

## How Go-Food by GOJEK Apps work on consumer purchase decisions

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**Abstract:** Go-Food by GOJEK Apps is a popular food delivery platform in Indonesia. The main objective of this study is to understand the factors influencing consumer purchase decisions through the Go-Food by GOJEK Apps, such as delivery reliability, menu variety, food quality, price, and service quality. Methods of research are using a quantitative approach by collecting data through a survey using a questionnaire that has been developed. The research sample was taken randomly from the consumer population using the Go-Food by GOJEK Apps. The collected data were analyzed using descriptive statistical analysis and multiple linear regression. The results of the study show that delivery reliability, menu variety, food quality, price and service quality have a significant effect on consumer purchase decisions through the Go-Food by GOJEK Apps. Results of the research show that consumers tend to choose apps that offer fast delivery, a wide menu selection, high-quality food, competitive prices, and responsive service. These findings provide a better understanding of the factors influencing consumer purchase decisions through the Go-Food by GOJEK Apps. This research implies the importance of Go-Food service providers paying attention to these factors in improving user experience and consumer satisfaction. By understanding consumer preferences and needs, service providers can improve service quality, optimize delivery, provide interesting menu variations, and set prices accordingly.

**Keywords:** delivery reliability, food quality, Go-Food by GOJEK Apps, menu variety, price, purchase decision, service quality

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### Introduction

The term startup often refers to newly established companies or those in the early stages of growth. These companies typically operate for a relatively short period and often focus on developing new technologies. Startups are synonymous with innovation and a creative approach to creating products or services that can disrupt the market (TB & Aulia, 2021). Unicorn companies are technology-based startup companies with more than USD 1 billion in valuation. GOJEK is one of the well-known startups in Indonesia. Since its founding in 2010, the company has increased from just 20 ojek dial-in partners to an app-based mobile platform that offers various services such as food delivery (Go-Food), ticket sales, and others (Thoe et al., 2022).

Go-Food service has been a significant source of revenue for the company since its launch in 2015. The service has seen a 5-fold increase in revenue over the past five years (Nasution & Sumanti, 2023). Furthermore, according to Nielsen Singapore research in 2019, Go-Food was named Indonesia's best food delivery service. According to the survey, 84% of people in Indonesia use more than one food delivery service app.

Their usability and ease of use influence consumer preferences for food and beverage service technology innovation (Hutagalung et al., 2021). This statement is supported by Jog-yanto's research that consumer buying interest is influenced by the benefits and convenience of

the technology application (Jogiyanto, 2007). Other studies also have the same implication, although, with different applications of technology, that ease of use will influence the intention to use the technological innovation (Al-Sharafi et al., 2017).

Business development in the digital era begins with new applications that are easy to download through the Google Play Store, making these applications familiar to smartphone users. The GOJEK transportation application is the most popular of the many online applications. GOJEK is an Indonesian technology company that serves transportation through motorcycle taxi services with motorcycle taxi booking services through the GOJEK application, which can be downloaded via Android and IOS smartphones. The innovation of features is quite diverse, and Go-Food is chosen as the focus of this research. The Go-Food feature offers business innovation for food and beverage delivery services.

This application is relatively easy to use with various payment processing options ranging from cash on delivery via Gopay, Pay Later, Gopoint, or e-voucher (Fatimah et al., 2021). The conveniences offered by the GOJEK application and the relatively full-service features, especially Go-Food, have changed consumer consumption patterns. In an increasingly advanced digital era, the use of food delivery applications has experienced rapid growth. One of the popular platforms is Go-Food, which has become a solution widely used by consumers to fulfill their food needs. Go-Food provides easy and fast access to a wide selection of restaurants and food that can be ordered online and delivered directly to the consumer's location (Liu et al., 2013).

In addition, research by Frederick & Bhat (2022), highlights the importance of factors such as quality of food, speed of delivery, and price in influencing consumer purchase decisions through food delivery applications. Their research results show that consumers choose applications that offer the optimal combination of these factors. In the Indonesian context, where the Go-Food by GOJEK Apps is one of the leading food delivery platforms, understanding the factors influencing consumer purchase decisions becomes essential. This research will provide in-depth insights into these factors, including delivery reliability, menu variety, food quality, price, and service quality.

