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ANTECEDENT FACTORS AFFECTING REPURCHASE INTENTION ON SHOPEE FOOD

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ABSTRACT

The availability of various e-commerce platforms as shopping media makes it easier for customers to shop conveniently anywhere and anytime. In the context of restaurants, nowadays consumers use an Online Food Delivery System (OFDS) which is an important part of the distribution of the restaurant industry. The competition in the food delivery business is getting fiercer as new entrants emerge. Shopee launched the ShopeeFood food in April 2020. Shopee Food contains a variety of products ranging from food to snacks from various restaurants, as well as Business, Micro, Small and Medium Enterprises (MSMEs) with various discounts and attractive. The urgency of this research is to examine antecedent factors affecting repurchase intention on Shopee Food. This study uses exploratory research design. The number of samples used in this study were 205 respondents live in Jakarta, Depok, Tangerang, and Bekasi who have ordered using Shopee Food. The data analysis method used is Partial Least Square (PLS). The data analysis test tool uses statistical software Smartpls 3.0. This study concludes that some factors affecting the repurchase intention on Shopee Food. Performance expectancy, habit, impulse buying tendency, and orientation to present were found have positive impact on repurchase intention. While, congruity to self image was found has negative impact towards repurchase intention on Shopee Food. In other hand, two other hypotheses which include openness to novelty and alertness to distinction that positively affecting repurchase intention on Shopee Food were rejected.

Keywords : *Repurchase Intention, Online Food Delivery System, Impulse Buying, Performance Expectancy*

INTRODUCTION

Platform availability e-commerce as a shopping medium allows customers to shop conveniently, compare products and prices effectively, and arrange for immediate product delivery (Chang, Chou, & Lo, 2014); (Yeo, Goh, & Rezaei, 2017). Consumers prefer to use online services because of their convenience, usability, and other motives (Kimes, 2011; Littler and Melanthiou, 2006; Saarijärvi et al., 2014) or previous online experiences (Rezaei et al., 2016d). In the context of restaurants, currently there is an *Online Food Delivery System* (OFDS) which is an important part of the distribution of the restaurant industry (Muller, 2018). The types of products sold using OFDS are unique: they are perishable and heterogeneous (Kotler *et al.* , 2016), thereby adding another layer of complexity to the consumer purchasing decisions and buying environment.

The Demographic Institute of the Faculty of Economics and Business, University of Indonesia stated that the largest type of monthly consumer digital expenditure during the Covid-19 pandemic was to order food (97%). Online food delivery services in Indonesia have increased in use during the COVID-19 pandemic. Based on the Katadata.co.id article (2021), Go-Food, Shopee Food, and Traveloka Eats transactions skyrocketed and recorded an increase in transactions during PPKM level

4. Various promotions were intensively carried out by food delivery services to accommodate the needs of the Indonesian people. This encourages competition between food ordering services so that they can become the main choice of the community. Ordering food is the method most people choose compared to other methods. Research from Nielsen Singapore in 2019 showed that around 58% of Indonesians bought ready-to-eat food through online applications via *smartphones* with an average of 2.6 times per week. The main reason people buy food online is to save time and effort in the ordering process.

The competition in the food delivery business is getting fiercer as new entrants emerge. Currently, Grab Food and Go-Food are the strongest food delivery service companies in Indonesia. Grab contributed 53% of *Gross Merchandise Value (GMV)* and Gojek contributed 47%. Momentum Works noted that the gross transaction value or GMV GrabFood reached US\$ 5.9 billion or around Rp. 83 trillion in 2020. Meanwhile, GoFood owned by Gojek was only US\$ 2 billion or Rp. 28 trillion. Therefore, Shopee Food, which has just arrived in Indonesia, must compete with Gojek and Grab, which have been present first. Shopee Food launched the ShopeeFood food ordering feature in April 2020. Shopee Food contains a variety of products ranging from heavy food to snacks from various restaurants, as well as Micro, Small and Medium Enterprises (MSMEs). In addition, food ingredients such as vegetables, meat, and frozen foods are available. To increase customer interest, ShopeeFood offers various discounts and attractive offers as well as free shipping up to 12,000.

