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When Mothers Click 'Order': Unpacking the Emotional and Rational Drivers Behind Online Food Shopping in Indonesia

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ARTICLE INFO	ABSTRACT
	Introduction: Digital transformation has redefined consumer interactions, particularly in online food delivery. During the COVID-19 pandemic, platforms like GoFood, GrabFood, and Shopee Food became essential in maintaining access to services amid mobility restrictions. In this competitive market, delivering exceptional customer experiences is crucial for retention and growth. Research shows that positive experiences drive repurchases, loyalty, and recommendations—key factors for long-term profitability. Understanding these behavioral intentions—such as app revisits, purchases, and referrals—is essential in optimizing consumer experience in digital environments. **Objectives**: This study proposes an integrated framework for online food shopping experience by combining experiential marketing, transaction cost, cue utilization, service quality, and consumption value theories. It offers a holistic view of consumer experience—both rational and emotional—across the digital journey. The study examines how food app design and order fulfillment, including new elements like information and rating, driver attitude, and sensory value, influence four perceived values (sensory, economic, healthy, cultural), which in turn affect the overall experience. Finally, it analyzes how this experience drives behavioral intentions: app revisit, merchant recommendation, and driver recommendation. **Methods**: This study used a quantitative explanatory design with a survey method to analyze the behavioral intentions of married millennial mothers (aged 25–40) in Jabodetabek who use GrabFood, GoFood, or Shopee Food. The model included food application design and order fulfillment as independent variables; sensory, economic, healthy, and cultural values as mediators; and online food shopping experience and three behavioral intentions (revisit app, recommend merchant, recommend driver) as dependent variables. A purposive non-probability sampling method was used due to the unknown population size. Based on power analysis and PLS-SEM guidelines, 400 responses were collected via an online questionnaire with Likert-scale items. Data were analyzed using SmartPLS 4. To assess hierarchical constructs, the disjoint two-stage approach was applied, with lower-order constructs evaluated first, followed by higher-order constructs. **Results**: All hypotheses were supported. Online food shopping experience significantly predicts behavioral intentions to revisit the app, and to recommend both the merchant and the driver. Sensory, economic, healthy, and cultural values positively influence this experience, with economic and cultural values being the strongest predictors. Additionally, visual aesthetics and product variety strongly drive sensory value, though users often perceive a gap between expectations and actual experience. **Conclusions**: This study offers strategic guidance for improving customer experience, emphasizing a holistic approach to service quality spanning pre-consumption, consumption, and post-consumption stages. For instance, economic and cultural values must be prioritized, as food is not merely sustenance but a reflection of cultural identity and emotional attachment. **Keywords:** experiential marketing, customer experience, consumption value, transaction cost, customer journey.

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INTRODUCTION

Consumers' interactions with service providers have been fundamentally altered because of the development of digital transformation, particularly in the industry of online food delivery. During the COVID-19 outbreak, when digital platforms became vital instruments for maintaining access to essential products and services, this shift became considerably more obvious than it already was. There has been a rapid rise in the popularity of platforms like GoFood, GrabFood, and Shopee Food in Indonesia. These platforms offer helpful solutions for customers as well as food service businesses that are struggling with restricted physical contact and mobility limits.

In an extremely competitive sector, businesses that provide online meal delivery services must place a high priority on both the retention and acquisition of customers. Researchers argue that there is a significant competitive advantage in providing exceptional customer experiences, particularly in service-based and customer-centric firms (Gentile et al., 2007; Lemon & Verhoef, 2016; Mai Chi et al., 2022). Businesses that prioritize the customer experience particularly benefit from this. Numerous studies have demonstrated that the customer experience has a direct impact on major outcomes, such as the intention to repurchase, loyalty, and positive word-of-mouth (Schmitt, 1999a; Rivera et al., 2015a; Ta et al., 2022). Riggins (1999), Fatma (2014), Tian et al. (2014), Blut et al. (2015), Jain et al. (2016), Oláh et al. (2018), and F. Liu et al. (2021) are some of the researchers that have found that these behavioral effects are beneficial to the performance of corporations and their long-term profitability. To achieve these outcomes, companies must understand consumer behavior in digital settings. According to Gounaris et al. (2010a), behavioral intentions in online platforms consist of three key components: site revisit, purchase intention, and word-of-mouth. These elements reflect how customers evaluate their experience and decide whether to continue using the service or recommend it to others.

BACKGROUND

In May 2020, the Indonesian government declared COVID-19 a national pandemic and implemented Large-Scale Social Restrictions (PSBB) as a health intervention. This led to a sharp economic downturn, with national growth projections plummeting to just 2.3% (Julita, 2020). Food and beverage sectors, particularly restaurants and pubs, experienced substantial losses due to limited physical operations. To survive, many food vendors turned to digital platforms such as Gojek, Grab, and Shopee, which provided an alternative channel for businesses to maintain customer access despite physical restrictions (Yasuo & Jankit, 2021). Consumer preferences during the pandemic led to increased health consciousness, leading more Indonesians to turn to online meal delivery as a safer and more convenient way to access food (Kusumaningsih et al., 2019; Hardi et al., 2021). The online food delivery market in Indonesia reached a gross transaction value of USD 11.9 billion by the end of 2020, the highest in Southeast Asia. As the market grew, so did competition, with GrabFood overtaking GoFood in transaction value by mid-2020 and Shopee Food intensifying this rivalry (Dannenberg et al., 2020; Martin et al., 2020; Bauerová, 2021; Setyowati, 2020; LIPI, 2020; Momentum Works, 2021)

Customer experience becomes a decisive factor in the saturated market, with consumers making choices based on overall quality of interaction across every stage of the service. It unfolds across four key stages: pre-purchase (search and selection), purchase (transaction), consumption (product reception), and post-consumption (evaluation and feedback) (Schmitt, 1999; Holbrook & Hirschman, 1982c; Lemon & Verhoef, 2016). At each stage, consumers evaluate service value not only based on efficiency or cost, but also through sensory stimulation, health awareness, cultural fit, and emotional satisfaction (Schmitt, 1999; Pine & Gilmore, 1999; D'adamo, 2015a; Lee et al., 2016; Yang et al., 2022; Shavitt & Barnes, 2020). Online food delivery operates as part of a broader sharing economy ecosystem, which includes platform providers, restaurants, delivery drivers, and users. Each of these actors contributes to the consumer experience at different service touchpoints, including app usability, information clarity, delivery speed, and driver professionalism.

