

# Analisis Faktor-Faktor yang Memengaruhi Switching Intention Pengguna Platform Layanan Pesan Makanan dari Aplikasi Pihak Ketiga ke Branded Applications Perusahaan Food & Beverage = Analysis of Factors Affecting Switching Intention From Third-Party Food Delivery Service Platforms to Branded Applications of Food & Beverage Companies

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## Abstrak

Perkembangan aplikasi Online Food Delivery (OFD) kian meningkat seiring dengan tumbuhnya aplikasi mobile di Indonesia. Salah satu kategori dari aplikasi OFD yang populer digunakan semenjak pandemi COVID-19 adalah aplikasi OFD yang dikelola oleh third-party. Namun, aplikasi branded juga memiliki perkembangan dan popularitas yang sangat pesat belakangan ini. Perkembangan tersebut memicu kompetisi antara aplikasi OFD pihak ketiga dengan aplikasi resmi pihak restoran. Untuk menarik pelanggan dari aplikasi OFD pihak ketiga, perusahaan Food & Beverage menawarkan diskon, program loyalitas, dan fitur menarik lainnya. Strategi tersebut menimbulkan kecenderungan bagi pengguna untuk beralih ke aplikasi Branded OFD milik perusahaan. Tujuan dari penelitian ini adalah untuk mengidentifikasi faktor-faktor Push, Pull, dan Mooring (PPM) yang memengaruhi switching intention pengguna platform layanan pesan makanan dari aplikasi pihak ketiga ke branded application perusahaan Food & Beverage (F&B) di Indonesia. Penelitian ini mengimplementasikan pendekatan mixed method berbasis eksploratif dengan data kualitatif dikumpulkan terlebih dahulu melalui wawancara dan dilanjutkan data kuantitatif melalui kuesioner. Terdapat 12 narasumber dan 561 responden kuesioner yang dikumpulkan datanya. Analisis data kualitatif dilakukan dengan menggunakan thematic analysis dan analisis data kuantitatif dilakukan dengan menggunakan Partial Least Square-Structural Equation Model dengan bantuan SmartPLS4. Hasil penelitian ini menunjukkan bahwa beberapa faktor push (delivery risk dan dissatisfaction), semua faktor pull (alternative attractiveness, application quality, loyalty program, dan promotion), dan beberapa faktor mooring (brand love, switching cost, social influence) memengaruhi switching intention. Sementara itu, ditemukan bahwa perceived cost tidak memengaruhi dissatisfaction dan habit tidak memengaruhi switching intention. Selain itu, ditemukan bahwa social influence memoderasi semua hubungan pada faktor push (delivery risk, perceived cost, dan dissatisfaction). Akan tetapi, social influence tidak memiliki pengaruh yang signifikan terhadap semua hubungan pada faktor pull (alternative attractiveness, application quality, loyalty program, dan promotion). Temuan dari penelitian ini diharapkan dapat memberikan kontribusi teoretis untuk penelitian selanjutnya dan kontribusi praktis untuk perusahaan Food & Beverage di Indonesia.

.....The development of Online Food Delivery (OFD) applications is increasing along with the growth of mobile applications in Indonesia. One category of OFD applications that has been popularly used since the COVID-19 pandemic is OFD applications managed by third parties. However, branded food delivery apps, have also had very rapid development and popularity recently. This has led to a fierce competition between third-party and restaurant-owned apps. To attract customers from third-party food delivery apps, the Food & Beverage company offers discounts, loyalty programs, and other attractive features. This strategy makes users more likely to switch to the company's own branded food delivery app. The aim of this research is to

identify Push, Pull and Mooring (PPM) factors that influence the switching intention of food ordering service platform users from third party applications to branded applications of Food & Beverage (F&B) companies in Indonesia. This research implemented an exploratory mixed method approach with qualitative data collected first through interviews and followed by quantitative data through questionnaires. There were 12 interviewed respondent and 561 questionnaire respondents whose data were collected. Qualitative data analysis was conducted using thematic analysis and quantitative data analysis was conducted using the Partial Least Square-Structural Equation Model with the help of SmartPLS4. The results of this research show that several push factors (delivery risk and dissatisfaction), all pull factors (alternative attractiveness, application quality, loyalty program, and promotion), and several mooring factors (brand love, switching costs, social influence) influence switching intention. Meanwhile, it was found that perceived cost did not influence dissatisfaction and habit did not influence switching intention. Apart from that, it was found that social influence moderated all relationships on push factors (delivery risk, perceived cost, and dissatisfaction). However, social influence does not have a significant influence on all relationships on pull factors (alternative attractiveness, application quality, loyalty program, and promotion). The findings of this research are expected to provide theoretical contributions for further research and practical contributions for Food & Beverage companies in Indonesia to better understand consumer behaviour.