CONSUMER PREFERENCES FOR ONLINE FOOD DELIVERY ORDER SERVICES IN DKI JAKARTA (CASE STUDY OF GO-FOOD AND GRABFOOD)

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ABSTRACT

The purpose of this study was to determine the characteristics of online food delivery consumers in DKI Jakarta and to determine the preferences of online food delivery consumers in DKI Jakarta. This research was conducted in DKI Jakarta covering 5 areas, Jakarta South, Central, East, West, and North Jakarta. The method used for data collection in this research is to use a survey method using a questionnaire tool to collect respondent data, with the respondents' criteria being 1) people living in DKI Jakarta or working in DKI Jakarta, 2) using GoFood and/or GrabFood, 3) aged 16-64 years. The analytical technique used is the Friedman test approach to see the order of attributes that are the priority of OFD consumers in DKI Jakarta. The results of the analysis in this study show that women are 55% and men 45%, the age range is dominated by 16-25 years, with high college education, private employment, and income of 4 million-10 million. The results of the priority attributes of OFD consumers in sequence are Price, Promotion, Time &Delivery, ease

of application, halal label, consumer privacy, payment method, restaurant diversification, and restaurant location.

Keywords: preference; online food delivery; Friedman test

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui karakteristik konsumen pesan antar makanan online di DKI Jakarta dan untuk mengetahui preferensi konsumen pesan antar makanan online di DKI Jakarta. Penelitian ini dilakukan di DKI Jakarta yang meliputi 5 wilayah, Jakarta Selatan, Pusat, Timur, Barat, dan Jakarta Utara. Metode yang digunakan untuk pengumpulan data dalam penelitian ini adalah menggunakan metode survei dengan menggunakan alat kuesioner untuk mengumpulkan data responden, dengan kriteria responden 1) orang yang tinggal di DKI Jakarta atau bekerja di DKI Jakarta, 2) menggunakan GoFood dan/atau GrabFood, 3) usia 16-64 tahun. Teknik analisis yang digunakan adalah pendekatan uji Friedman untuk melihat urutan atribut yang menjadi prioritas konsumen OFD di DKI Jakarta. Hasil analisis dalam penelitian ini menunjukkan bahwa perempuan 55% dan laki-laki 45%, rentang usia didominasi 16-25 tahun, dengan pendidikan tinggi perguruan tinggi, pekerjaan swasta, dan pendapatan 4 juta-10 juta. Hasil atribut prioritas konsumen OFD secara berurutan adalah Price, Promotion, Time & Delivery, kemudahan aplikasi, label halal, privasi konsumen, metode pembayaran, diversifikasi restoran, dan lokasi restoran.

Kata Kunci: pilihan; pengiriman makanan online; uji Friedman

A. INTRODUCTION

Currently the development oftechnology is growing rapidly it will automatically bring enormous changes to human life in the world. With technology, information from all corners of the world will be easier to obtain and the increasingly dynamic flow of globalization encourages business actors to continue to think and innovate so that business actors can survive and continue to develop in the era of digitalization.

The era of digitalization has changed the world's economic orderin a new direction. People usually callit by several terms such as the Digital Economy, New Economy (*New Economy),* Internet Economy *(Internet Economy)* , and the Web Economy or commonly called *Web Economy* (Adhikara 2005) The era ofdigitalization has penetrated into themost fundamental industry, namely food, where currently food is a business sector that has considerable profit potential. manybusiness actors are successful in developing their business by utilizing technology, where now companieshave utilized technology to make it easier for consumers to get the food they want, one of which is by ordering food online without having to come to a restaurant. One of the internet-based *startups* in Indonesia

that has succeeded in developing *online food* is Go-Jek, which first appeared in Indonesia under the name of the Go-Food *mobile application as well as the first online food delivery service* in Indonesia and Grab with the official name of the GrabFood *mobile application for 3 months.* afterwards.

