

ABSTRACT

The popularity of online food delivery (OFD) services has significantly increased during the Coronavirus (COVID-19) pandemic. The end of the COVID-19 pandemic was declared with an announcement from the President of the Republic of Indonesia and also by the head of the World Health Organization (WHO).

Therefore, this research aims to examine the factors influencing customers' intention to use Gofood's online food delivery service post-COVID-19 pandemic.

This research employed a quantitative method, with a sample of 385 respondents aged between 16 to 65 years residing in the cities of Bandung and JABODETABEK. The collected data was analyzed using SmartPLS. Descriptive analysis, inner and outer model tests, and hypothesis testing were conducted to analyze this research.

The findings indicate that Perceived Ease of Use and Time Saving Benefits have a positive effect on Customer Intention to Use OFD through Gofood's online food delivery service.

Recommendations for the company include Gofood maintaining the ease of use of its application and also sustaining the aspect of time-saving when using their online food delivery service."

Keywords: *Online food delivery, COVID-19 pandemic, Service attributes, Perceived ease of use, Time Saving Benefits*