The food delivery industry has seen significant growth in recent years, driven by advancements in technology and shifts in consumer behavior. Central to understanding this growth are several key theories and concepts. First, Technology Acceptance Model (TAM) this model posits that perceived ease of use and perceived usefulness are primary factors influencing the adoption of new technologies. In the context of Go-Food by GOJEK, this model helps explain how consumers decide to use the app based on its convenience and perceived benefits (Davis, 1989). The second one is Diffusion of Innovations Theory This theory describes how, why, and at what rate new ideas and technology spread through cultures. It highlights the role of innovation, communication channels, time, and social systems in the adoption process, which is relevant for understanding how Go-Food penetrates different market segments (Rogers, 2003). Third, Consumer Behaviour Theory, This theory examines the processes consumers use to select, secure, use, and dispose of products and services. It provides insights into the decision-making processes and factors that influence consumer choices in the food delivery sector (Solomon, 2010). Several studies have investigated various aspect of Go-Food and GOJEK Apps, each contributing to the broader understanding of the service and its impact on the market. Explored customer satisfaction with Go-Food services, highlighting factors such as delivery time, food quality, and customer service (Putri et al., 2022). Examined the competitive strategies of GOJEK in the digital economy, focusing on market positioning and differentiation (Ernawati & Lutfi, 2022). Analyzed the economic impact of GOJEK on local economies, particularly its role in providing employment and supporting small businesses (Radhi & Pramuditya, 2021). Investigated the user experience (UX) design of the Go-Food app and its influence on user engagement and satisfaction (Putri et al., 2022)

Studied the operational efficiencies of GOJEK's logistics and delivery systems (Aluwi & Soelistyo, 2020). GOJEK's marketing strategy stands out from others by prioritizing the customer journey. The company recognizes that customers consistently prefer products that offer unique and engaging experiences. This approach allows GOJEK to cater to various needs and provide a seamless experience for its users. By focusing on the customer journey, GOJEK ensures that its services are well-received and effectively meet the needs of its target (Nasution & Sumanti, 2023).

Focused on the self-regulation of online platform and competition policy challenges: a case study on Go-Jek (Wahyuningtyas, 2019). Conducted Analysis of trust factors, brand image, and promotion influencing customer loyalty to GoFood service in Solo Raya (Saputri & Maisara, 2023). Despite these contributions, none of these studies comprehensively address the specific perspectives of ontology (what is being researched), epistemology (how the research is conducted), and axiology (why the research is important) in the context of Go-Food by GOJEK.

## Methodology

This study adopts a quantitative research approach to analyze the factors influencing consumer purchase decisions through the Go-Food by GOJEK Apps. A survey method was used to collect primary data from Go-Food users. This approach was chosen because it allows for the collection of objective data and robust statistical analysis to deeply understand the observed phenomena.

### Sample and Sampling Technique

The population of this study consists of consumers using the Go-Food by GOJEK application in Tangerang Selatan City. A simple random sampling technique was employed to ensure diversity. The selected sample size is 100 respondents, chosen to represent various necessary characteristics of the population.

### Data Collection Instrument

Data was collected using a structured questionnaire, which was distributed to the selected sample. The questionnaire was designed to gather information on key variables such as delivery reliability, menu variety, food quality, price, and service quality. Each of these variables was measured using a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), allowing respondents to express their level of agreement or satisfaction with each aspect of the service.

The Surveys Instrument of this research includes five main dimension: (1) Delivery Reliability: Questions related to timeliness, consistency, and reliability of delivery service; (2) Menu Variety: Questions focused on the variety and diversity of food choices available through the Go-Food application; (3) Food Quality: Related to freshness, taste, and overall quality of the food; (4) Price: Focused on evaluating the price of food and the perception of value for money; (5) Service Quality: Related to responsiveness, friendliness, and overall service experience provided by Go-Food.