The presence of Go-Food andGrabFood in Indonesia provides fresh air for Micro, Small and Medium Enterprises (MSMEs) and conventional companies without having to spend large capital to provide *food delivery services* for their consumers because preparing *food delivery services* requires large*costs* such as preparing a fleet of vehicles, labor costs, as well as application development costs. With these two

platforms, it is easier for culinary business actors to reach a wider range of consumers considering the large number ofpeople in Indonesia, which is reported from the website dukcapil.kemendagri.go.id, reaching272,229,372 million people. The large number of people in Indonesia makes *food delivery services* in Indonesia occupy the first position inSoutheast Asia with an estimated *Gross Merchandise Value* (GMV) transaction of US $ 11.9 billion whichcan be seen in table 1 below

Table 1 *Gross Merchandise Value (GMV) US$* in asia southeast

COUNTRY	GMV (Gross Merchandise Value) US$
Indonesia	3.7 Billion
Thailand	2.8 Billion
Singapore	2.4 Billion
Philippines	1.2 Billion
Malaysia	1.1 Billion
Vietnamese	700 Million

Source: momentum work data 2020

The high GMV of *food delivery services* in Indonesia is also caused by government regulations that limit people's *mobility* to leave the house and the closure of *dine-in services* inall restaurants in Indonesia makes consumers start switching to *food delivery services* during the implementation of the Community Activity Restrictions (PPKM). , so thatduring this pandemic *food delivery* becomes a trend in society. The *food delivery* trend has drastically changed consumer consumption patterns, based on the Katadata Insight Center (KIC) survey in 2021, that users of *food delivery services* are 44% new users and 90% will continue to use *food deliveryservices* until the pandemic ends andwill continue to use them until they enter the *new normal era.* This encourages competitors to follow in the footsteps of Go-food and GrabFood to open *food deliveryservice features* such as Shopee, Traveloka, DANA, and MAXIM whichhave launched *food delivery service features* in 2021.

Online Food Delivery User Data in 2020

City	Number of Users
East Java	68.80%
DKI Jakarta	15.10%
West Java	10.10%
Yogyakarta	2.70%
Central Java	2.70%
Bali	1.60%

Source: Idntimes.com (2020)

Based on the table above, the order of *online service users* most *food delivery* by region, namely in East Java, then DKI Jakarta with a percentage of 15.10% and the lowest is in the area of Bali with a percentage of 1.60%. This shows that *online food delivery services* are familiar because they are widely used by the public, especially in big cities in Indonesia, so that many other platforms have sprung up to compete in the era of digitalization.

The number of other platforms that have begun to emerge has madethe competition in marketing even tighter, this has encouraged go-foodand grabfood to remain careful indetermining strategic policies that willbe determined in the future, so adeep understanding of digital consumers is needed, where digital consumers are now more specific in determining their purchasing decisions in ordering food through*food delivery services,* so Go-foodand Grabfood need to understandconsumer tastes in determining whether consumers like or dislike *food delivery services. Because digital consumers will consider and pay attention to the physical characteristics (attributes) attachedto food delivery services according totheir preferences. As for the attributes of digital consumers* in choosing a food delivery service is the ease of use of the application, lower prices,

large menu diversification, speed in finding drivers, food safety to destination, and attractive promotions. By understanding the characteristics and attributes that are the main choices of consumers, it will make it easier for stakeholders to determine what strategic decisions will be taken

Theoretical Basis

Online Food Delivery

Online food delivery is an *online-to-offline (O2O) service. The online food delivery* service platform hasmany restaurants to serve and connect restaurants with consumers.The restaurant partners display these food menus on theirapplications to attract more consumers, and consumers can order food *online* and have it delivered to a predeterminedlocation in a short time (Lan, ya *et.at2016).*

Preference

Preference comes from English*preference* which means " *a greater liking for one alternative over anotheror others* " (liking of one thing compared to another). In the Indonesian dictionary, the word preference is spelled pre.fe.ren.si [n]

(1) (the right to) take precedence over others; priority; (2 choices; trend; favorite. Consumer preferences can mean preferences, choices or something that consumers prefer. This preference is formed from consumer perceptions of the product (Munandar 2012:42). Consumer preferences are defined as a person's choice of likes or dislikes or dislikes of a product or service that is consumed. Consumer preferences show consumer preferences from a wide selection of existing products. (Kotler 2002:76).

Poduct Attribute

There are two perspectives in understanding attributes, namely intrinsic and extrinsic.