It is important to pay attention to the factors that influence *repurchase intention* in the midst of increasingly fierce competition, especially Shopee Food which is relatively new compared to Go-Food and Grab Food. Kotler (1999) states that if consumers are satisfied with the quality of service provided by the company, or even higher than what consumers expect, consumers will repurchase or recommend to others. This study will discuss the factors that influence repurchase intention at Shopee Food. The study will discuss several influencing factors such as performance expectations, impulse buying tendencies, consumer openness to new things, awareness of differences, conformity with consumer self-image, and current orientation to repurchase intention in the Shopee Food application.

FRAMEWORK

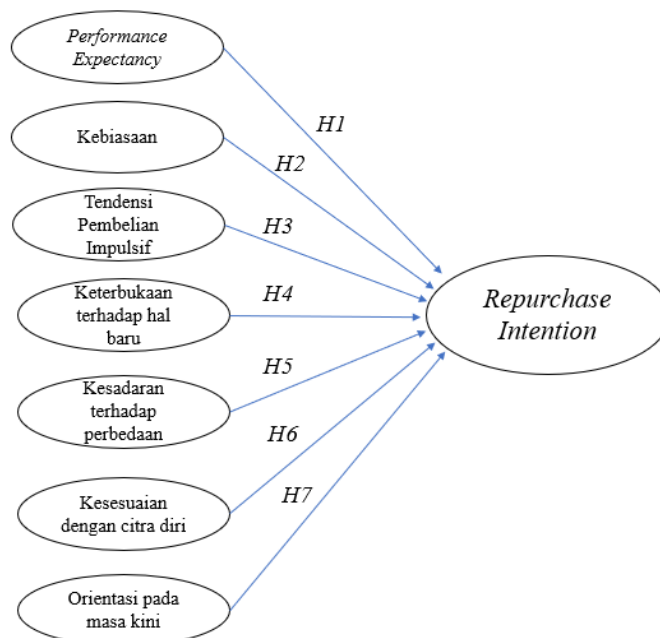


Figure 1. Research Framework

Performance Expectancy

Expectancy or performance expectations refers to the extent to which an individual feels that using the system will help him to achieve gains in job performance (Venkatesh et al., 2003). In this case, the performance expectation given by the food delivery service company is to assist consumers in providing the food that consumers expect practically. OFDS make it easy consumers in optimizing orders by tracking information about future purchases. Compared to restaurant websites and phone ordering, OFDS allows consumers to compare offers from multiple restaurants. This process enhances the information seeking phase of their purchase, which can result in effective task completion (Yeo *et al.*, 2017). OFDS requires an efficient and scalable real-time delivery (Li, Miroso, & & Bremer, 2020)service. OFDS service providers need to ensure reasonable delivery times to reach their customers, and those times should be lower than when consumers take alternative routes.

H1 *Performance Expectancy* has a positive effect on *repurchase intention* at Shopee Food.

Habit

Habits have been validated as antecedents of user behavior, especially when repetitive behavior is manifest in IS use (Limayem and Cheung, 2008). Thus, habits reflect the continued use of IS by consumers, in line with their satisfaction from previous purchasing experiences (Khalifa and Liu, 2007). OFDS is very proactive in developing new markets and cultivating consumer eating habits. Before the pandemic, consumers preferred to order food through delivery occasionally, but now it has shifted to become repetitive or periodic so that it becomes a routine (Yuswohady et al., 2020). Social restrictions during the COVID-19 pandemic have encouraged the habit of ordering food online. Quoted in the article yoursay.id (2021), through the phenomenon of online food ordering, Shopee Food services are related to habitual buying behavior and variety-seeking buying behavior where habitual factors and seeking diversity encourage consumers to try Shopee Food services. Brand switching among the many OFDS choices, occurs because consumers want to try variations, not because of dissatisfaction with other OFDS services.

H2 Habits have a positive effect on *repurchase intention* at Shopee Food

Impulsive Buying Tendency

According to Mowen & Minor (2001, 198), impulse buying is defined as an act of buying that is done without any purchase intention that is formed before entering the store. The tendency to buy impulsively reflects the tendency that leads consumers to spontaneously buy a product (Chan *et al.* , 2017).

