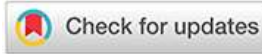


FACTORS THAT INFLUENCE THE INTEREST OF GEN-Z MUSLIM CONSUMERS IN PURCHASING FOOD ON THE ONLINE FOOD SERVICE DELIVERY SYSTEM APPLICATION (STUDY OF STUDENTS OF THE STATE ISLAMIC UNIVERSITY OF NORTH SUMATERA)



¹Marliyah, ²Nursantri Yanti, ^{3*}Mhd Rafli

^{1,2,3} Faculty of Islamic Economics and Business, Universitas Islam Negeri Sumatera Utara-Indonesia

e-mail:

¹marliyah@uinsu.ac.id

²nursantriyanti@uinsu.ac.id

^{3*}mhdrafli167@gmail.com (*corresponding author*)

ABSTRACT

This study aims to determine the factors that influence Gen-Z Muslim consumer interest in making food purchases on the online food service delivery system application which is divided into three variables, namely product quality, price, and halal awareness. This study uses quantitative methods, and data collection techniques by distributing questionnaires and sample number in this study was 100 students at the State Islamic University of North Sumatra using purposive sampling techniques. The data were analyzed using multiple linear regression methods. The results of the study indicate that product quality and price have a significant effect on purchase intention, and halal awareness has no significant effect on purchase intention, and the results of the simultaneous test hypothesis show that product quality, price, and halal awareness simultaneously affect purchase intention.

Keywords : Product Quality ; Price ; Halal Awaraness ; Purchase Intention

Diterima (Received) : 29-10-2023

Direvisi (Revised) : 31-01-2024

Disetujui (Approved) : 03-02-2024

Dipublikasi (Published) : 01-03-2024



©2024 Copyright (Hak Cipta) : Penulis (Authors)
Diterbitkan oleh (Published by) : Program Studi Manajemen, Universitas Nusa Cendana, Kupang – Indonesia.
Ini adalah artikel akses terbuka di bawah lisensi (This is an open access article under license) :
CC BY (<https://creativecommons.org/licenses/by/4.0/>)

INTRODUCTION

The development of increasingly modern times causes information technology to also grow rapidly and make significant changes to people's lifestyles (Herdiansyah, 2018). In digital era, people in general have a new habit that can't be separated from electric devices (Amron, 2022). Changes that occur in human lifestyles cause human needs to also change, especially in meeting food and beverage needs (Herdiansyah, 2018). Along with the development of technology, the sophistication of cellphones can make it easier for someone to order food or drinks quickly (Syaefurohim, 2022). Currently, more and more online-based application services are emerging. This online-based application service will certainly provide convenience for users because by only using a smartphone they can order anytime and anywhere (Wirananta, 2022).

The internet is one of the information technology advancements that has the most influence on these shifts (Diva et al., 2020). As opposed to the manual method, which requires more time and money commitment, the internet offers businesses a quick and simple business process. The utilization of the internet by the public has made Indonesia one of the countries with the largest internet users ranked number 8 in the world. Based on data from the Indonesian Internet Service Providers Association (APJII) Indonesia in 2019-2020, internet users in Indonesia reached 196,714,070 people, or 73.7% of the population, and increased from 64.8% (Syaefurohim, 2022).

Internet users in Indonesia are dominated by Generation Z with 91% of users, while the second largest number of Internet users is dominated by the millennial generation with 88.50% of users, followed by Generation X with 34.1% and Baby Boomer with 5.22% (Anjelina, 2022). Generation is a social construction where in which there is a group of people who have the same age and experience. As a result of the growing population in the world, it has created several generations, starting from the Baby Boomers (1946-1960) to Generation Z or Gen-Z (Zuchri, 2022). Generation Z are people who were born in the internet era, where this generation has been able to enjoy the wonders of technology after the birth of the internet. In general, Generation Z was born between 1995 and 2012. Generation Z is a generation born during the development of technology so that it gives rise to its own characteristics, one of the characteristics that is very attached to Gen-Z is digital natives (Amelia, 2019). The term digital natives is pinned on Gen-Z because they were born amid the emergence of technological sophistication (Izzati et al., 2016).

