

# Pengaruh Karakteristik Platform, Reward Recognition dan Customization Terhadap Loyalitas Perilaku Konsumen Produk Kuliner UMKM Skala Mikro Pada Food Delivery Applications = The Effect of Platform Characteristics, Reward Recognition, and Customization on Customer Loyalty Intention of Micro-Scale SME Culinary Products in Food Delivery Applications

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## Abstrak

Penelitian ini berfokus pada penggunaan model Stimulus Organism Response (SOR) untuk menganalisis pengaruh karakteristik platform terhadap loyalitas perilaku konsumen pada food delivery applications. Ekspektasi yang tinggi dari pengguna platform food delivery applications kepada pedagang makanan di platform tersebut tidak berbanding lurus dengan kemampuan literasi digital para pelaku usaha mikro di bidang kuliner selama proses migrasi dari convenience store ke platform digital. Penelitian sebelumnya terkait pengaruh karakteristik platform terhadap loyalitas pelanggan menggunakan model SOR dalam konteks platform yang berbeda, disisi lain penelitian terkait aplikasi food delivery applications pada penelitian sebelumnya didominasi oleh penggunaan kerangka teori yang berbeda. Penelitian ini menggunakan perspektif Stimulus-Organism-Response (SOR) pada food delivery applications (Platform to Consumer) dengan pengembangan variabel organism menggunakan mediasi perceived value dan customer satisfaction. Unit analisis penelitian ini adalah individu berusia 14–35 tahun yang pernah membeli produk kuliner UMKM skala mikro melalui food delivery applications dengan 276 responden dan pengolahan data menggunakan Structural Equation Modeling (SEM). Hasil menunjukkan bahwa system quality dan customization berpengaruh pada perceived value dan customer satisfaction. Perceived value dan customer satisfaction mempengaruhi loyalitas perilaku konsumen. Pedagang UMKM golongan usaha mikro perlu memperhatikan kualitas makanan dan menyesuaikan produknya dengan keinginan pelanggan pada food delivery applications.

.....This study focuses on using the Stimulus Organism Response (SOR) model to analyze the influence of platform characteristics on customer loyalty intention in food delivery applications. High expectations from food delivery application users to food merchants on the platform are not directly proportional to the digital literacy capabilities of micro business actors in the culinary field during the migration process from convenience stores to digital platforms. Previous studies related to the influence of platform characteristics on customer loyalty with the SOR model in the context of different platforms and studies related to food delivery applications in previous studies were dominated by the use of different theoretical frameworks. This research uses a Stimulus-Organism-Response (SOR) perspective on food delivery applications (Platform to Consumer) with the development of the organism variable using perceived value and satisfaction mediation. The unit analysis of this research is individuals aged 14–35 years who have purchased micro-scale SME culinary products through the food delivery applications with 276 respondents and data processing with Structural Equation Modeling (SEM). Results show that system quality and customization have an effect on perceived value and customer satisfaction. Perceived value and customer satisfaction affect customer loyalty intention. SME merchants need to pay attention for food quality and

customize it to the customer's wishes on food delivery applications platform.