Generational identity plays a key role in shaping online consumption, with millennials dominating the user base of online food delivery services in Indonesia (Utama, 2021; Smith, 2011). Among them, millennial mothers are emerging as a particularly influential subgroup. They constitute 55% of Indonesia's millennial population (The Asianparent, 2022), and as multitasking professionals and caregivers, they increasingly rely on digital food delivery platforms to manage time and meet family needs efficiently (Salim et al., 2019; Lau & Ng, 2019; Mohanasundari et al., 2021).Price

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offering is the most critical factor influencing purchase decisions, followed by payment convenience, delivery tracking, effective promotions, and menu variety. This study employs a theoretical framework that integrates Experiential Marketing Theory, Transaction Cost Theory, and Cue Utilization Theory to analyze how specific aspects of platform design and service fulfillment influence users' perceptions and intentions.

OBJECTIVES

This study aims to develop an integrated framework for online food shopping experiences by integrating theoretical perspectives such as **experiential marketing** (Schmitt, 1999), **transaction cost theory** (Teo & Yu, 2005; Kim & Li, 2009), **cue utilization theory** (Berger & Fitzsimons, 2008; Olson & Jacoby, 1972), **service quality frameworks** (Wolfinbarger & Gilly, 2003; Zeithaml et al., 2002; Parasuraman et al., 2005), and **consumption value theory** (Holbrook & Hirschman, 1982b; Sheth et al., 1991; Sweeney & Soutar, 2001). The research addresses the first research gap by offering a holistic conceptualization that captures both rational and emotional dimensions of consumer experience throughout the digital service journey (Verhoef et al., 2009; Verhoef et al., 2016; Lemon & Verhoef, 2016). The study investigates how food application design and food order fulfillment contribute to the formation of online food shopping experiences, introducing dimensions of **information and rating** (Berger & Fitzsimons, 2008) and **driver attitude**, and sensory value. It also examines how consumers perceive their experiences through four specific **perceived value dimensions**: **sensory value** (Yuan & Wu, 2008), **economic value** (Grewal et al., 1998; Mathwick et al., 2001), **healthy value** (Suhartanto et al., 2019; Petrescu et al., 2020), and **cultural value** (Shavitt & Barnes, 2020). These values serve as mediating variables between service quality constructs and the resulting consumer experience. The study also assesses the **direct impact of online food shopping experience on behavioral intention**, focusing on three specific forms of intention reflecting the interconnected nature of the online food delivery ecosystem: **intention to revisit the food application**, **intention to recommend the food merchant**, and **intention to recommend the delivery driver** (Gounaris et al., 2010a; Maklan & Klaus, 2011; Rita et al., 2019). The research shifts the analytical focus from customer satisfaction to customer experience, offering a more holistic and emotionally enriched understanding of consumer behavior in the context of online food delivery (Vanhamme, 2008; Finn, 2005; Esmaeilpour & Mohseni, 2019; Schmitt, 1999; Rivera et al., 2015b; Djayanto, 2021).

LITERATURE REVIEW

This study is grounded in a multi-theoretical framework to comprehensively understand the formation of consumer experience and its implications on behavioral intentions in online food delivery platforms. At its core, the research adopts the Experiential Marketing Theory introduced by Schmitt (1999), which posits that consumers seek pleasurable and memorable experiences that stimulate both rational and emotional responses. This theory emphasizes holistic consumption, where customer experience arises from multisensory and affective engagement at various touchpoints throughout the **customer journey**. To explain consumer behavior in digital environments, the study draws upon the **Transaction Cost Theory** (TCT), which underscores consumers' pursuit of efficiency through reduced costs in searching, comparing, and monitoring information (Teo & Yu, 2005; Kim & Li, 2009). This framework becomes particularly salient in online food delivery, where the ease and speed of interaction significantly influence decision-making. Additionally, **Cue Utilization Theory** (Olson & Jacoby, 1972; Berger & Fitzsimons, 2008) explains how consumers interpret extrinsic and intrinsic cues—such as product images, colors, ratings, and reviews—to form judgments in online shopping contexts. These cues play a central role in shaping consumer perceptions, especially in environments with limited physical inspection. The quality of service delivered through online platforms is assessed using established frameworks such as **E-SERVQUAL** (Zeithaml et al., 2002), **E-S-QUAL** (Parasuraman et al., 2005), and e**TailQ** (Wolfinbarger & Gilly, 2003), which extend traditional service quality models to digital contexts. These models measure components such as website functionality, order fulfillment, and system responsiveness, all of which affect consumer satisfaction and experience. Lastly, the study integrates **Consumption Value Theory** (Holbrook & Hirschman, 1982b; Sheth et al., 1991; Sweeney & Soutar, 2001), which explains that consumer behavior is influenced by a combination of functional, emotional, social, and epistemic values. This approach recognizes that consumer evaluations are shaped not only by utilitarian benefits but also by symbolic and affective meanings derived during the consumption process.