By seeing the opportunities that exist, business people take advantage of this progress by creating applications that can connect the business fields they run on the internet network (Nasution, 2023). Online Food Service Delivery System is one form of innovation that arises due to technological advances. Online Food Service Delivery System is a food or beverage delivery service from online to offline that connects food companies with consumers through an application (Faizah, 2022). This practice has received a lot of positive responses from the community, especially for students because it is considered more effective and efficient both in time and cost by only utilizing the internet and applications via smartphones (Nurbaiti, 2023).

There are many popular food delivery services in Indonesia, namely Go Food, Shopee Food, and Grab Food. Grab Food and Go Food are food delivery services owned by online transportation service companies Go Jek and Grab. Gojek and Grab themselves have a large market share in Indonesia, so the two companies compete fiercely with various innovations to win the market (Hermawan, 2021). Based on Southeast Strategic research, Go Food is the online food delivery service with the largest transaction value in Indonesia. Not only does it have a transaction value of Rp 30.5 trillion, this transaction

value outperforms Shopee Food and Grab Food (Daga, 2019). Based on calculations, the transaction value of Shopee Food reached Rp 26.49 trillion and Grab Food was ranked third with a transaction value of Rp 20.93 trillion (Widian, 2021).

Based on the data, Go Food has the highest transaction value of the three online food service delivery system applications. Whereas in reality in terms of product halalness in the Online Food Service Delivery System application, especially Go Food does not have detailed information regarding the inclusion of halal labels. In addition, stores that sell non-halal food in the Food Delivery application do not provide information that the food is not halal. So that people can be trapped when buying food made from non-halal ingredients. Technological advances not only provide convenience, but also erode people's culture of the importance of halal labeling in a product (Afifuddin, 2012). This illustrates that there is still a lack of public awareness of halal. Researchers see the phenomenon that occurs as a problem, this is certainly a concern given the importance of halal for Muslim communities.

Therefore based on the previous description, the researcher is interested in conducting research on the factors quality, price, and halal awareness of Muslim consumer interest in purchasing food on the Online Food Service Delivery System application. Through this research, researches want to find out the reasons for the students at the State Islamic University of North Sumatra to use the Online Food Service Delivery System Application.

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Consumer Behaviour

Consumers are the most important object in a business, every business that is run must want a large number of consumers and also what is no less important is the loyalty or loyalty of the consumers themselves (Amron, 2022). In the absence of consumers, of course the business run by someone will not be able to last long, unless indeed the purpose of running the business is not to sell goods or services or the business is carried out non-commercially (Warisman, 2018).

Meanwhile, according to Izzuddin (2018), Consumer behavior encompasses all of the behaviors, actions, and mental processes that influence these behaviors prior to, during, and following the purchase, use, and expenditure of goods and services, as well as activities like assessing. Consumer behavior is not only important for business actors but also authorities in providing education and protection to consumers. Consumers need to be educated in order to know and understand which products are good to buy and which products should be avoided to buy (Yulius et al., 2022). Consumers also need to be given protection, but if consumers are not given protection, it will certainly have an impact on the circulation of dangerous products for consumers (Anjelina, 2022).

Purchase Intention

Purchase interest itself is consumer behavior that is present as a reaction to an object that indicates a desire in a person to buy a good or service (Nurannisa, 2019). According to Kotler and Keller in Zuchri (2022), buying interest is customer behavior that appears in response to objects that indicate the customer's desire to make a purchase. Consumer buying interest is a common problem, therefore buying interest is one of the main things that must be considered because it determines the success of selecting and purchasing a product (Yulius et al., 2022). Purchase interest arises because of the desire to buy a product or service due to influences from both external and internal where previously an evaluation of the product or service to be purchased was carried out (Yulius et al., 2022).

