

ABSTRACT

The growth of Online Food Delivery (OFD) services has increased rapidly among Generation Z, especially in Bandung, which is dominated by young digital native users. Online food purchasing behavior is influenced by various factors, including E-WOM, perceived ease of use, and perceived price. Amidst competition between platforms, personalized recommendation features have emerged to increase the relevance of offers and user experience.

This study aims to analyze the influence of E-WOM, perceived ease of use, and perceived price on purchase decisions, with personalized recommendations as a mediating variable. The method used is a quantitative approach through a survey of 400 Generation Z respondents who are active users of OFD applications in Bandung City. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Square (PLS).

The results indicate that E-WOM, perceived ease of use, and perceived price have a significant positive influence on personalized recommendations and purchase decisions, both directly and indirectly through the mediation of personalized recommendations.

This study contributes theoretically by integrating the personalized recommendation variable into the digital purchase decision model. Practically, these results serve as a reference for OFD platform developers and food business operators to improve review quality, simplify the interface, and develop pricing and recommendation strategies aligned with Generation Z preferences.

Keywords: *E-WOM, Online Food Delivery, Perceived Ease of Use, Perceived Price, Personalized Recommendation, Purchase Decision.*