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Customer experience is the result of interactions between a consumer and a company's touchpoints throughout the entire consumption journey, including pre-purchase, purchase, and post-purchase phases. It involves rational and cognitive evaluations, emotional, sensory, and social elements, making it a holistic and multidimensional construct (Schmitt, 1999; Lemon & Verhoef, 2016; Pine & Gilmore, 1999; Le et al., 2020). **Behavioral intention** refers to the psychological outcome of consumer interpretation of past experiences, leading to the likelihood of engaging in specific future actions such as repurchase, site revisit, or recommendation (Bitner & Hubbert, 1994; Johnston & Xiangyu, 2011). In the context of online food delivery, this study adopts a specific view of behavioral intention, focusing on three distinct forms: intention to revisit the food application, intention to recommend the food merchant, and intention to recommend the delivery driver (Gounaris et al., 2010a; Suhartanto et al., 2019; Brown et al., 2005; Keaveney, 1995). **Food Application Design** is conceptualized as a platform-related service quality dimension that comprises essential features of the user interface, such as the quality of information and ratings, visual aesthetics, diversity of products, clarity of price offerings, and smoothness of the purchase process (Cox & Koelzer, 2004; Blut, 2016). An effective application interface serves informational, transactional, and user-centered functions (Wolfinbarger & Gilly, 2003), influencing online purchasing behavior through ease of navigation, perceived privacy, and responsiveness (Flavián et al., 2009; Rose et al., 2012; Rita et al., 2019). **Fulfillment** in online service contexts refers to the degree to which service delivery aligns with customer expectations in terms of timeliness, order accuracy, and the physical condition of delivered goods (Wolfinbarger & Gilly, 2003; Blut, 2016; Rita et al., 2019; Zeithaml et al., 2002; Parasuraman et al., 2005; Nguyen et al., 2018). **Sensory value**, a perception of the sensory benefits of food consumption (Campbell-Smith, 1970; Yuan & Wu, 2008), is crucial in experiential marketing, motivating purchases and enhancing product value (Schmitt, 1999), as it influences consumer preferences and moment-to-moment satisfaction (Costell et al., 2010; Font-i-Furnols & Guerrero, 2014). **Economic value** reflects the perceived benefit obtained from a transaction in financial terms (Grewal et al., 1998; Mathwick et al., 2001)., including acquisition value and transaction value (Sweeney & Soutar, 2001; Kreis & Mafael, 2014; Malmaeus, 2016; Suhartanto et al., 2019). **Healthy value** refers to the extent to which consumers perceive the healthiness of food based on factors such as freshness, ingredients, nutritional content, and product appearance (Petrescu et al., 2020; Yoo et al., 2020). This value reflects not only physical well-being, but also psychological reassurance related to long-term lifestyle and consumption behavior (Namkung & Jang, 2007; Konuk, 2019; Plasek et al., 2020). **Cultural value** encompasses the influence of consumers' cultural identity, norms, and beliefs on their consumption preferences and behaviors (Zhang et al., 2019; Shavitt & Barnes, 2020), playing a critical role in shaping consumer judgments, particularly in collectivist societies like Indonesia (McGregor, 2000; Cleveland & Bartikowski, 2018).

HYPOTHESIS

The design of a food application plays a critical role in shaping perceived consumption values. Aesthetically pleasing and user-friendly interfaces contribute to sensory value through visual appeal and interactive experiences (Mathwick et al., 2001b; Singh & Söderlund, 2020). Additionally, websites that enable efficient navigation and transparent pricing support economic value by enhancing perceived transaction efficiency and cost-effectiveness (Kim & Li, 2009; Fatma, 2014). Health-related information and features, such as nutritional labels and ingredient disclosures, elevate healthy value by fostering health-conscious decisions (Plasek et al., 2020; Petrescu et al., 2020). Moreover, the cultural framing of food content, including traditional menus and ethnic cues, enhances cultural value by invoking identity and nostalgia (Barthes, 1961; Stajcic, 2013). Thus, we posit:

H1. Food application design positively affects (a) sensory value, (b) economic value, (c) healthy value, and (d) cultural value**.**

Order fulfillment, encompassing delivery timeliness, accuracy, and condition, is central to customer evaluation in online food delivery. Accurate and on-time deliveries contribute to sensory satisfaction, particularly when food presentation is preserved (Ryu & Han, 2010). Economic value is reinforced when orders are accurate, priced fairly, and meet expectations (Rita et al., 2019). When health-related expectations are fulfilled—such as food being fresh and nutritious—healthy value increases (Kunadi et al., 2021). Likewise, delivering culturally familiar meals in appropriate conditions can reinforce cultural identification and emotional resonance (Singh & Söderlund, 2020; Taufik et al., 2020). Hence, we propose:

H2. Fulfillment positively affects (a) sensory value, (b) economic value, (c) healthy value, and (d) cultural value.

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Perceived consumption values are known to enhance shopping experiences. Sensory value, driven by visual, gustatory, and olfactory stimuli, has been shown to shape emotional and cognitive engagement in online shopping (Gentile et al., 2007; Haase et al., 2018). Economic value, including perceived fairness of price and utility, contributes to satisfaction and loyalty (Hsu & Lin, 2015; Shao et al., 2019). Health-conscious consumers who find nutritious options report higher satisfaction with the shopping experience (Namkung & Jang, 2007; Kim et al., 2013). Similarly, cultural value, linked to symbolic and identity-laden food consumption, deepens emotional connection and brand resonance (Allen et al., 2008; Demangeot & Sankaran, 2012). Thus, we posit:

H3. Sensory value positively affects online food shopping experience.

H4. Economic value positively affects online food shopping experience.