Product Quality

Quality has become a hope and dream for everyone, both consumers and producers (Rifai, 2019). Talking about the meaning or definition of service quality can have different meanings for each person, because quality has many criteria and depends on the context (Azhari, 2022). According to Juran and Wijono in Rahman (2022), quality is a manifestation or description of the results that meet the needs of customers in providing satisfaction. Meanwhile, Kotler in Yolanda (2021) states that the definition of service is any action or activity that is essentially intangible and does not confer ownership, as defined by one party, is considered a service.

According to Kotler and Armstrong in Ahmaddien (2019) product quality describes the product's ability to meet consumer needs. This reflects the product's ability to carry out its duties which include durability, reliability or progress, strength and ease of packaging and product repair and other characteristics. Good product quality will also have a good impact on the company because it will become a loyal customer and of course provide benefits for the company (Iqbal, 2020). Therefore, it can be said that food service business owners must always maintain product quality to ensure the sustainability of their business. Product quality is determined by the importance of product quality dimensions (Amron, 2022).

Price

Price is the value or money given by a customer in exchange for certain offers that serve to satisfy their needs and wants (Ena et al., 2019; Taan, 2017). In simple terms, price is the value that customers exchange when buying something. Price functions as an economic mechanism by using offers that can be distributed among customers in the market (Taan, 2017). It also acts as an indicator of the extent to which the offer is demanded and the extent to which it is provided or available (Zuchri, 2022). According to Kotler and Armstrong (2010), there are five indicators that characterize price, namely, price affordability, price compatibility with benefits, price compatibility with service quality, price competitiveness, and discounts

Halal Awareness

Apart from the two context aforementioned variables, halal awareness is also a determinant in buying interest, because according to Praslova-Forland and Divitini (2015), social awareness, which can be either tangible or intangible, or both, refers to knowledge of a social situation within a community or group in a particular setting. This covers decisions made, actions, roles, standings, duties, interpersonal relationships, and group formation procedures that occur in a social setting over a little period of time to a lengthy period of time.

Halal awareness is an intangible form which according to Septiani (2022). Halal awareness is known based on whether a Muslim understands what halal is, knows the correct processing process, and prioritizes food for their consumption (Zuchri, 2022). According to (Amelia, 2019) halal awareness is the capacity and knowledge of a muslim to comprehend the true nature o halal items, including distribution, processing, and storage methods. According to Syakib et al., (2022) in the Journal of Halal Product & Research, halal awareness refers to a Muslim's level of proficiency in knowing everything halal. From an industrial standpoint, halal awareness refers to the consumption of items devoid of alcohol, pork, and its derivatives (Rahman & Handayani, 2022).

Online Food Service Delivery System

Online food delivery service is a service that is online to offline. The online food delivery service platform has a large selection of restaurants, serving and connecting restaurants with consumers. The restoring partner displays the restaurant's menus on their application to attract more consumers, and consumers can order food online anytime and anywhere and then it will be delivered at a predetermined location (Yulian et al., 2022). Not only provides convenience or benefits In addition to offering benefits to customers, this online meal delivery system also claims to benefit businesses, giving those looking to innovate in the culinary industry without a lot of resources the broadest possible access. It is not necessary for business actors to possess their own cars or hire specialized staff in order to provide delivery services to customers. This is especially true for culinary entrepreneurs who use online meal delivery platforms

METHOD

This study uses a quantitative research method. The individual unit of analysis in this study is the respondent Go-Food user on the Go-Jek account. The reason for choosing GoFood users on the Go-Jek account as the unit of analysis is because Go-Food is the largest food delivery application currently in Indonesia.

The population in this study were students of the State Islamic University of North Sumatra who used Go-Food or who had ordered food on a Go-Jek account. In addition, the respondents selected were consumers who had ordered food through the GoFood application located in Medan. In this study using purposive sampling method, purposive sampling is a sampling method in which the researcher selects a sample based on research knowledge about the sample to be selected (Azhari, 2022). The sampling technique used in this study used the Slovin formula with a significance level of 10%. Based on this formula, then obtained is $99.64 = 100$ respondents. In this research to collect the data, the author used a distributed questionnaires.

The variable used is Purchase Interest (Y) as the affected variable. While the independent variables in this study are product quality (X1), Price (X2), and Halal Awareness (X3). Hypothesis testing carried out in this study is with multiple regression equation models.