Various promotions offered by OFDS encourage consumers to shop for food at food delivery services. Promotion proved to have a significant positive effect on online impulse buying behavior (Mutanafisa & Retnaningsih, 2021). According to Rook (1987) and Greenfield (1999) in the late 1980s, impulse buying was made easy due to innovations such as credit cards, and product selection by simply "clicking" on a product created an impulse that could increase impulse buying. Supported by advertising stimulates impulse buying (Madhavaram and Laverie, 2004), consumers who are impulsive buyers may be tempted to use OFDS.

Openness to New Things

The search for something new refers to the "tendency of humans and animals to explore new things and" unfamiliar stimuli and environments" (Costa, Tran, Turchi, & Averbeck, 2014). It is associated with greater sensation of seeking (Mallet & Vignoli, 2007), impulsivity (Wills, Vaccaro, & McNamara, 1994), risk taking, and greater orientation toward independence. and greater extraversion and openness to experience (Gordon & Luo, 2011). Openness to novelty refers to the ability to see differences, context, and curiosity about new features of a particular IS. This openness encourages the tendency to explore new and unfamiliar things. As OFDS, which can offer new conditions for consumers to use, such as the addition of web-related foodservices or retail business models.

Awareness of Difference

Mindfulness consists of four dimensions: awareness of difference, openness to novelty, orientation to the present, and awareness of multiple perspectives (Langer, 1997). Awareness of differences involves developing new ideas and ways of looking at things. In particular, individuals can distinguish how things are the same or different in something especially in IS. Awareness of difference reflects the tendency of users to recognize the difference between the way they use IS and the potential of that IS (Thatcher et al., 2018). Users try to reduce these differences by optimizing the way they interact with the system. OFDS provides conditions for consumers to reflect on the utilization of the system versus potential uses by suggesting new features and products. Most commonly, such suggestions include an invitation to try a sponsored or recommended product, use a coupon or subscribe to receive marketing materials. As a result, creating a difference in IS will have several impacts: (1) greater sensitivity to the environment, (2) more openness to new information, (3) the creation of new categories for structuring perceptions, and (4) increasing awareness of various perspective in problem solving.

Conformity with Self-Image

Conformity with self-image reflects the match between consumer self-image and brand or product image which refers to purchase motivation (Sirgy and Su, 2000). Self-image congruence is important to OFDS as a food service (Jeong & Jang, 2018) and the IS literature (Carter and Grover, 2015) has recognized its role in influencing consumer intentions. In particular, an individual may attribute himself to an IS, which is ultimately integrated into his identity (Schwarz and Chin, 2007).

Orientation to the Present

When an individual is *aware*, then he will engage in high levels of engagement in the present (Langer and Moldovanu, 2000). Present-day orientation is defined as the degree to which an individual becomes involved in any situation. Sensitive to their context, attentive individuals pay attention to the "big picture" and remain aware of new developments. In terms of software upgrades, an attentive individual, potentially involved and aware of the new features of an application (Griffith, 1999), can selectively apply those new features optimally to the task at hand. Given the individual's sensitivity to context, their choice to implement an upgrade may vary from one context to another (Sternberg, 2000). Therefore, when using IS in general, an attentive person may seek to identify information technology applications closely related to the specific task at hand. In doing so, it is anticipated that they will be more likely to adapt the technology appropriately to a given context and realize the synergies that stem from a good task-technology fit (Goodhue & Thompson, 1995).

Repurchase Intention

Repurchase intention is influenced by the accumulation of *perceived customer equity* obtained through interactions with other brands and customers through various mobile applications, websites, and social media platforms (Liang et al., 2018). Repurchase intention refers to the desire to buy something based on previous buying experience. This is a strong indicator of customer satisfaction with a product at the time of the transaction. The customer will decide whether to adopt or reject the purchased product after the customer has tried a product. Customers will determine whether they like or dislike the product. When customers realize that the product they are using is of high quality and capable of meeting or exceeding their needs and expectations, they develop a positive attitude towards the product .

