co-creators of value" and effective brand ambassadors, helping to strengthen a company's credibility and reduce customers' perceived risk (Kandampully et al., 2015).

Purchase intention refers to a consumer's desire to make a future purchase and is often considered a key indicator of customer loyalty. Consumers with strong purchase intentions tend to continue purchasing from the same brand, thereby strengthening their loyalty (Zeithaml, Berry, & Parasuraman, 1996). Research shows that positive purchase intentions can increase customer satisfaction, which in turn drives loyalty (Oliver, 1999). Therefore, it is hypothesized that high purchase intentions will be positively related to customer loyalty, meaning that the stronger the purchase intention, the more likely the consumer is to become a loyal customer. Understanding this relationship is important for companies to design effective strategies to increase their customer purchase intentions and loyalty (Kotler & Keller, 2016).

H6: There is a Positive Influence of Consumer Purchase Intention on Customer Loyalty

Research Framework

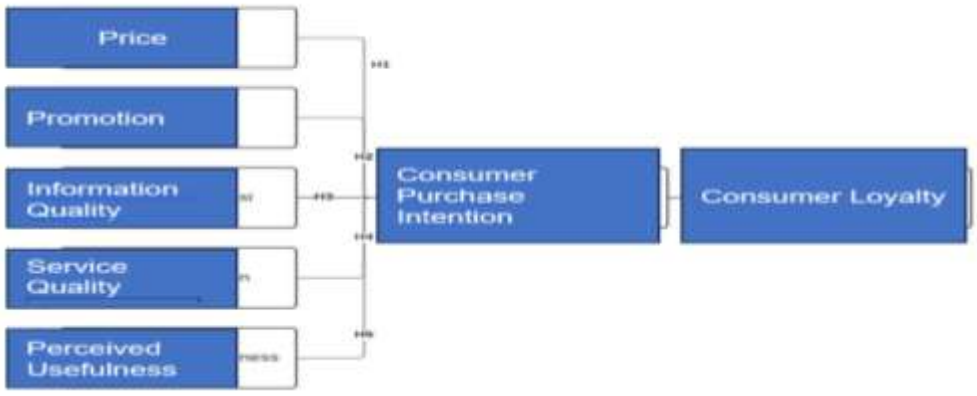


Figure 2. Research Framework

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RESEARCH METHOD

This study uses a quantitative method with questionnaire-based data analysis distributed to 250 respondents. The sampling techniques applied are non-probability sampling and purposive sampling, ensuring that the selected sample meets specific criteria to represent the target population appropriately. The location of the study is at the Faculty of Business and Economics, Universitas Islam Indonesia. The research variables include exogenous variables such as price, promotion, service quality, information quality, and perceived usefulness, as well as endogenous variables such as customer loyalty and consumer purchase intention. Data were collected through a questionnaire using a 5-point Likert scale, and analyzed using PLS-SEM for validity, reliability, and hypothesis testing. Construct validity tests include convergent and discriminant validity, while reliability tests are carried out with Cronbach's Alpha and Composite Reliability. The structural model is assessed based on the R-Square value and significance.

RESULT

Based on the total number of 250 respondents obtained, then the validity and reliability test of the research instrument was carried out. after that the research hypothesis test was carried out as follows:

Statistics Analysis

a. Measurement Model Analysis (Outer Model)

In the outer model, there are several important components. First, Loading Factor measures the correlation between the indicator and its construct, where a value > 0.7 is expected. Indicators with low loading values indicate that the indicator is less functional in the model. Second, Cross Loading is used to measure discriminant validity, and indicators are expected to have higher loading values on the construct being measured than other constructs. Third, Composite Reliability (CR) shows internal consistency, with a value > 0.7 indicating good consistency between indicators in measuring the construct. Here are the results of the analysis.

1) Convergent Validity

Convergent validity assesses the validity of the relationship between indicators and constructs using outer loading, with an expected limit of 0.70. An indicator is considered valid if the outer loading value is > 0.70 and the Average Variance Extracted (AVE) is > 0.50 (Chin & Todd, 1995). For example, if each variable indicator has an outer loading value > 0.70, then it can be concluded that

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the indicator has met convergent validity with a high level of validity. The following are the outer loading values of each indicator.

Table 1. Loading Factor

	PI (Z)	Consumer Loyalty (Y)	Information Quality (X4)	Perceived Usefulness (X5)	Price (X1)	PROMOTION (X2)	Service Quality (X3)	KET
1.1					0,831			VALID
1.2					0,724			VALID
1.3					0,825			VALID
2.1						0,885		VALID
2.2						0,846		VALID
2.3						0,916		VALID
3.1							0,927	VALID
3.2							0,917	VALID
3.3							0,901	VALID
4.1			0,903					VALID
4.2			0,927					VALID
4.3			0,901					VALID
5.1				0,909				VALID
5.2				0,899				VALID
5.3				0,907				VALID
1.1		0,907						VALID