RESULTS AND DISCUSSION

Data Analysis

A categorization or grouping of respondents according to the attributes in order to characterize the respondents' profile: gender, total number of orders per week, and type of order was used. Characteristics of respondents based on male gender obtained 38% and female 62%. Respondents based on the type of order, the type of heavy food obtained 43%, snacks 38%, and drinks 19%. While respondents based on the total order per week obtained with a total order of 1-3 times per week with a percentage of 81%, 4-6 times per week 16%, and > 6 times per week 3%.

The questionnaire's validity and reliability tests produced decisions that were both reliable and valid. There are 6 statements on product quality variables, 6 statements on price variables, and statements on halal awareness variables. The validity test results of all statements have an r (Pearson Correlation) value > 0.165, it is determined that the three variables' claims are true. If the value of the Cronbach's alpha coefficient is more than 0.60, the decision to accept the reliability test is regarded as reliable. The three variables' reliability is demonstrated by the reliability test results.

Table 1
Output Of Validity

Variabel	Item	R Table	R Count	Information
Quality Product	X1.1	0,165	0,526	Valid
	X1.2	0,165	0,592	Valid
	X1.3	0,165	0,780	Valid
	X1.4	0,165	0,707	Valid
	X1.5	0,165	0,635	Valid
	X1.6	0,165	0,605	Valid
Price	X2.1	0,165	0,659	Valid
	X2.2	0,165	0,743	Valid
	X2.3	0,165	0,724	Valid
	X2.4	0,165	0,765	Valid
	X2.5	0,165	0,676	Valid
	X2.6	0,165	0,574	Valid
Halal Awareness	X3.1	0,165	0,721	Valid
	X3.2	0,165	0,771	Valid
	X3.3	0,165	0,716	Valid
	X3.4	0,165	0,717	Valid
	X3.5	0,165	0,724	Valid
	X3.6	0,165	0,709	Valid
Purchase Intention	Y.1	0,165	0,611	Valid
	Y.2	0,165	0,590	Valid
	Y.3	0,165	0,689	Valid
	Y.4	0,165	0,708	Valid
	Y.5	0,165	0,549	Valid
	Y.6	0,165	0,671	Valid

Source : Data Analyzed, 2023

Table 2
Output of Realibility

Variable	Cronbanch's Alpha	Critical Limit	Information
Product Quality	0,716	0,60	Reliable
Price	0,780	0,60	Reliable
Halal Awareness	0,743	0,60	Reliable
Purchase Intenion	0,704	0,60	Reliable

Source : Data Analyzed, 2023

Table 3
Multiple Linear Regression Output

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta		ig.
1	(Constant)	3,688	2,496		1,478	,143
	Product Quality	,359	,112	,333	3,203	,002
	Price	,345	,092	,364	3,743	,000
	Halal Awareness	,079	,085	,079	,936	,352

a. Dependent Variable: Purchase Intention

Source : Data Analyzed, 2023

From this Table 3, it can be explained that the results of the multiple linear regression equation that the constant value of 3.688 is the pure value of consumer buying interest without being influenced by the variables of Product Quality, Price and Halal Awareness. The coefficient value of product quality (X1) is 0.359. This value means that, if there is an increase in product quality by 1%, buying interest will increase by 0.359. So that product quality has a positive relationship with buying interest in online food service delivery applications. The price coefficient value (X2) is 0.345. This value indicates that, if there is a 1% increase in price, purchase intention will increase by 0.345. So that price has a positive relationship with buying interest in the online food service delivery system application. The coefficient value of halal awareness (X3) is 0.079. This value means that, if there is an increase in the halal awareness variable by 1%, the purchase intention will increase by 0.079.

Table 4
Model R²

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,647 ^a	,419	,401	2,39111

a. Predictors: (Constant), Halal Awareness , Price, Product quality

b. Dependent Variable: Purchase Intention

Source : Data Analyzed, 2023

The results of testing the coefficient of determination obtained a coefficient of determination (R²) of 0.419 or 41.9%, Thus it can be concluded that the variables of product quality, price, halal awareness together have an effect of 41.9%, while the remaining 59.1% is influenced by variables outside the research model.

