ABSTRACT

Current technological developments, followed by internet connectivity, are driving the emergence of online food delivery. This makes a change in consumer shopping behavior from offline to online. So now online food delivery has become a daily necessity. To meet these needs, many companies offer online food delivery services with a variety of services. This shows that consumers are faced with various services or attributes provided by each online food delivery service so consumers will be more selective in choosing according to their preferences. Therefore, companies must be able to know and understand the preferences and needs of consumers to win the competition in this industry.

This study aims to determine the combination of attributes that are most preferred by consumers in choosing online food delivery services, the most important attributes for consumers in choosing online food delivery services, and the level that is most useful for consumers in choosing online food delivery services.

This research is a quantitative research and data collection tool using online questionnaires to 390 respondents who are online food delivery consumers. Determination of the number of samples in this study using the non-probability method. The analysis technique used is conjoint analysis.

The results showed that of the 8 combination cards, card number 1 was the most preferred combination card by the public, which consists of fast delivery, multi orders, cash on delivery (COD) payment methods, discounted prices, and many restaurant choices. Then the most important attribute to be considered is the time and delivery attribute with a value of 34,934 and the most useful level for consumers is the 24 hour service available with a usability value of 0.290.

It is hoped that this research can be a reference for business people in online food delivery in Indonesia to be able to provide fast delivery services to consumers and provide promos in the form of discounted prices so that they can become consumers' choices.

Keywords*: online food delivery, preferences, conjoint analysis*