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1.2		0,918						VALID
1.3		0,902						VALID
1.1	0,876							VALID
1.2	0,880							VALID
1.3	0,901							VALID
1.4	0,918							VALID
1.5	0,912							VALID

2) Discriminant Validity

Table 2. Fornell Lacker Criterion

	CCPI (Z)	**Consumer Loyalty (Y)**	**Information Quality (X4)**	**Percieved Usefulness (X5)**	**Price (X1)**	**Promotion (X2)**	**Service Quality (X3)**
CCPI (Z)	00,898						
CConsumer Loyalty (Y)	**00,879**	**00,909**					
IInformation Quality (X4)	**00,888**	**00,879**	**00,910**				
PPercieved Usefulness (X5)	**00,898**	**00,873**	**00,880**	**00,905**			
PPrice (X1)	**00,785**	**00,799**	**00,761**	**00,733**	**00,795**		
PPromotion (X2)	**00,851**	**00,801**	**00,822**	**00,807**	**00,782**	**00,883**	
SService Quality (X3)	**00,877**	**00,852**	**00,873**	**00,861**	**00,787**	**00,830**	**00,915**

Table 3. AVE Value

Variable	**Average variance extracted (AVE)**	**Criteria**	**Results**

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CPI (Z)	**0,806**	**>0,50**	**VALID**
Consumer Loyalty (Y)	**0,826**	**>0,51**	**VALID**
Information Quality (X4)	**0,828**	**>0,52**	**VALID**
Percieved Usefulness (X5)	**0,819**	**>0,53**	**VALID**
Price (X1)	**0,631**	**>0,54**	**VALID**
Promotion (X2)	**0,780**	**>0,55**	**VALID**
Service Quality (X3)	**0,837**	**>0,56**	**VALID**

Based on table 3, it can be concluded that the AVE root value in all constructs is greater than the correlation between a construct and another construct. Thus, all variables are stated to have high discriminant validity.

3) Reliability (Composite Reliability)

Reliability test is used to measure the consistency of the instrument in testing a concept or variable. A construct can be declared reliable if the test value is above 0.7. From the test results, the results are obtained in the following table:

Table 4. Reliability Testing Results

Variable	Cronbach's alpha	Composite reliability (rho_a)	Criteria	Results
Cpi (Z)	0,940	0,940	> 0,70	Reliable
Consumer Loyalty (Y)	0,895	0,895	> 0,71	Reliable
Information uality (X4)	0,896	0,897	> 0,72	Reliable
Percieved Usefulness (X5)	0,890	0,890	> 0,73	Reliable
Price (X1)	0,739	0,812	> 0,74	Reliable
Promotion (X2)	0,859	0,869	> 0,75	Reliable
Service Quality (X3)	0,903	0,905	> 0,76	Reliable

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Based on Table 4, it can be concluded that all variables are said to be valid because they have Cronbach's alpha and composite reliability values above 0.70 so that they can be used in submitting other structural models.

b. Structural Model Analysis (Inner Model)

The inner model is a structural model used to predict causal relationships (cause-and-effect relationships) between latent variables or variables that cannot be measured directly. The structural model (inner model) describes the causal relationship between latent variables that have been built based on the substance of the theory. In the structural model test (inner model) using the help of the Bootstrapping and Blindfolding procedures in SMART PLS. Tests on the structural model are carried out to test the relationship between latent constructs. There are several tests for the structural model, such as:

1) R-Square (R^2)

Table 5. R-Square (R^2) Value

	R-square	R-square adjusted
CPI (Z)	0,878	0,875
Consumer Loyalty (Y)	0,772	0,772

The results of Table 5. show that price, promotion, service quality, information quality, perceived usefulness towards customer loyalty is 0.772 with an adjusted r-square value of 0.772 which has a strong influence. The R-Square value of the simultaneous influence of Price, promotion, service quality, information quality, perceived usefulness towards and customer loyalty towards consumer purchase intention is 0.878 with an adjusted r-square value of 0.875 which has a strong influence.

2) Predictive Relevance (Q-Square/Q^2)

Table 6. Predictive Relevance

	Q^2 Predict
Customer Purchase Intention	0,874
Consumer Loyalty	0,824

3) Hypotesis Testing (bootstrapping)

To see the significance of the influence between variables by using all sli samples in resampling is called bootstrapping. In the bootstrapping resampling method, the significance value used is 1.96 (significance level = 5%)

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	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
(X1) -> (Z)	0,093	0,095	0,037	2,491	0,013
(X2) -> (Z)	0,181	0,181	0,055	3,308	0,001
(X3) -> (Z)	0,157	0,157	0,058	2,724	0,006
(X4) -> (Z)	0,216	0,217	0,055	3,930	0,000
(X5) -> (Z)	0,357	0,356	0,053	6,689	0,000
(Z) -> (Y)	0,879	0,878	0,019	45,184	0,000

DISCUSSION

The Influence of Price on Consumer Purchase Intention

H1 states that price has a significant positive effect on consumer purchase intention. The results of the analysis show that fair and competitive prices increase purchase intention and ultimately increase customer loyalty. This finding is supported by Ariyanti's (2021) research which states that price has a positive impact on purchase intention. In online food delivery services, the right pricing strategies, such as discounts and special offers, can strengthen customer value perceptions and loyalty. In line with Zeithaml and Bitner (2006), price affects consumer satisfaction, purchase intention, and loyalty.