H5. Healthy value positively affects online food shopping experience.

H6. Cultural value positively affects online food shopping experience.

Online food shopping experience significantly shapes post-purchase behaviors. Positive experiences—marked by efficient, enjoyable, and trustworthy transactions—increase the likelihood of app revisits and recommendations (Pentina et al., 2011; Bryan et al., 2021). Satisfactory service and product delivery foster trust and motivate customers to revisit platforms, recommend merchants, and support delivery personnel (Rita et al., 2019; Ihtiyar et al., 2019). Hence, we propose:

H7. Online food shopping experience positively affects intention to revisit the food app.

H8. Online food shopping experience positively affects intention to recommend the food merchant.

H9. Online food shopping experience positively affects intention to recommend the food driver.
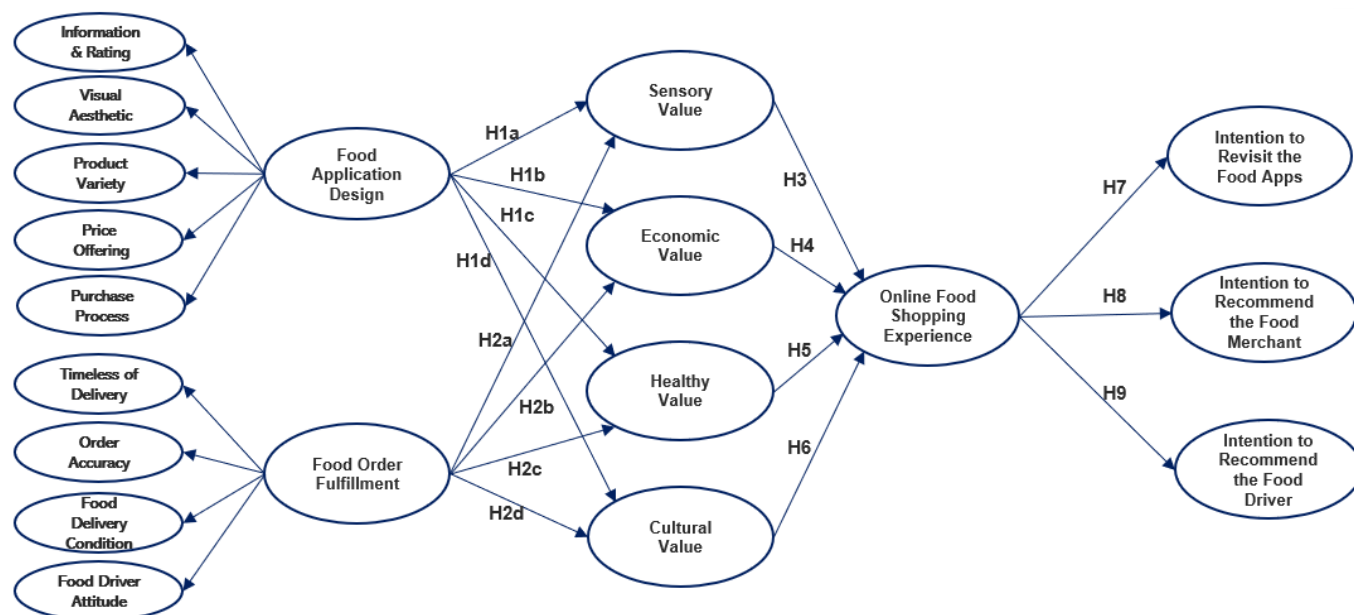
RESEARCH MODEL

Figure 1. Research Model

METHODS

This study employed a quantitative explanatory approach using a survey design to examine the behavioral intentions of millennial mothers using food delivery applications in Jabodetabek. The unit of analysis comprised individual users of GrabFood, GoFood, and Shopee Food—specifically married millennial women aged 25 to 40 years who have