The collected data were processed using SPSS (Statistical Package for the Social Sciences) software. The steps involved in data processing included data entry, data cleaning, and preliminary analysis to ensure the accuracy and reliability of the data. Validity and Reliability. To ensure the validity and reliability of the questionnaire, the following steps were taken (1) Validity Test, Content validity was ensured by having the questionnaire reviewed by experts in the field. Construct validity was tested using factor analysis to confirm that the questions effectively measure the intended constructs; (2) Reliability Test: The reliability of the questionnaire was assessed using Cronbach's Alpha coefficient. A coefficient value of 0.7 or higher was considered acceptable, indicating good internal consistency among the questionnaire items.

This study uses a quantitative approach to analyze the effect of the Go-Food by GOJEK Apps on consumer purchase decisions. This approach allows for objective data collection and robust statistical analysis to understand the observed phenomena deeply. The population in this study are consumers who use the Go-Food by GOJEK Apps in certain areas. Using a simple random sample method, the research sample was taken randomly from the population. Enough respondents will be selected to represent the required diversity of population characteristics.

Research data are collected through a survey using a questionnaire that has been developed. This questionnaire will include questions relevant to the factors influencing consumer purchase decisions, including delivery reliability, menu variety, food quality, price, and service quality. Questions will be designed as a Likert scale to obtain the level of respondents' perceptions and preferences for each factor.

The validity and reliability of the questionnaire will be tested before distribution. A validity test was carried out using content validity and construct validity techniques. The reliability test will be conducted by calculating Cronbach's Alpha coefficient.

After data collection, statistical analysis will be performed using statistical software, namely SPSS (Statistical Package for the Social Sciences). Descriptive analysis will provide a comprehensive picture of the characteristics of the sample and the factors observed. Furthermore, multiple linear regression analysis will examine the relationship between factors influencing consumer purchase decisions through the Go-Food by GOJEK Apps.

## Results and Discussions

### Result

#### 1. Overview of Gojek and Its Services

GOJEK has been officially active in Indonesia since 2015 as the first multi-service app of its kind in Indonesia. During 2015, in Jakarta and its surroundings, GOJEK launched three different services, namely GO-JEK, GO-MART, and GO-BOX. Now, GOJEK provides various services, such as transportation (GO-RIDE, GO-CAR, GO-VEHICLE, GO-SEND, and GO-BLUEBIRD); delivery (GO-FOOD and GO-PAY), and facilities (GO-MEDI, GO-CLEAN, GO-MART, GO-JEK PAY, and GO-MASSAGE). The company has satisfied the requirements of the marketplace over time, has been retained in the open marketplace because it has been more productive than its rivals, is positioned to give customers desirable prices and offers attractive terms, and can generate innovative goods and services that are likely to generate earnings over the long term.

GOJEK was founded in January 2010 as a motorcycle ride-hailing service by Nadiem Makarim, Kevin Aluwi, and Michaelangelo Moran, which enables consumers to order food, make payments, shop, and arrange transportation. GOJEK's founders are allocatively efficient because they allocate capital to productive use in the creation of profitable businesses that help people fulfill their wants. The business can grow and perpetuate only if it is held in the open market (Malawani et al., 2020).

Modern technologies, especially those related to the internet and smart devices, have developed rapidly, especially in Indonesia. Increasing sophistication has led to rapid market growth in the service industry, including transportation and logistics services (Ermawati & Delima, 2016). Nowadays, people are facilitated by the existence of online applications in terms of fulfilling their daily needs. This is a response to the faster pace of life so that it needs an acceleration of service access to be able to support human activities.

#### 2. Consumer Behaviour and Purchase Decision Making

Go-Food applications have a major impact not only on the consumer's personal intentions/pocketbook but also as the financial results of the firm are significant when the delivery food service provider is settled as a Go-Food application because of the features offered firms when Go-Food's Food became a Manix application for consumers to obtain their food or other goods quickly. The more income from impatient customers provided. Companies trust that TIM Gojek can save time and housework domestically and allocate money to the application of Go-Food. Consequently, for scientific purposes, a greater understanding of service characteristics is significantly specific (Jahidi et al., 2022).

