ANALYSIS OF GENERATION Z CONSUMERS' BEHAVIOR TOWARDS PURCHASE DECISION OF ONLINE FOOD DELIVERY: STUDY ON GRABFOOD INDONESIA

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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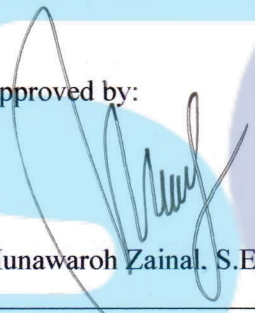

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ABSTRACT

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The purpose of this research is to identify the impact of Generation Z online consumer behavior on purchase decisions of online food delivery, GrabFood Indonesia. There are five key variables that are expected to influence online consumer behavior: Individual/Consumer Characteristics, Environmental Influence, Product/Service Characteristics, Medium characteristics, and Merchant and Intermediaries Characteristics. This research employs the quantitative method. The information was gathered by distributing questionnaires to 241 Generation Z customers who downloaded and used GrabFood. The data was examined using multiple linear regressions. The questionnaire results are analyzed using IBM SPSS. The study findings reveal that the overall factors exert a substantial and concurrent influence. Specifically, the Merchant and Intermediaries Characteristics significantly impact consumers' food purchasing decisions when utilizing GrabFood delivery services.

Keywords: Online Consumer Behavior, Generation Z, Online Food Delivery, Purchase Decision

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DEDICATION

I dedicate this work to this universe, my future, family, advisor, and all business management lecturers.

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First and foremost, I would like to express my deepest gratitude to Jesus Christ for His immense power and blessings, which played a pivotal role in enabling me to successfully complete my thesis. Throughout this journey, I have been fortunate to have the presence and guidance of extraordinary individuals. Therefore, I would like to convey my heartfelt appreciation and thanks to the individuals mentioned below.

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