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children. The research model included food application design and order fulfillment as independent variables, sensory value, economic value, healthy value, cultural value, and online food shopping experience as mediating variables, and intention to revisit the app, recommend the food merchant, and recommend the food driver as dependent variables. Due to the unknown size of the population, this study employed a non-probability purposive sampling method. Power analysis indicated minimum sample sizes between 153 and 176 based on different test families. Consistent with Kwong and Wong (2019), a minimum of 200 samples is considered suitable for PLS path modeling, while 400 or more samples are recommended when the model includes newly developed or hierarchical constructs. Data were collected using an online structured questionnaire distributed via Google Forms. The instrument consisted of close-ended items measured on a five-point Likert scale. Data analysis employed multivariate techniques using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4. Furthermore, to model hierarchical latent constructs such as online shopping experience and perceived consumption value, this study applied the disjoint two-stage approach, as recommended by Hair et al. (2022). In the first stage, the lower-order constructs (LOCs) were assessed independently, and in the second stage, their latent variable scores were used to estimate the higher-order constructs (HOCs).
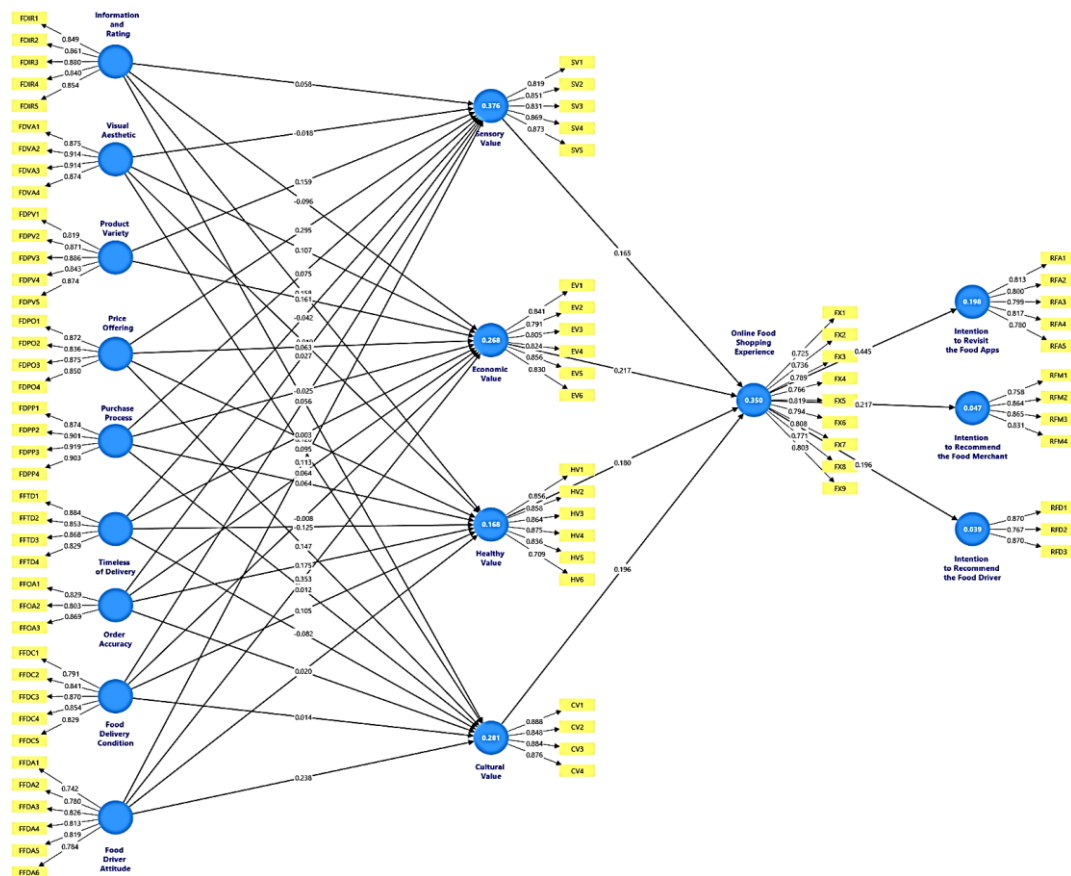
RESULTS

Figure 2. Outer Loading -Pls Algoritm First Stage-(LOC)

Source (s): SmartPls 4.1.1

Table 1. Construct Reliability and Validity-LOC

Variables	Cronbach's alpha	Composite reliability	(AVE)
Information and Rating	0,910	0,933	0,734
Visual Aesthetic	0,916	0,941	0,800
Product Variety	0,911	0,933	0,737
Price Offering	0,881	0,918	0,737

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Variables	Cronbach's alpha	Composite reliability	(AVE)
Purchase Process	0,921	0,944	0,809
Timeless of Delivery	0,881	0,918	0,737
Order Accuracy	0,784	0,873	0,696
Food Delivery Condition	0,893	0,921	0,701
Food Driver Attitude	0,883	0,911	0,631
Sensory Value	0,903	0,928	0,720
Economic Value	0,906	0,927	0,680
Healthy Value	0,912	0,932	0,697
Cultural Value	0,897	0,928	0,764
Online Food Shopping Experience	0,919	0,933	0,608
Intention to Revisit the Food Apps	0,861	0,900	0,643
Intention to Recommend the Food Merchant	0,853	0,899	0,690
Intention to Recommend the Food Driver	0,788	0,875	0,701

Source(s): SmartPls 4.1.1 (2025)

All indicators for the lower-order constructs (LOC) exhibit outer loading values greater than 0.708, indicating strong indicator reliability as recommended by Hair et al. (2019, 2022). This confirms that each indicator adequately reflects its respective latent construct. Furthermore, the internal consistency reliability of all LOC is established, with Cronbach's alpha and composite reliability (CR) values exceeding the 0.70 threshold. Convergent validity is also satisfied, as each construct reports an Average Variance Extracted (AVE) value above 0.50, indicating that a substantial amount of variance is explained by the indicators. Following the disjoint two-stage approach, the higher-order constructs (HOC) were evaluated using latent variable scores derived from the LOC. The results demonstrate that all HOC indicators also achieved outer loading values above 0.708, thereby confirming strong indicator reliability at the higher-order level. Similarly, all HOC met the construct reliability requirements, with Cronbach's alpha and CR values exceeding 0.70, and AVE values surpassing the 0.50 threshold. These findings indicate that both LOC and HOC fulfill the recommended measurement quality criteria, affirming the robustness of the reflective-reflective hierarchical model employed in this study (Hair et al., 2022).

Table 2. Construct Reliability and Validity-HOC

Variables	Cronbach's alpha	Composite reliability	AVE
Food Application Design	0,951	0,962	0,836
Food Order Fulfillment	0,905	0,933	0,778
Sensory Value	0,903	0,928	0,720
Economic Value	0,906	0,927	0,680
Healthy Value	0,912	0,932	0,697
Cultural Value	0,897	0,928	0,764
Online Food Shopping Experience	0,919	0,933	0,608
Intention to Revisit the Food Apps	0,861	0,900	0,643
Intention to Recommend the Food Merchant	0,853	0,899	0,690
Intention to Recommend the Food Driver	0,788	0,875	0,701

Source(s): SmartPls 4.1.1 (2025)