Based on the description of the relationship between the variables above, the research model used in this study

This research is as follows.

RESEARCH METHODOLOGY RESEARCH SITES

The study was conducted at the end of 2021 to February 2021. The population criteria in this study were all Indonesian people in Jakarta, Depok, Tangerang, and Bekasi who used the Shopee

Food application. While the sample criteria are Jabodetabek people who have ordered food or drinks using Shopee Food

TYPES OF RESEARCH

This type of research based on its objective is *exploratory research*, which is a research method whose purpose is to gain new insights from a phenomenon.

POPULATION AND SAMPLE

The population in this study is all Indonesian people in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) who use the Shopee Food application. The sampling method in this study is a *purposive method sampling*. With this sampling technique, respondents who can be used are respondents who can provide information according to the criteria in the study. (Sekaran and Bougie, 2016). The criteria for valid respondents in this study are those who live in Greater Jakarta, have ordered food or drinks through Shopee Food. Determination of the number of representative samples according to Hair et al. (1995) is dependent on the number of research indicators multiplied by 5 to 10. This study uses 31 indicators, so the minimum number of samples required is $31 \times 6 = 186$. The questionnaire is distributed using a google form in the form of a link. This study used a sample of 205 samples.

DATA ANALYSIS

Data analysis was performed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method with the help of SMARTPLS 3.0 software. There are several stages in processing data through PLS-SEM. The first stage is through processing the measurement model (Outer Model). In this stage, it will test whether the relationship between the indicator and the latent variable is valid and reliable, whether the indicator of a variable is sufficient to represent the variable. In the evaluation of the outer model that will be examined are indicators of reliability and validity. The reliability indicators that are checked are the composite reliability values which must be above 0.7 and the outer loading value of each indicator must be above 0.7. Then the validity test criteria is to see the value of construct validity by looking at the AVE value which must be above 0.5 and the Fornell Larcker criterion that the value of the relationship between a construct and the construct itself must be greater than the value of the relationship between the construct and other constructs. The second is to process the structural model (Inner Model). Structural models measure the relationship between latent variables in the research model. In evaluating the inner model, what is seen is the value of the Variance inflation factor (VIF) which must be below 5, if the value is below 5, it means that there is no indication of multicollinearity. Then calculate the value of R² to see how strong the research model is. The R² value ranges from 0.75 which means the research model is strong, 0.5 means the research model is moderate, and 0.25 means the research model is weak. After that, a hypothesis test will be carried out to determine the direction of the influence of a latent variable on other variables, the direction of this relationship can be positive or negative. Positive means that the relationship is directly proportional, while negative means that the relationship is inversely proportional. Then the final stage is to test the significance to find out how strong or how significant the dependent variable affects the independent variable. The significance test can be determined by looking at the P-value. The P-value below 0.05 means it is significant, while the P-Value above 0.05 means it is not significant.

RESULTS AND DISCUSSION

The following is a profile of 205 respondents in this study which can be seen in table 1.

Table 1. Respondent Profile

statement	Total	Percentage (%)
Gender:		
• Man	85	41.46%
• Woman	120	58.54%
Respondent Age:		

statement	Total	Percentage (%)
• <21 years old	24	11.71%
• 21 – 30 years old	170	82.93%
• 31 – 40 years	2	0.98%
• >40 years	9	4.39%
Education:		
• SMA/SMK	110	53.66%
• S1	81	39.51%
• S2	10	4.88%
• S3	4	1.95%
Domicile:		
• Jakarta	105	51.22%
• Depok	1	0.49%
• Tangerang	94	45.85%
• Bekasi	5	2.44%
In the last 3 months, how many times have you ordered food through Shopee Food?		
• 1x	23	11.22%
• 2x	15	7.32%
• 3x	19	9.27%
• >3x	148	72.2%

Source: Processed Data (2021)

The test results can be seen in table 2 and all indicators have an outer loading value above 0.4 and the *average variance extracted* (AVE) value for all variables is above 0.5 and has a *composite reliability* (CR) value above 0.7. In this study, the VIF value of the conformity variable with self-image is above 0.5, which is 6.133 so that the KC2 indicator is removed. After being deleted, the outer loading value can be seen in Table 2.