Intrinsic

Intrinsic is an intrinsic indicator that actually comes from the physical product. These qualities cannot be replaced or manipulated experimentally without changing the characteristics of the product. Changes in quality can be evaluated by looking at changes in the physicalcharacter of the product, for examplea decrease in quality is marked by changes in taste and aroma.

Extrinsic

Extrinsic are all aspects relatedto the product but not physically. These two dimensions each have three indicators, namely search, experience, and trust. (Andersen1994).

B. METHOD

Research Design

The design of this research isdescriptive type which explains the behavior class of *food delivery service consumers,* especially consumer preferences in Jakarta. Tracing consumer behavior requiresconsumer surveys using quantitative methods. This approach provides a numerical description of the tendencies, attitudes, or opinions of a population (Cresswell 2014: 41)

The research technique used is a survey method, namely research by collecting information from asample by asking through a questionnaire or interview so that later it describes various aspects of the population (Sugiyono 2011:176)

Research Location and Time

The research location was conducted in DKI Jakarta for *food delivery consumers,* especially Go- Food and GrabFood users. This location determination was determined *purposively* because the DKI

Jakarta area is the business center in Indonesia and the first city to launch a *food delivery service* . The time of this research was carriedout from September 2021 to March 2022. Data processing will be carriedout in March 2022. In May 2022, a seminar on the results of the data has been obtained.

Data Types and Sources

Types of data sources used include:

1. Primary Data

Primary data is data obtained directly from the results of distributing questionnaires. Dissemination of questionnaires through social media,namely: Whatsapp and Instagram.Research data obtained by using data collection in the form of a list of questions to consumers online food delivery orders so that they can provide information related to the research topic. The data obtained through the questionnaire is divided into 3 parts. The first is the respondent's profile, the second isthe respondent's characteristics, andthe third is an exploratory statement about preferences for online food delivery orders using a 5-point Likertscale. So that the primary data obtained in the form of; Respondent's profile, thecharacteristics of respondents were collected by means of an ordinal scale. and the results of respondents' answers to consumer preferences inthe form of a 5-point Liker scale withan interval scale.

2. Secondary Data

Secondary data is data obtained by recording and quoting directly from government agencies or institutions related to this research. Secondary data obtained from BPS DKI Jakarta which includespopulation, per capita income, geographical and economic conditions, internet, journals andrelated institutions.

Research Instruments

This study uses a closed questionnaire instrument which is distributed online to online fooddelivery order users in DKI Jakarta. To get the profile of the respondents,the writer uses the questions in the first part, then to get the characteristics of the respondents,the writer uses an ordinal scale consisting of choices according tothe characteristics listed, and the three exploratory statements about online food delivery preferences using a Likert scale.

Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people aboutsocial phenomena. In the study, this phenomenon has been specifically defined by the researcher, hereinafter referred to as theresearch variable (Sugiyono 2009:132). The author uses a five- point scale where 5 = very like, 4 = like, 3 = doubt, 2 = dislike, 1 = really don't like it, it aims to make it easier for respondents to fill out questionnaires in order to get accurate data, therefore the author uses a 5-point scale.

Method of Collecting Data

The data collected in this studyare primary and secondary data. Primary data is divided into 5 parts with each distribution to the cities of South Jakarta (31 respondents), Central (20), East (12 respondents), North (16 respondents), and West(21 respondents). Furthermore, the research data was obtained through an online questionnaire using the G- Form by preparing questions to be filled out by respondents regarding the research variables prepared by providing answer choices. Thecontents of the questionnaire are divided into three parts, namely the first part contains the respondent's profile, the second part describes thecharacteristics of online food deliveryorder consumers, and the third part explores the attributes of online food delivery order consumer preferences.

Sampling Method

The population in this study is the online food delivery order community in the DKI Jakarta area, which amounts to 15% of the total productive age 15-64 years in DKI Jakarta, which amounts to 9.2 million people consisting of Gen-Z (1997- 2012), Millennials (1981-2012). Gen X (1965-1980), and babyboomers (1946-1964) The number of online food delivery order users in DKI Jakarta is 1,380,000 milliononline food delivery order users.