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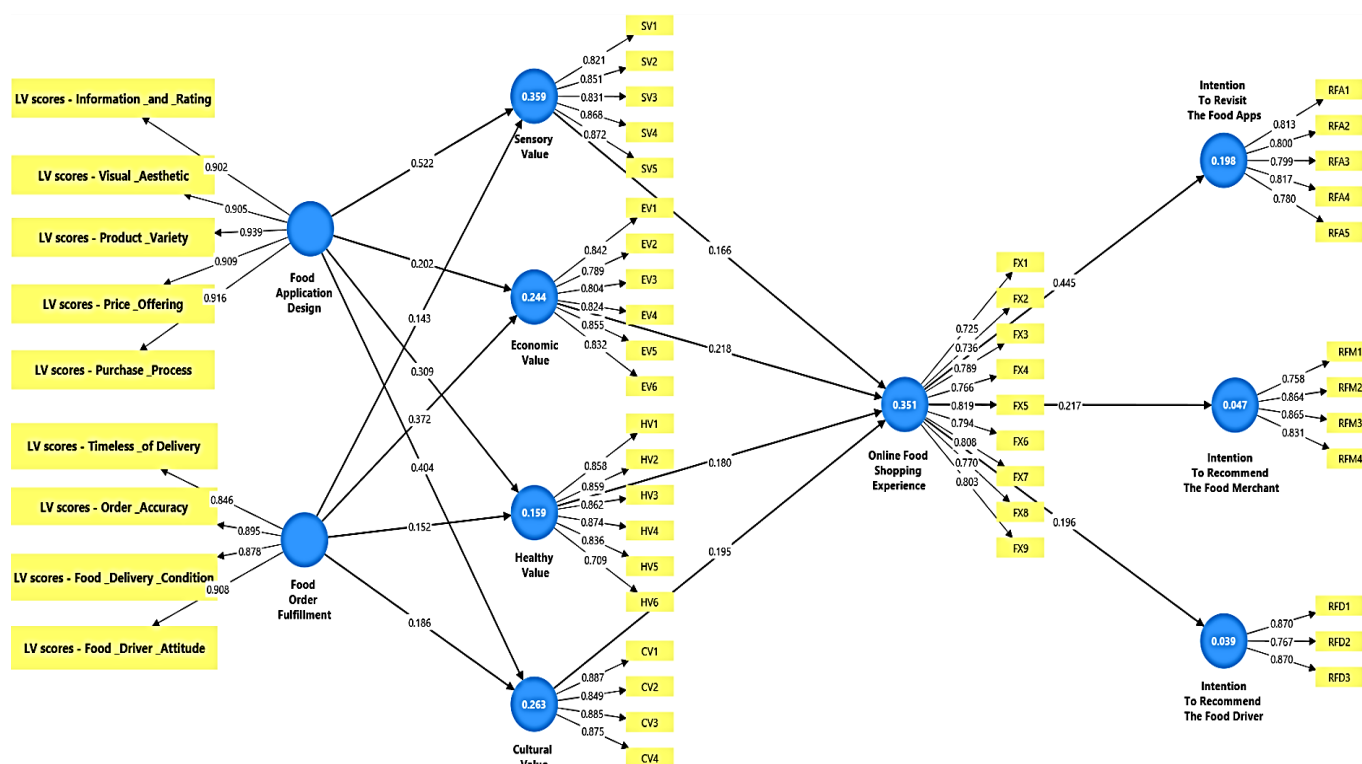

Figure 3. Outer Loading -Pls Algoritm Second Stage-(HOC)

Source (s): SmartPls 4.1.1

After confirming the reliability and validity of both the lower-order constructs (LOC) and higher-order constructs (HOC), the analysis proceeded with the evaluation of discriminant validity using the Heterotrait-Monotrait Ratio of Correlations (HTMT). All HTMT values were found to be below the conservative threshold of 0.85, indicating that each construct is empirically distinct from the others, and thus meeting the requirements for discriminant validity (Henseler et al., 2015; Hair et al., 2022). With this, the measurement model fulfills all critical validation criteria—encompassing indicator reliability, internal consistency, convergent validity, and discriminant validity.

Table 3. HTMT

	Cultural Value	Economic Value	Food Application	Food Order Fulfillment	Healthy Value	Intention to Recommend	Intention to Revisit the	Intention to Recommend	Online Food Shopping	Sensory
Cultural Value										
Economic Value	0,463									
Food Application Design	0,524	0,387								
Food Order Fulfillment	0,396	0,502	0,466							
Healthy Value	0,583	0,434	0,397	0,313						
Intention to Recommend the Food Merchant	0,392	0,377	0,357	0,606	0,303					

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Intention to Revisit the Food Apps	0,321	0,290	0,193	0,278	0,292	0,408			
Intention to Recommend the Food Driver	0,332	0,419	0,531	0,506	0,210	0,709	0,334		
Online Food Shopping Experience	0,520	0,470	0,200	0,307	0,514	0,232	0,494	0,226	
Sensory Value	0,632	0,427	0,629	0,407	0,677	0,294	0,286	0,245	0,514

Source(s): SmartPls 4.1.1 (2025)

Table 4. VIF

	Cultural Value	Economic Value	Food Application	Food Order Fulfillment	Healthy Value	Intention To Recommend	Intention To Revisit the	Intention To Recommend	Online Food Shopping	Sensory Value
Cultural Value									1,682	
Economic Value									1,295	
Food Application Design	1,233	1,233			1,233					1,233
Food Order Fulfillment	1,233	1,233			1,233					1,233
Healthy Value									1,786	
Intention To Recommend the Food Merchant										
Intention To Revisit the Food Apps										
intention To Recommend the Food Driver										
Online Food Shopping Experience						1,000	1,000	1,000		
Sensory Value									1,886	

Source(s): SmartPls 4.1.1 (2025)

All predictor constructs have VIF values that are considerably lower than the safe limit of 3.0, as recommended by Hair et al. (2019, 2022). These findings verify that the model is not plagued by multicollinearity issues.

