

ABSTRACT

The development of technology and the internet shapes new consumer behaviors, particularly in the repurchase of food through online food delivery services. This research aims to identify the factors influencing food repurchasing decisions through online food delivery, considering income, price, taste, usefulness, and ease of use in Jabodetabek area.

This study uses primary data with questionnaire data collection method. The questionnaires were collected from 381 respondents who are food buyers through online food delivery services in the Jabodetabek area. The Jabodetabek area was chosen as the research subject because it serves as the main economic driver, particularly in online shopping, with a per capita expenditure of \$555. The analysis method in this research is binary logistic to analyze consumer decisions regarding food repurchases through online food delivery.

The results of this study indicate that income, price, taste, usefulness, and convenience variables have a significant influence on food purchasing decisions. Income and price have a negative impact on repurchasing decisions. Taste, usefulness, and convenience variables have a positive impact on repurchasing decisions for food through online food delivery.

Key Word : Repurchasing Decision, Income, Price, Preference, Usefulness, Ease of Use, Online Food Delivery