Table 2 Measurement of Validity and Reliability

constructs & items	Outer Loading
Performance Expectancy (PE) (CR=0.905/AVE=0.578)	
PE1: Ordering food through Shopee Food is more efficient than through restaurant websites.	0.478
PE2: Ordering food through Shopee Food is more efficient than calling a restaurant.	0.595
PE3: Using Shopee Food can improve the quality of my food ordering process	0.785
PE4: Ordering food through Shopee Food allows me to complete my food ordering process more quickly than through a restaurant website.	0.448
PE5: Ordering food through Shopee Food allows me to complete my food ordering process faster than calling a restaurant.	0.793
PE6: Using Shopee Food can increase the effectiveness of my food orders.	0.462
PE7: Ordering food through Shopee Food is very useful for ordering food from restaurants.	0.549
Habit (CR=0.939/AVE=0.793)	
KEB1: In general, using Shopee Food has become a habit for me.	0.885
KEB2: I'm addicted to using Shopee Food to order food.	0.840
KEB3: I have to use Shopee Food when ordering food.	0.870
KEB4: Using Shopee Food has become a regular thing for me.	0.847
Impulsive Buying Tendency (IMP) (CR=0.935/AVE=0.741)	
IMP1: I often buy things spontaneously.	0.833
IMP2: "Just do it" describes how I buy something.	0.870
IMP3: I often buy things without thinking.	0.846
IMP4: "I saw, I bought it." describe me.	0.856
IMP5: I buy based on how I feel at the time.	0.803

Openness to New Things (KB) (CR=0.945/AVE=0.852)	
KB1: I like investigating the different ways of ordering food through Shopee Food	0.857
KB2: I'm very curious about the various ways of ordering food through Shopee Food.	0.857
KB3: I like to find out about the different ways to use Shopee Food.	0.914
Awareness of Difference (KT) (CR=0.949/AVE=0.902)	
KT1: I am very creative when using Shopee Food.	0.959
KT2: I made a new contribution to ordering food through the use of Shopee Food.	0.930
Conformity with Self-Image (KC) (CR=0.956/AVE=0.880)	
KC1: The image of regular Shopee Food users matches my self-image.	0.941
KC3: Images of regular Shopee Food users reflect my self-image.	0.939
Orientation to the Present (OP) (CR=0.882/AVE=0.714)	
OP1: I often notice how other people use Shopee Food.	0.638
OP2: I see the "big picture" of ordering food with Shopee Food.	0.908
OP3: I was "involved" when ordering using Shopee Food.	0.862
Repurchase Intention (CR=0.901/AVE=0.696)	
PI1: I intend to use Shopee Food in the future.	0.674
PI2: I will always try to use Shopee Food.	0.809
PI3: I will recommend others to Shopee Food. in the future.	0.824
PI4: Shopee Food will be my favorite technology.	0.851

Notes: CR= Composite Reliability; AVE= average variance extracted.

A good discriminant variable can be shown based on the square root of the AVE for each construct which is greater than the correlation between constructs in the model (Ghozali & Latan, 2015) . Based on the results from table 3, it shows that the discriminant validity of all existing variables has been achieved because the square root value of the AVE in each has been greater than the correlation between constructs.

Table 3. Discriminant Validity Test Results

	IMP	KB	KC	KEB	KT	OP	PE	PI
IMP	0.842							
KB	0.587	0.877						
KC	0.670	0.755	0.940					
KEB	0.584	0.712	0.810	0.861				
KT	0.578	0.771	0.782	0.681	0.945			
OP	0.514	0.670	0.752	0.659	0.771	0.811		
PE	0.283	0.457	0.409	0.440	0.399	0.418	0.603	
PI	0.565	0.592	0.533	0.581	0.566	0.553	0.446	0.793

Notes : IMP (Impulsive Buying Tendency), KB (Openness to New Things), KC (Compatibility with Self-Image), KEB (Habit), KT (Awareness of Differences), OP (Orientation to the Present), PE (Performance Expectancy) , PI (Repurchase Intention).