Table 5. R Square and Q²predict

Target Construct	R Square	Category	Q² predict	Category
Sensory Value	0,359	moderate explanatory power	0,341	strong predictive relevance
Economic Value	0,244	weak explanatory power	0,232	medium predictive relevance
Healthy Value	0,159	weak explanatory power	0,144	small predictive relevance
Cultural Value	0,263	weak explanatory power	0,243	small predictive relevance
Online Food Shopping Experience	0,351	moderate explanatory power	0,051	small predictive relevance
Intention to Revisit the Food Apps	0,198	weak explanatory power	0,051	small predictive relevance
Intention to Recommend the Food Merchant	0,047	weak explanatory power	0,069	small predictive relevance
Intention to Recommend the Food Driver	0,039	weak explanatory power	0,069	small predictive relevance

Source(s): SmartPls 4.1.1 (2025)

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The study found moderate explanatory power for Sensory Value and Online Food Shopping Experience, with weak but acceptable variance explained by Economic Value and Cultural Value. Healthy Value had the lowest R² at 0.159, meeting the minimal threshold for exploratory research. The behavioral intention outcomes for revisiting food apps and recommending food merchants were relatively low, with limited variance explained. However, Intention to Recommend the Food Driver yielded an acceptable R² of 0.039. The study also found that all constructs reported Q² values above 0, confirming out-of-sample predictive power across the dependent variables. Sensory Value, Cultural Value, and Economic Value demonstrated medium to strong predictive accuracy, while Healthy Value and intention-related constructs showed small but acceptable levels of predictive power. (Hair et al., 2022; Shmueli et al. 2016).

Table 6. Structural relationship test results.

Hypothesis Statement	Path coefficient	Effect size (f2)	T Statistics > 1,645	CI 5.0 %	CI 95.0 %	P Value <0,05	Conclusion
Food Application Design positively affects Sensory Value	0,522	0,345	7,350	0,396	0,630	0,000	H1a supported
Food Application_Design positively affects Economic Value	0,202	0,044	3,261	0,099	0,302	0,001	H1b supported
Food Application Design positively affects Healthy Value	0,309	0,092	4,406	0,192	0,423	0,000	H1c supported
Food Application Design positively affects Cultural Value	0,404	0,180	5,686	0,285	0,518	0,000	H1d supported
Food Order Fulfillment positively affects Sensory Value	0,143	0,026	2,195	0,043	0,258	0,014	H2a supported
Food Order Fulfillment positively affects Economic Value	0,372	0,149	6,973	0,283	0,458	0,000	H2b supported
Food Order Fulfillment positively affects Healthy Value	0,152	0,022	2,467	0,054	0,256	0,007	H2c supported
Food Order Fulfillment positively affects Cultural Value	0,186	0,038	2,838	0,081	0,296	0,002	H2d supported
Sensory Value positively affects Online Food Shopping Experience	0,166	0,022	2,166	0,043	0,297	0,015	H3 supported
Economic Value positively affects Online Food Shopping Experience	0,218	0,057	3,617	0,118	0,316	0,000	H4 supported
Healthy Value positively affects Online Food Shopping Experience	0,180	0,028	2,655	0,062	0,283	0,004	H5 supported
Cultural Value positively affects Online Food Shopping Experience	0,195	0,035	2,898	0,085	0,306	0,002	H6 supported
Online Food Shopping Experience positively affects Intention to Revisit the Food Apps	0,445	0,247	8,480	0,364	0,537	0,000	H7 supported
Online Food Shopping Experience positively affects Intention to Recommend the Food Merchant	0,217	0,050	4,321	0,142	0,309	0,000	H8 supported
Online Food Shopping Experience positively affects Intention to Recommend the Food Driver	0,196	0,040	3,990	0,122	0,284	0,000	H9 supported

Source(s): SmartPls 4.1.1 (2025)

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Table 7. Importance-performance Analysis Online Food Shopping Experience

Direct predecessors	Importance	Performance	Criteria
Sensory _Value	0,166	78,543	low importance/high performance (possible over kill)
Economic _Value	**0,218**	**78,304**	**high importance/low performance (concentrate here)**
Healthy _Value	0,180	78,055	low importance/low performance (low priority)
Cultural _Value	0,195	79,294	high importance/high performance (keep up good work)
Average	0,190	78,549	

Source(s): SmartPls 4.1.1 (2025)

Table 8. Importance-performance Analysis Dependent Variables

Indicators Direct predecessors	Intention to revisit the food apps		Intention to recommend the food merchant		Intention to recommend the food driver	
	Importance	Performance	Importance	Performance	Importance	Performance
FX1	0,057	80,438	0,028	80,438	0,025	80,438
FX2	0,054	77,250	0,026	77,250	0,024	77,250
FX3	0,062	83,375	0,030	83,375	0,027	83,375
FX4	0,056	83,250	0,027	83,250	0,025	83,250
FX5	0,068	82,563	0,033	82,563	0,030	82,563
FX6	0,071	83,875	0,034	83,875	0,031	83,875
FX7	0,063	82,625	0,031	82,625	0,028	82,625
FX8	0,069	81,500	0,034	81,500	0,031	81,500
FX9	**0,071**	**77,250**	**0,034**	**77,250**	**0,031**	**77,250**
Average	0,063	81,347	0,031	81,347	0,028	81,347

Source(s): SmartPls 4.1.1 (2025)

DISCUSSION

This study investigates the online food shopping experience of millennial mothers using GrabFood, GoFood, and Shopee Food platforms in the Jabodetabek region, with a focus on how experiential marketing elements shape behavioral intentions. The research specifically targets married millennial mothers aged 25–40 with children, who have used at least two food delivery apps and made five or more purchases in the last six months. The study, based on data from 400 respondents (76.75% aged 30–40).