Table 5
Simultan Test
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	395,491	3	131,830	23,058	,000 ^b
	Residual	548,869	96	5,717		
	Total	944,360	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Product quality, Price. Halal Awareness

Source : Data Analyzed, 2023

The F test was conducted to test the hypothesis regarding the effect of the independent variables together (simultaneously) on the dependent variable. The F-table value can be found using the formula $dk = n - (k + 1)$, at a significance level of 5% (0.05). From the calculation results it can be seen that the significant value is 0.000 and the calculated F value is 23.058. The basis for decision making is if the significant value is less than 0.05 ($sig < 0.05$) then the conclusion is significant (Anjelina, 2022). For the significance value in the Table 5, it is known that $0.000 < 0.05$, the results show that all variables of Product Quality (X1), Price (X2), Halal Awareness (X3), and Purchase Intention (Y) have a simultaneous effect.

Table 6
T Test (Parsial)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,688	2,496		1,478	,143
	Product Quality	,359	,112	,333	3,203	,002
	Price	,345	,092	,364	3,743	,000
	Halal Awareness	,079	,085	,079	,936	,352

a. Dependent Variable: Purchase intention

Source : Data Analyzed, 2023

The results of the t test (partial test) are to determine how much independent influence individually (partially) on the dependent variable (Afifuddin, 2012). The results of the t test (partial test) are presented in Table 6. Based on the t test results in the table, it is known that the Sig value of Product Quality (X1) on Purchase Interest (Y) is $0.002 < 0.05$, it can be concluded that product quality has a positive effect on Purchase Intention. Then it is known that the Sig value of Price (X2) on Purchase Interest (Y) $0.000 < 0.05$, it can be concluded that price has a positive effect on Purchase Intention. And it is known that the Sig value of Halal Awareness (X3) on Purchase Intention (Y) $0.352 > 0.05$, it can be concluded that halal awareness has no positive effect on purchase intention.

DISCUSSION

The Effect of Product Quality on Interest in Purchasing Food on the Online Food Service Delivery System Application

Based on the tests carried out, It can be concluded that the Product Quality Variable (X1) has a positive effect on Purchase Interest (Y). The results showed that product quality affects the interest of students at the State Islamic University of North Sumatra when they want to buy food or drinks sold in the online food service delivery system application. Product quality has an important role in shaping consumer buying interest (Faizah, 2022). The higher the quality of the products provided, the higher the interest felt by consumers (Yulius et al., 2022). If consumer buying interest is high, it will benefit the Online Food Service Delivery System application company because consumers will be loyal. In this case, Online Food Service Delivery System applications such as Go Food, Grab Food, and Shopee Food have provided good product quality by providing aluminum bags so that food and drinks are maintained. Then in terms of product packaging provided, it

is certain to keep food and drinks well preserved. With these efforts, it is hoped that it can increase consumer buying interest in purchasing food in the online food service delivery system application, especially Gen-Z Muslim consumers.

These study's findings are consistent with earlier research by Wijastuti and Cantika (2021) showing that product quality significantly affects buying interest.

The Effect of Price on Interest in Purchasing Food on the Online Food Service Delivery System Application

Based on the tests carried out, purchase intention is positively impacted by price. Price is often associated with the perceived benefits of a good or service. In this case, the online food service delivery system application has provided a price that suits the needs of its consumers, such as the price of food along with the shipping costs provided by the application is quite affordable (Herdiansyah, 2018). Even with various kinds of voucher promos so that the price of food and also the price of shipping costs is cut to be cheaper. With all these efforts, it is believed that it will further increase consumer buying interest in making food purchases on the online food service delivery system application, especially for Gen-Z Muslim consumers.

The results of this study are supported by research conducted by Yulian et al., (2022) Which the results showed that price had a positive and significant effect on interest.

