

# Peran Artificial Intelligence terhadap Brand Preference Konsumen untuk Online Food Delivery Applications = The Role Of Artificial Intelligence In Consumer's Brand Preference For Online Food Delivery Applications

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## Abstrak

Gojek dan Grab merupakan perusahaan online food delivery application dengan pangsa pasar terbesar di Indonesia. Dengan pelayanan mereka yang canggih dan kehadiran teknologi Artificial Intelligence (AI) yang revolusioner, keduanya telah berhasil mendominasi pangsa pasar terbesar di negara ini. Melalui penerapan AI, Gojek dan Grab mampu memberikan pengalaman pemesanan makanan online yang lebih nyaman dan efisien bagi pengguna mereka. Teknologi AI ini memungkinkan mereka untuk menyediakan rekomendasi makanan yang tepat, mempercepat proses pengiriman, serta meningkatkan kepuasan pelanggan secara keseluruhan. AI memiliki peranan yang sangat penting dalam menyediakan pengalaman konsumen yang lebih baik, yang dapat memperkuat hubungan antara konsumen dan merek serta menjadi diferensiasi merek tersebut. Dalam penelitian ini yang didasarkan pada model stimulus-organisme-respons, penelitian ini mengkaji pengaruh AI terhadap brand preference untuk layanan online food delivery di Indonesia. Metode Structural Equation Modeling Partial Least Square digunakan untuk menganalisis 320 responden yang diperoleh dari survei kuesioner. Hasil penelitian menunjukkan bahwa AI marketing efforts memiliki dampak yang signifikan terhadap brand experience, brand preference, dan repurchase intention. Secara khusus, personalization, information, dan accessibility dalam upaya pemasaran AI terbukti berpengaruh terhadap brand experience. Temuan ini akan membantu perusahaan aplikasi online food delivery dalam merancang kegiatan pemasaran AI dan merumuskan strategi pemasaran yang lebih baik.

.....Gojek and Grab are online food delivery application companies with the largest market share in Indonesia. With their sophisticated services and the presence of revolutionary Artificial Intelligence (AI) technology, both of them have succeeded in dominating the largest market share in this country. Through the implementation of AI, Gojek and Grab are able to provide a more convenient and efficient online food ordering experience for their users. This AI technology allows them to provide the right food recommendations, speed up the delivery process, and increase overall customer satisfaction. AI has a very important role in providing a better consumer experience, which can strengthen the relationship between consumers and brands and differentiate the brand. In this study, which is based on the stimulus-organism-response model, this study examines the effect of AI on brand preference for online food delivery services in Indonesia. The Structural Equation Modeling Partial Least Square method was used to analyze 320 respondents obtained from a questionnaire survey. The results of the study show that AI marketing efforts have a significant impact on brand experience, brand preference and repurchase intention. In particular, personalization, information, and accessibility in AI marketing efforts have proven to have an effect on brand experience. These findings will help online food delivery application companies design AI marketing activities and develop better marketing strategies.