

## ABSTRACT

*The development of the internet and smartphones continues to grow along with the times and has been widely used by the community. Along with the increasing development of the internet and smartphones, many restaurants or restaurants sell their products online. This makes it easier for people to order food without having to come directly to the restaurant and queue. With the online food delivery application, it is very helpful for people who live in big cities, especially in Bogor City, which has a high level of congestion.*

*This study has 8 variables, namely hedonic motivation, price saving orientation, time saving orientation, prior online purchase experience, convenience motivation, post usage usefulness, attitude towards OFD service and behavioral intention towards OFD service. The purpose of this study was to determine the effect of hedonic motivation variables with convenience motivation, hedonic motivation with post usage usefulness, prior online purchase experience with convenience motivation, prior online purchase experience with post usage usefulness, price saving orientation with convenience motivation, price saving orientation with post usage usefulness, time saving orientation with convenience motivation, time saving orientation with post usage usefulness, convenience motivation with post usage usefulness, convenience motivation with attitude towards OFD service, convenience motivation with behavioral intention towards OFD service, post usage usefulness with attitude towards OFD service, post usage usefulness with behavioral intention towards OFD service and attitude towards OFD service with behavioral intention towards OFD service.*

*The sample used in this study amounted to 200 respondents who are users of online food delivery (OFD) applications. The collection of respondents used a non-probability sampling technique, namely snowball and the number of questionnaire items totaled 28 questions. The analytical technique used in this research is PLS-SEM with WarpPLS 7.0 software.*

*The results of this study indicate that those that affect consumer behavioral intentions using online food delivery services in Bogor City are Convenience Motivation, Post Usage Usefulness and Attitude Towards OFD Services. Convenience Motivation factor is influenced by Prior Online Purchase Experience and Time Saving Orientation. The Post Usage Usefulness factor is influenced by Hedonic Motivation, Prior Online Purchase Experience and Convenience*

*Motivation. The Attitude Towards OFD Services factor is influenced by Convenience Motivation and Post Usage Usefulness.*

*OFD companies are expected to pay attention to the performance of food delivery services such as providing convenience and comfort for consumers by creating an impressive shopping experience and maintaining the effectiveness of food delivery services.*

***Keywords: online food delivery, PLS-SEM, snowball***