The Effect of Halal Awareness on Interest in Purchasing Food on the Online Food Service Delivery System Application

Based on the results of the tests carried out. It can be concluded that halal awareness (X3) has no positive effect on buying interest (Y). The results showed that halal awareness in students at the State Islamic University of North Sumatra still plays a minor role in influencing consumer buying interest. Halal awareness does not have a significant effect on buying interest, caused by the influence of the environment and habits such as the Muslim environment making products sold considered guaranteed halal (Nurhidayah, 2020) following popular trends without looking deeper into the products purchased halal or not (Distya, 2019). Lack of knowledge related to the critical point of product halalness where the product looks halal but the composition contains something forbidden (Syakib et al., 2022). This the results of this study also support research conducted by Mauluddi (2020) showing that halal awareness has no significant effect on purchase intention.

CONCLUSION AND SUGGESTION

Product quality has an important role in shaping consumer buying interest. The higher the quality of the product provided, the higher the interest felt by consumers. If consumer buying interest is high, it will provide benefits for the Online Food Service Delivery System application company because consumers will be loyal. In this case, Online Food Service Delivery System applications such as Go Food, Grab Food, and Shopee Food have provided good product quality by providing aluminum bags so that food and drinks are maintained. Then in terms of product packaging provided, it is certain to keep food and drinks well preserved. With these efforts, it is hoped that it can increase consumer buying interest in purchasing food in the online food service delivery system application, especially Gen-Z Muslim consumers.

Price is often related to the perceived benefits of something goods or services. In this case, the online food service delivery system application has provided prices that suit consumer needs, such as The price of food along with shipping costs provided by the

application is sufficient affordable. Even with various kinds of voucher promos so Food prices and shipping costs are also reduced to be cheaper. With all these efforts, it is believed that buying interest will increase consumers in purchasing food on online food applications service delivery system, especially for Gen-Z Muslim consumers.

The research results show that halal awareness among students at the State Islamic University of North Sumatra still plays a small role in influencing consumer buying interest. Halal awareness does not have a significant effect on buying interest. It is known that the causes include the influence of the environment and habits such as the Muslim environment which makes the products sold are considered guaranteed to be halal. Following popular trends without looking deeper into whether the product purchased is halal or not, lack of knowledge regarding the critical point of halal product where the product looks halal but the composition contains something that is haram

For future researchers who want to examine the factors that influence Muslim consumer interest in buying food on the online food service delivery system application, it is recommended to be able to add other variables example like quality of service related to buying interest. For the online food delivery application, it is hoped that it will increase information about the halalness of a product being sold considering the importance of halalness for Muslim consumers. For food product companies or UMKM that do not yet have halal certification, it is hoped that they will apply for halal certification for their food products. For students of the State Islamic University of North Sumatra, it is hoped that they will always be sensitive by looking at the inclusion of the halal label of a food product sold in the online food delivery application.

REFERENCES

- Afifuddin, Y. M. R. dan S. (2012). Pengaruh Pencantuman Label Halal Pada Kemasan Mie Instan Terhadap Minat Pembelian Masyarakat Muslim (Studi Kasus Pada Mahasiswa Universitas Al-Washliyah, Medan) Yuli Mutiah Rambe dan Syaad Afifuddin. *Jurnal Ekonomi Dan Keuangan*, 1(427).
- Amelia, R. (2019). Pengaruh Aplikasi Go Food Terhadap Peningkatan Penjualan Mocitalk Plaza Medan Fair. *JURNAL MANAJEMEN AKUNTANSI (JUMSI)*, 6(2), 79–84.
- Amron, I. A. H. &. (2022). Analisis Faktor Yang Mempengaruhi Perilaku Konsumen Terhadap Keputusan Pembelian Makanan Menggunakan Layanan Shopee Food. *Media Edukasi*, 25(April 2020), 33–42.
- Anjelina, D. (2022). *Faktor Yang Mempengaruhi Gen Z Indonesia Untuk Melakukan Cashless Payment System Pada Era Digital 4A*.
- Azhari, M. T. (2022). *Metode Penelitian Kuantitatif* (T. Rafida (ed.); 1st ed.). CV Widya Puspita.
- Daga, R. (2019). *Buku 1, Citra, Kualitas Produk dan Kepuasan Pelanggan* (Arfah (ed.); 1st ed., Issue November). Global Research and Accounting.
- Distya R. H., Kusumaningrum, I., Siti A, S. D. P. (2019). Studi Kasus Pengaruh Logo Halal dan Kesadaran Halal terhadap Keputusan Pembelian Bakso Sapi di Ciawi - Bogor. *Jurnal Agroindustri Halal*, 05(2), 196–203.
- Diva, N., Rembulan, R., & Firmansyah, E. A. (2020). Perilaku Konsumen Muslim Generasi-Z Dalam Pengadopsian Dompot Digital. *Jurnal Ekonomi & Ekonomi Syariah*, 17(2), 111–128.
- Ena, M. Y., Nyoko, A. E. L., & Ndoen, W. M. (2019). Pengaruh persepsi harga, kualitas pelayanan, lokasi dan word of mouth terhadap keputusan pembelian di Chezz Cafenet. *Journal of Management Small and Medium Enterprises (SMEs)*, 10(3), 299–310.