The Influence of Promotion on Consumer Purchase Intention

H2 states that promotion has a significant positive effect on consumer purchase intention. The results of the analysis support this hypothesis, indicating that effective promotions, such as discounts, coupons, and loyalty programs, can increase consumer purchase intention and customer loyalty in online food delivery services. This study is in line with the findings of Ye and Zhang (2014), and Sutani & Mayasari (2021), which show that promotion has a positive impact on purchase intention. Lee and Choi (2023) also emphasized that effective promotional strategies increase consumer brand awareness and emotional engagement, strengthening customer loyalty.

The Influence of Service Quality on Consumer Purchase Intentions

H3 states that service quality has a significant positive effect on consumer purchase intention. The results of the study indicate that H3 is accepted, meaning that high-quality services, such as delivery speed, courier politeness, and reliability, can increase purchase intention and customer loyalty. This study is in line with the findings of

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Satunnia (2022), Cronin and Taylor (1998), and Robinson and Zhao (2023), which state that improving service quality directly affects customer satisfaction and loyalty. To retain loyal customers, companies must train couriers well, ensure timely delivery, and handle complaints efficiently.

The Influence of Information Quality on Consumer Purchase Intentions

H4 states that information quality has a positive influence on consumer purchase intention. Based on the results of the analysis, H4 is accepted, indicating that accurate, relevant, and easily accessible information can increase consumer purchase intention. In online food delivery services, information quality such as clear menu descriptions, customer reviews, and real-time delivery information are very important. Good information helps consumers make more confident purchasing decisions. This study is supported by findings from Xu et al. (2013), Yosse & Wuisan (2021), and Amriel (2019), which show that higher information quality increases purchase intention and customer loyalty.

The Influence of Perceived Usefulness on Consumer Purchase Intentions

H5 states that perceived usefulness has a positive influence on consumer purchase intention. The results of the analysis show that H5 is accepted, meaning that the higher the customer's perception of the benefits of a service, the greater their intention to purchase. In the context of online food delivery, ease of access and platform efficiency encourage consumers to use the service. Research by Moslehpour et al. (2018) shows that perceived usefulness plays an important role in shaping purchase intention. This finding is also supported by Anugrah (2020) and Hikaru et al. (2021), who found that ease of use and perceived enjoyment increase customer loyalty.

The Influence of Consumer Purchase Intention on Customer Loyalty

H6 states that consumer purchase intention has a significant positive effect on customer loyalty. Based on the analysis, H6 is accepted, indicating that customers who have a strong intention to use online food delivery services tend to be more loyal. This study is in line with the findings of Kim et al. (2020) which show that customers with strong purchase intentions often have evaluated products or services positively, increasing their loyalty. Research by Jahan and Iqbal (2023) and Mgiba et al. (2020) also supports a significant relationship between purchase intention and customer loyalty, strengthening the results of this hypothesis.

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CONCLUSION

This study enriches the understanding of the factors that influence customer loyalty in delivery services, such as price, promotion, service quality, and perceived usefulness. Based on the analysis of questionnaires from students of the Faculty of Business and Economics, Islamic University of Indonesia, it was found that price, promotion, information quality, and service quality have a significant positive effect on customer loyalty. Perceived usefulness also significantly affects loyalty, indicating that the perception of service usefulness increases customer satisfaction. In addition, consumer purchase intention contributes strongly and consistently to customer loyalty, supporting the proposed hypothesis.

RESEARCH LIMITATION

This study has several limitations that need to be considered. First, the sample used only focused on active students at the Faculty of Business and Economics, Universitas Islam Indonesia, so the results may not be representative of a wider population, such as the general public or different age groups. Second, the author was unable to directly monitor the process of filling out the questionnaire by respondents, which could lead to potential bias in the answers given, either due to a lack of understanding of the questions or a lack of seriousness in filling out the questionnaire. Third, the variables used in this study are still limited to certain factors. For future research, it is recommended to consider the use of more diverse additional variables, such as more specific cultural, technological, or consumer preference factors, in order to provide more comprehensive and relevant results in a broader context.

MANAGERIAL IMPLICATION

This study shows that price, promotion, and service quality play an important role in triggering customer loyalty, with positive purchase intention as a significant factor. Therefore, online food delivery services need to focus on marketing strategies that strengthen purchase intention, such as special offers that are relevant to students. Appropriate pricing and attractive promotions also need to be prioritized to increase satisfaction and loyalty, in accordance with the findings of Yeo et al. (2022) and Sweeney et al. (2023). In addition, the quality of information and service must be considered, because clear and accurate information can increase customer satisfaction, as found by Kim et al. (2024).

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