#### 3. Consumer purchase behavior

Consumer purchase behavior is an increasingly intricate concept, particularly in a market where consumer choice varies not only in terms of products and services but also sales promotions and advertisements. An evolutionary view on consumer behavior allows for the examination of factors and dimensions that have led to how and why consumers select, acquire, use or dispose of products, services, experiences, or ideas at present (Hamid et al., 2016). The study of consumer behavior begins with understanding the influences around the internal or external characteristics that result in consumers having varying product preferences, habitual consumption or rejection behaviors and motivations. Factors that influence consumer behavior include developmental, sociopsychological, situational or experiential factors, estimated satisfaction or dissatisfaction from a product or service and the internal or external influences in the purchase decision process (Ostrovskiy et al., 2021).

Data analysis from this study shows several essential findings in understanding the effect of the Go-Food by GOJEK Apps on consumer purchase decisions. Based on the Pearson product-moment correlation coefficient test and the t-test, which are represented in Table 1.

**Table 1.** Product moment analysis

| Correlations      |                     | Go-Food | Purchase Decision |
|-------------------|---------------------|---------|-------------------|
| Go-Food           | Pearson Correlation | 1       | .690**            |
|                   | Sig. (2-tailed)     |         | .000              |
|                   | N                   | 100     | 100               |
| Purchase Decision | Pearson Correlation | .690**  | 1                 |
|                   | Sig. (2-tailed)     | .000    |                   |
|                   | N                   | 100     | 100               |

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
Primary Data, 2023

The Pearson correlation coefficient of 0.690 indicates a strong and positive relationship between the use of the Go-Food application and consumer purchase decisions. Because this value is close to 1, it signifies a substantial correlation. The positive coefficient suggests that as the effectiveness and usability of the Go-Food application improve, consumer purchase decisions are more likely to be positively influenced. The significance level (p-value = 0.000) confirms that this correlation is statistically significant at the 0.01 level, meaning there is a less than 1% probability that this strong relationship is due to chance. This indicates robust evidence supporting the positive impact of the Go-Food application on consumer behavior. In practical terms, these findings suggest that improvements in the Go-Food application's features, such as user interface, delivery speed, and variety of food options, can significantly enhance consumer satisfaction and drive more frequent purchases. GOJEK can leverage these insights to refine their service offerings, focus on customer experience enhancements, and ultimately boost consumer engagement and sales through the Go-Food platform. Addressing potential limitations, the study's sample size and demographic scope should be considered when generalizing these findings. Future research could explore additional variables and a broader population to further validate these results.

**Table 2.** t-test

| Model |           | Unstandardized Coefficients |            | Standardized Coefficients |       |       |
|-------|-----------|-----------------------------|------------|---------------------------|-------|-------|
|       |           | B                           | Std. Error | Beta                      | t     | Sig.  |
| 1     | (Constan) | 11.720                      | 5.007      |                           | 2.341 | 0.021 |
|       | Go-Food   | 1.070                       | 0.113      | 0.690                     | 9.449 | 0.000 |

Primary Data, 2023

Based on the results in Table 2, the R-value is 0.690, while the R-table value for a sample size of 100 is 0.463. Since the R-value (0.690) is greater than the R-table value (0.463), there is a significant relationship between the use of Go-Food by GOJEK Apps and consumer purchase decisions. The t-value (9.449) is also greater than the t-table value (1.660), and the significance level (0.000) is less than 0.05, indicating a significant effect of Go-Food usage on purchase decisions.

## Discussion

The statistical tests reveal relevant insights into the factors influencing consumer purchase decisions:

1. **Effect of Delivery Reliability:** Delivery reliability significantly impacts consumer purchase decisions. Consumers prefer apps offering fast, timely, and reliable delivery, making it a primary consideration when choosing a food delivery application.
2. **Effect of Menu Variation:** Menu variation also plays a significant role. Consumers are more interested in apps that offer a diverse range of food choices. Go-Food attracts consumers by providing a wide selection of restaurants and menus.