- Faizah, F. N. (2022). GoFood Vs ShopeeFood : Manakah yang Menjadi Pilihan Generasi Z ? *Jurnal Al-Tijary*, 7(2), 157–168.
- Hapsawati T. (2017). *Buku-Perilaku-Konsumen-Dalam-Berbelanja* (Zahir (ed.); 1st ed.). Zahir Publishing.
- Herdiansyah, R. (2018). Tren Penggunaan Go Food Dalam Pemesanan Produk Ayam OLahan di Kecamatan Lowokwaru Kota Malang. *Jurnal Akuntansi, Ekonomi Dan Manajemen Bisnis*, 12(3).
- Hermawan, D. J. (2021). Faktor-Faktor Yang Mempengaruhi Minat Beli Online (Studi Pada Mahasiswa Pengguna Platform Shopee). *Jurnal Ilmiah Ekonomi Dan Bisnis*, 9(2).
- Iskandar A, E. W. (2019). Pengaruh kualitas pelayanan, kualitas produk dan keputusan pembelian terhadap loyalitas pelanggan go food melalui variabel kepuasan. *Jurnal Intekna*, 19(1), 40–45.
- Izzati, F., Firamadhina, R., & Krisnani, H. (2016). *Perilaku Generasi Z Terhadap Penggunaan Media Ssosial TIKTOK: TikTok Sebagai Media Edukasi dan Aktivisme*. 0042, 199–208. <https://doi.org/10.24198/share.v10i2.31443>
- Izzuddin, A. (2018). Pengaruh Label Halal, Kesadaran Halal Dan Bahan Makanan Terhadap Minat Beli Makanan Kuliner. *Jurnal Penelitian Ipteks*, 3(2), 100–114.
- Muhammad, I. A. K. (2020). Analisis Pengaruh Kualitas Pelayanan dan Promosi Terhadap Keputusan Pembelian Pada Merchant Go Food Festival Duta Mall Banjarmasin. *JIEB : JURNAL ILMIAH EKONOMI BISNIS*, Vol 5 No 2, 227–237.
- Muhammad, I. P. N. (2023). Pengaruh Kualitas Sistem Informasi , Harga Dan Kualitas Pelayanan Terhadap Kepuasan Mahasiswa Universitas Islam Negeri Sumatera Utara Pada Jasa Gojek. *JUEB: Jurnal Ekonomi Dan Bisnis*, 2(1).
- Nurannisa. (2019). *Generasi Milenial Dalam Penggunaan Aplikasi Go FoodE*.
- Nurbaiti. (2023). Perilaku Konsumtif Mahasiswa Dalam Membeli Produk Fashion Syariah: Studi Kasus Mahasiswi FEBI UINSU. *El-Mujtama : Jurnal Pengabdian Masyarakat El-Mujtama : Jurnal Pengabdian Masyarakat*, 3(1), 93–103. <https://doi.org/10.47467/elmujtama.v3i1.2265>
- Nurhidayah, A. A. P. & S. M. (2020). Analisis Faktor-Faktor Keputusan Pembelian Makanan Online Muslim Millenia. *Journal of Multidisciplinary Studies*, 4(December).
- Rahman, A. A., & Handayani, T. (2022). Analisis Variabel yang Mempengaruhi Keputusan Pembelian Makanan Halal Melalui GoFood Saat Covid-19. *BISNIS: Jurnal Bisnis Dan Manajemen Islam*, 10(1), 149–174.
- Rifai, K. (2019). *Membangun Loyalitas Pelanggan* (1st ed.). Zifarama Publish.
- Septiani, D., & Ridlwan, A. A. (2022). The Effects of Halal Certification and Halal Awareness on Purchase Intention of Halal Food Products in Indonesia. *Indonesian Journal of Halal Research*, 2(2020), 55–60. <https://doi.org/10.5575/ijhar.v2i2.6657>
- Setiawan, & Mauluddi, H.A.,. (2020). Determinan minat membeli produk halal. *At-Tijarah : Jurnal Ilmu Manajemen Dan Bisnis Islam*, 5(2), 232–246.
- Syaefurohim, A. (2022). *Pengaruh Voucher Diskon, Pengalaman Konsumen, Dan Persepsi Nilai Terhadap Minat Beli Ulang Konsumen Pada Layanan Go Food Saat Pandemi Covid 19 (Studi Pada Masyarakat Kecamatan Binawidya Kota Pekanbaru* (Vol. 19).
- Syakib, M., Rifai, A., Nurhidayat, W., & Prianka, W. G. (2022). Pengaruh Halal Awarness , Sertifikasi Halal dan bahan makanan Halal terhadap keputusan pembelian produk makanan di Era Pandemic Covid-19. *Jurnal Ilmiah Akuntansi Dan Keuangan*, 5(4), 1563–1576.
- Warisman, K. D. (2018). Analisis Faktor-Faktor yang Menentukan Keputusan Konsumen Menggunakan Ojek Online (Go-Jek) Berbasis Aplikasi di Kota Jember. In *Repostory*