The results of the multicollinearity test in this study can be seen in table 3, where there is no multicollinearity.

Table 4 Multicollinearity Test Results (VIF)

IMP	KB	KC	KEB	KT	OP	PE	PI
IMP							1,912
KB							3,196
KC							4,133
KEB							3,441
KT							3,756
OP							3.142
PE							1.332
PI							

Notes: *IMP* (Impulsivity buying tendency), *KB* (Openness to new things), *KC* (Compatibility with self-image), *KEB* (Habit), *KT* (Awareness of differences), *OP* (Orientation to the present), *PE* (Performance Expectancy), *PI* (Repurchase Intention).

The value of *r-square* can be seen in table 5 below. The *r-square* value of *Repurchase Intention* has an *R-Square* value of 0.503 which indicates that *Repurchase Intention* has an ability value of 50.3% and the remaining 49.7% is influenced by other factors not included in this study.

Table 5 Value of *r-square* for each variable

Variable Test	<i>r-square</i>
<i>Repurchase Intention</i>	0.503

Hypothesis test

Then in testing the significance of the correlation coefficient between the independent variable and the dependent variable, it can be determined by doing the t test. The minimum value of t-statistic in this study is 1.65 with a significance of 0.05. The table below shows hypothesis testing regarding whether it is significant or not, as follows:

Table 6 Structural Model Test Results

	Hypothesis	<i>Path Coefficients</i>	t-Stats	Conclusions
H1	Performance Expectancy has a positive effect on repurchase intention at Shopee Food.	0.173	2,315	Received
H2	Habits have a positive effect on repurchase intention at Shopee Food	0.247	1,951	Received
H3	Impulse buying tendencies have a positive effect on repurchase intention at Shopee Food.	0.316	3,867	Received
H4	Openness to new things has a positive effect on repurchase intention at Shopee Food.	0.176	1.475	Rejected
H5	Awareness of differences has a positive effect on repurchase intention at Shopee Food.	0.104	0.892	Rejected
H6	Conformity with self-image has a positive effect on repurchase intention at Shopee Food.	-0.302	1,997	Rejected
H7	The current orientation has a positive effect on repurchase intention at Shopee Food.	0.185	1,684	Received

DISCUSSION

The first hypothesis states that performance expectancy has a positive effect on repurchase intention at Shopee Food. (t-statistic $2,315 > 1,65$). This result is accepted because in this study it was found that performance expectancy has a positive effect on repurchase intention at Shopee Food. The results of this study are supported by Gunden, Morosan, and DeFranco (2019) who found that performance expectancy was determined as the strongest predictor of customer's intention to use OFDS, therefore providing support for H1. These findings outline the notion that system design and the ability afforded to consumers to complete a task are the most important antecedents of intention, even in contexts where the task is easy and relies on previous online food ordering experiences.

The second hypothesis states that habit has a positive effect on repurchase intention at Shopee Food (t-statistic $1.951 > 1.65$). In this study this hypothesis was accepted. The results of this study are supported by Khalifa and Liu (2007) who found that habits reflect the continuous use of IS by consumers, in line with their satisfaction from previous purchasing experiences. Correa et al., (2019) found that the resulting habit can lead to an intention to use the system in the future.

The third hypothesis is that impulsive buying tendencies have a positive effect on *repurchase intention* at Shopee Food. This hypothesis is accepted because it is found that habit has a positive effect on repurchase intention at Shopee Food and is supported by a t-statistic value of $1.951 > 1.65$. The results of this study are supported by research by Wells et al., 2011 which states that in online shopping, various IS attributes (e.g. website quality) and buyer-retained value (Chunget al., 2017) were found to influence consumers' impulse buying tendencies, which can be affect their intention to buy (Chunget al., 2017). The value that consumers can maintain can be assessed based on information/persuasive advertising in a retail environment. Because advertising stimulates impulse buying (Madhavaram and Laverie, 2004), consumers who are impulsive buyers may be tempted to use OFDS.