The findings reveal that online food shopping experience acts as a key predictor of three behavioral intentions: revisiting the app, recommending the food merchant, and recommending the driver. The model confirms that sensory, economic, healthy, and cultural values significantly influence this experience. Among these, economic and cultural values emerge as the strongest predictors, highlighting those millennial mothers balance rational concerns like pricing with emotional connections rooted in cultural food preferences (Holbrook, 1994; Sheth et al., 1991). The study also finds that visual aesthetics and product variety in app design play crucial roles in driving sensory value, yet expectations often exceed actual experiences—indicating the need for more authentic and culturally aligned offerings (Martin, 2015; Moreno et al., 2017).

Moreover, healthy value holds particular significance during the COVID-19 era, as mothers emphasize food safety and nutritional quality (Faccio et al., 2018; Binchy, 2014). IPMA analysis suggests that while food order fulfillment dimensions—timeliness, accuracy, condition, and driver attitude are meeting or exceeding expectations, application design elements still fall short in delivering menu variety and visual appeal. These gaps reflect millennial mothers' desire for a complete, enjoyable, and trustworthy food ordering experience.

The study contributes to the literature by extending experiential marketing theory (Schmitt, 1999) and consumption value theory (Woodruff, 1997) into the digital food delivery domain, emphasizing the importance of emotional, cultural, and health-related values beyond basic satisfaction. It further supports the view that online customer experience, rather than satisfaction alone, can serve as a strong predictor of future behavioral intention (Chiagouris & Ray, 2010; Yasri et al., 2020; Ahmed et al., 2022). This work advances theoretical understanding and offers

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actionable insights for platform managers, restaurant partners, and policymakers seeking to optimize food delivery services for an increasingly experience-driven and health-conscious consumer segment.

The findings of this study empirically support the applicability of experiential marketing theory (Schmitt, 1999) within the online food delivery industry by demonstrating that customer overall experience has a significant direct effect on behavioral intentions, particularly in terms of repeat purchases. Drawing from Gounaris et al. (2010a) and Maklan and Klaus (2011), the study emphasizes that behavioral intention in e-shopping contexts is not monolithic but rather composed of distinct components—site revisit, word-of-mouth, and purchase intention in online contexts, and loyalty, satisfaction, and recommendation in offline settings. This study proposes a contextualized behavioral intention framework specific to online food delivery: intention to revisit the app, intention to recommend the merchant, and intention to recommend the driver, thereby offering a refined model for future research and managerial application.

Furthermore, this research confirms that customers' perceived value significantly influences overall consumption experience, aligning with multidimensional value theories (Sheth, 1991; Woodruff, 1997; Sweeney & Soutar, 2001). The study operationalizes four specific perceived values—sensory, economic, healthy, and cultural—which reflect experiential, functional, and emotional dimensions (Holbrook, 1994). Notably, cultural value emerges as the second most influential predictor of customer experience after economic value, reaffirming the relevance of Consumer Culture Theory (Arnould & Thompson, 2005) in understanding the consumption cycle in digital food ecosystems.

The study also substantiates the applicability of transaction cost theory (Liang & Huang, 1998; Teo, 2004; Kim & Li, 2009) in online food delivery contexts, by identifying key cost dimensions within the constructs of food application design and food order fulfillment. Elements such as information availability, visual aesthetics, product variety, and driver attitude are interpreted as reflections of searching, comparison, and monitoring costs, suggesting that platform efficiency is directly linked to perceived value and user experience.

Another noteworthy contribution is the empirical validation of omnichannel service delivery in online food platforms, where online (app-based interface) and offline (restaurant and driver interaction) service quality each play distinct roles in shaping customer perception. Drawing on theories like eTailQ (Wolfinbarger & Gilly, 2003), e-SERVQUAL (Zeithaml et al., 2002), and E-S-QUAL (Parasuraman et al., 2005), the study shows that online interface quality predominantly influences sensory value, while offline delivery quality significantly impacts economic value—with economic value being the strongest determinant of customer experience.

Crucially, the research empirically confirms that platforms, restaurant partners, and delivery drivers form an interconnected sharing economy ecosystem (Eckhardt et al., 2019), where collaboration among independent actors yields collective value. Despite being statistically independent constructs, these actors are relationally intertwined, fostering both economic and social benefits. This aligns with Lim (2020), who frames the sharing economy as a creative and technology-mediated marketplace involving multiple stakeholders—providers, consumers, and regulators—who exchange resources and services in a sustainable manner.

From a managerial perspective, this study offers strategic guidance for improving customer experience, emphasizing a holistic approach to service quality—spanning pre-consumption, consumption, and post-consumption stages. For instance, economic and cultural values must be prioritized, as food is not merely sustenance but a reflection of cultural identity and emotional attachment. In this light, businesses are encouraged to integrate local cultural cues in branding, product naming, packaging, and marketing. Moreover, platform managers are advised to invest in visual content standardization and driver training, particularly in photography, communication, and punctuality, to enhance both digital and physical touchpoints. Policy implications are also substantial. With the dominance of major platforms such as Grab and GoFood, government regulation is imperative to balance power dynamics and protect the welfare of MSMEs and drivers, who are integral yet vulnerable stakeholders in the ecosystem. Finally, inspired by platform capitalism theory (Srnicek, 2017), the study proposes cooperative ownership models to ensure inclusive governance and equitable profit-sharing. Government intervention is deemed essential to implement such structural shifts, offering a pathway toward a more democratic and socially responsible digital food economy.

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