

## **LIST OF FIGURES**

|   |    |
|---|----|
| Figure 1.1 Grab Logo.....   | 13 |
| Figure 1.2 GrabFood Logo.....   | 14 |
| Figure 1.3 Number of Internet Users in Indonesia (2018-2022*) .....                           | 16 |
| Figure 1.4 Frequency of Using Courier Services .....  | 17 |
| Figure 1.5 Gross Merchandise Value (GMV) Food Delivery Services .....                         | 18 |
| Figure 1.6 The Most Popular Food Delivery App .....   | 19 |
| Figure 1.7 GrabFood Customer Complaint .....  | 21 |
| Figure 1.8 Gross Transaction Value (GTV) of Delivery Companies in Southeast Asia (2021) ..... | 23 |
| Figure 1.9 Value of Indonesian Food Delivery Service Transactions (2022).....                 | 24 |
| Figure 1.10 Grab Promotion .....  | 25 |
| Figure 2.3 Research Framework.....  | 48 |
| Figure 3.3 Quantitative Research Process .....  | 60 |
| Figure 3.7.1 Continuum Line Score.....  | 67 |
| Figure 4.5 Assessment of The Measurement Model .....  | 85 |
| Figure 4.6 Structure Model .....  | 91 |
| Figure 4.7 Theoretical Framework with The Result.....   | 93 |