Universitas Jember.

- Widian, A. A. (2021). *Pengaruh Harga, Promosi dan Kualitas Pelayanan Terhadap Kualitas Menggunakan Jasa Go Food Dalam Perspektif Ekonomi Islam (Studi Pada Mahasiswa Universitas Islam Negeri Raden Intan Lampung)*.
- Wijastuti, R. D., & Cantika, N. (2021). Pengaruh persepsi harga, citra merek dan kualitas pelayanan terhadap minat beli ulang jasa gofood di kota sorong. *Kalianda Halok Gagas*, 4(1).
- Wirananta, Z. (2022). Pengaruh Kualitas Pelayanan dan Harga PT GOJEK Terhadap Kepuasan Konsumen GO-FOOD Di Padang. *Jurnal Manajemen Dewantara*, 1(2).
- Yolanda, A. L., & Nuryati. (2021). Pengaruh Kualitas Pelayanan, Harga Dan Promosi Terhadap Keputusan Pembelian Go-Food Pada Go-Jek Di Kabupaten Sukoharjo. *Aktual : Jurnal Akuntansi Dan Keuangan*, 6(2), 75–83.
- Yulian, E. A., Prahmadisti, M. S., Maharani, T. Y., & Arafah, W. (2022). Pengaruh Kualitas Pelayanan, Harga, dan Promosi Terhadap Loyalitas Pelanggan Pada Pengguna Go Food Di Kota Jakarta. *Jurnal Manajemen Dewantara*, 6(1), 35–44.
- Yulius, G., King, F. T., & Suhaidi, K. (2022). Faktor Keputusan Penggunaan Online Food Service Delivery System Pada Generasi Milenial Di Jakarta. *Manajemen*, 6(1), 58–75.
- Zuchri, A. L. (2022). Pengaruh Promosi Dan Kesadaran Merek Terhadap Minat Beli Pada Kedai Kopi Kala Senja Kopi Galuh Mas Karawang. *Jurnal Ekonomi Dan Bisnis*, 9(2).