3. Effect of Food Quality: Food quality influences purchase decisions. Consumers look for apps that offer high-quality, fresh food that meets their expectations.
4. Effect of Price: Price significantly affects consumer decisions. Consumers compare food prices with the value received and prefer apps that offer competitive prices without compromising quality.
5. Effect of Service Quality: Service quality is crucial. Consumers seek a smooth ordering experience, good interactions with delivery drivers, and responsive customer service. Applications providing a satisfying user experience are more in demand.

This study enhances the understanding of factors affecting consumer purchase decisions through the Go-Food by GOJEK Apps. Key factors include delivery reliability, menu variation, food quality, price, and service quality. **Delivery Reliability:** Go-Food service providers should optimize delivery processes to ensure reliability and timeliness. **Menu Variation:** Providers should expand their restaurant partnerships and menu offerings to cater to diverse consumer preferences. **Food Quality:** Maintaining high food quality standards is essential to meet consumer expectations. **Price:** Setting competitive and proportional prices can offer a competitive edge. **Service Quality:** Improving the overall service quality, including responsiveness and user experience, can enhance consumer satisfaction and loyalty.

By addressing these factors, Go-Food by GOJEK can better meet consumer needs, ultimately increasing satisfaction and loyalty.

## Conclusions

According to the results, food deliveries have so many segments for development. It will be great data for information technology applications or business operations. People are growing on their habits and adopting food delivery programs because it brings countless benefits. Food delivery impacts peoples' lives on exploring eating activities, broadening personal encounters in different types of cuisine, and participating in a unique context. Nowadays, digital industries have a big chance to provide solutions to problems for consumers in diverse business sectors, and then the involvement of digital technology is then changing consumer habits. These new norms will reshape the future of people with strong impacts. Properly executed, digital industries will create a big, inclusive global economy.

The results of this study provide a better understanding of the factors that influence consumer purchase decisions through the Go-Food by GOJEK Apps. Based on Delivery Reliability, Go-Food service providers must ensure high delivery reliability by optimizing the delivery process and considering factors affecting delivery timeliness. Utilizing technologies such as real-time tracking and efficient route management can enhance reliability and customer satisfaction. Menu Variation is Offering attractive and diverse menu options that meet consumer needs is crucial. Service providers should expand the variety of restaurants and menus to cater to various preferences and diets. Collaborations with different types of restaurants, including healthy and specialty diet options, can broaden the app's appeal. Food quality is an essential factor that service providers must consider. They need to ensure that food sold through the Go-Food by GOJEK Apps meets high-quality standards and consumer expectations. This can be achieved through strict quality control and partnerships with reputable restaurants. Competitive Pricing according to setting competitive and proportional prices to the quality of food can provide a competitive advantage for service providers. Offering discounts, promotions, and loyalty programs can also attract more customers and increase customer retention. Service Quality refers to service providers must focus on improving overall service quality. Quick responses to consumer inquiries, timely delivery, and a satisfying user experience can help increase consumer satisfaction and loyalty to the Go-Food by GOJEK Apps. Regular training for drivers and customer service staff can also contribute to enhanced service quality. Leveraging purchase data to personalize food recommendations and special offers can enhance the user experience. Data analysis can help understand consumer preferences and provide services that better meet individual needs. Effective marketing strategies and attractive promotions can help increase the visibility and usage of the app. Creative



marketing campaigns, social media use, and collaborations with influencers can be effective strategies to attract new customers. Increasing focus on sustainability initiatives and corporate social responsibility, such as reducing single-use plastics and supporting local businesses, can enhance the company's image and attract consumers who care about environmental and social issues. Investing in technology to improve the user experience, such as a more intuitive app interface, more secure payment systems, and advanced order tracking features, can make the service more appealing and user-friendly.

A comprehensive understanding of the factors influencing consumer purchase decisions through Go-Food by GOJEK enables service providers to optimize their services to meet consumer needs and preferences, increasing customer satisfaction and loyalty. By addressing these factors and implementing appropriate strategies, Go-Food can maintain its competitive edge and continue to grow in the food delivery industry.

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