The fourth hypothesis states that openness to new things has a positive effect on repurchase intention at Shopee Food . This hypothesis was rejected because the results showed a t-statistic of $1.475 < 1.65$. Research conducted by Aqueveque (2015) stated that the higher the level of perceived unfamiliarity with the food, the lower the intention to try the food. When associated with openness to new things, the unfamiliarity felt by consumers in using a relatively new OFDS such as Shopee Food can reduce the intention to try the OFDS.

The fifth hypothesis states that awareness of differences has a positive effect on repurchase intention at Shopee Food t-statistic $0.892 < 1.65$. In this study this hypothesis was rejected. Awareness of differences reflects the tendency of users to recognize the difference between the way they use IS and the potential of that IS (Thatcher et al., 2018). OFDS users try to reduce these differences by optimizing the way they interact with the system. It is hoped that the distinction created by OFDS will encourage openness to new information and increase awareness of multiple perspectives in problem solving. Consumers who are less aware may not be able to see the difference that the relatively new OFDS creates. The sixth hypothesis states that conformity with self-image has a positive effect on repurchase intention at Shopee Food (t-statistic $1.997 > 1.65$). This hypothesis is rejected because it is shown through the results of path coefficients $-0,302$. Brands also play a role in consumers as described by Tariq et al. (2013) which explains that if consumers have a good brand image, consumers will be encouraged to have purchase intentions for the brand. In this case, Shopee Food is a new OFDS that does not have brand equity like the existing OFDS. This supports the results that conformity with self-image has a negative effect on repurchase intention at Shopee Food. The seventh hypothesis states that current orientation has a positive effect on repurchase intention at Shopee Food (t-statistic $1.684 > 1.65$). In this study, this hypothesis was accepted because orientation to the present had a positive but not significant effect on repurchase intention. The results of this study are supported by the fact that purchasing food products using OFDS can bring great benefits to consumers because the ordering process stimulates consumers to pay attention to current experiences (Bishop, 2004). Gunden, Morosan, and DeFranco (2019) found that orientation to the present has a positive effect on repurchase intention, although it does not have a strong effect.

CONCLUSIONS AND SUGGESTIONS

CONCLUSION

This study develops a model that combines several constructs from information systems and consumer psychology that comprehensively explains the factors that influence *repurchase intention* in using OFDS, especially Shopee Food. Thus, this study conceptualizes consumer behavior in performing task-technology. This study focuses on the process of ordering food and beverage products, which are characterized by unique attributes. The uniqueness of the tasks is illustrated by the constraints inherent in the consumer when ordering, the variety of information, the consumer's appetite for a particular food product. This study describes performance expectancy which has been validated as a strong factor influencing intention in various contexts, including the field of food & beverages. This study confirms that OFDS performance expectancy predicts consumer intention to use OFDS in the future. Thus, Shopee Food can continue to improve the quality of efficient food orders so that users can complete the food process effectively instead of using other ordering methods.

Consumer habits in ordering food through OFDS as well as the tendency to buy impulsively which comprehensively has a positive effect on repurchase intention in the future. Shopee Food must consistently create attractive promotions so that consumers continue to shop regularly at Shopee Food. This study found that the congruence between the consumer's self-image and the brand or product image that refers to the purchase motivation describes the congruence with self-image has a negative effect on *repurchase intention* on OFDS. In addition, the factor of openness to new things and awareness of differences can be maintained through efforts to create a good and trusted Shopee Food image to create brand trust. Today-oriented consumers will have a high involvement in OFDS and encourage *repurchase intention*. Present-day orientation as one of the dimensions of mindfulness related to *awareness* in the context of this study is ordering food through OFDS. This provides the required view of factors influencing intention that reflect the way the consumer's thought process (captured by mindfulness) cooperates with the consumer's automated processes (captured by habit) to facilitate the target behavior. As a result, this research occupies a position in the marketing literature

SUGGESTION

The limitations of this study are that the first object of research is that it only focuses on one OFDS, namely Shopee Food and only discusses some of the factors that influence repurchase intention, so it cannot be generalized. Another suggestion is to add other variables that can affect repurchase intention at Shopee Food.

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