The sampling method used in this study is probability sampling, where the sample must meet special criteriasuch as:

a. The online food delivery order community in DKI Jakarta
b. Have you ever used the food delivery service feature, especially Go-Food or GrabFood
c. 16-64 years old

Determination of sample sizeusing the Slovin formula. This formula is presented below (Bungin, 2005:105) n = N/(1+ N*e2) where n is the minimum sample size, N is the total population, e is themargin of error.Based on thecalculation of the slovin formula, the total number of online food delivery order users is 1,380,000 with a margin of error of 10% as many as 100 respondents.

Data Processing and Analysis Method

This research uses FriedmanTest data analysis method and K-Means Cluster analysis. Data processing using Microsoft Excel2019 software tools for data tabulation and SPSS version 26 for Friedman Test analysis and. The following is an explanation and formula regarding the data analysis method.

1. Friedman Test

To find out which attributes of interest are in accordance with consumer preferences, data analysisusing the Friedman test method is used. The formula for the Friedman test tool is as follows:

$$X\_F\ ^2= 12/(nk(k+1))\ \_(i=1)^k\ Ri\ ^\ 2-3n\ (k+1)$$

Description :

n = number of rows

k = number of columns

Ri ^ 2 = number of ranks in column isquared

2. Means *Cluster Analysis*

Cluster analysis is amultivariate technique that has the main goal of grouping objects based on their characteristics. Cluster analysis clarifies objects so thatobjects that are most closely similar to other objects are in the same cluster. The focus of cluster analysis is to compare objects based on characteristics. (Tony, Wijaya and Budiman, Santi 2016: 95).

In contrast to the hierarchical method, the K-means cluster method begins by determining in advance the number of desired clusters and the centroid in each cluster. The use of K-means clustering is to explain the algorithm in determining an objectinto a certain cluster based on the nearest average. K-means clusteringis very suitable for data with large sizes because it has a higher speed than the hierarchical method, but the selection of the number of clusters and centroids that must bedetermined first is the weakness of this method (Nugroho, 2008:49).

C. RESULT AND DISCUSSION

Online Food Delivery Respondents

Table 3. Data on the characteristics of respondents

Information	Category	Frequency	Percentage (%)
Gender	Man	45	45%
	Woman	55	55%
Age	16-25	67	67%
	26-35	28	28%
	36-45	5	5%
	>46	0	0%
Education	SD	0	0%
	Junior High School	0	0%
	Senior High School	32	32%
	D3	6	6%
	S1/S2/S3	62	62%
Work	Public Servant	0	0%
	employee Private	38	38%
	teacher	13	13%
	Businessman	6	6%
	Student / Student	24	24%
	IRT	3	3%
	Other	16	16%

Source: data processed by the author

Table 4. Continued data on respondent characteristics

Information	Category	Frequency	Percentage %
Income	1,000,000 - 2,000,000	29	29%
	2,000,000 - 3,000,000	16	16%
	3,000,000 - 4,000,000	17	17%
	4,000,000 - 10,000,000	38	38%
Frequency ofusing OFD / month	1 time	13	13%
	2 times	20	20%
	more of 3	67	67%
Buy for whom	self alone	61	61%
	family	34	34%
	friend	5	5%

Source: data processed by the author

Gender

Based on Table 3, the gender ofthe respondents who filled out the questionnaire was dominated byfemale respondents as much as 55% while male respondents were 45% with a frequency of 100 people. This shows that women prefer to orderusing online food delivery than men.

Age

Age characteristics are very decisive in deciding to consume a product and service. Age differentalso determine tastes or preferences in choosing a product or service. It can be seen based on table 3. The highest age range is in the range of 16-25 years, namely gene-millennials as much as 67% then theage range of 26-35 years, namely gen-Z. This shows that the majority who like to buy through online food delivery orders are gen-millennials and gen-Z, according to the population data of DKI Jakarta reported from BPS DKI Jakarta that DKI Jakarta is dominated by Millennial Generation and Generation Z, each of which is 2.83 million. people (26.78%) and 2.70 million people (25.65%). Young people who are usually easily influenced by trends that develop in society so that the use of OFD adapts more quickly to the millennialgeneration and generation Z.

Education and Work

OFD consumers are dominated byS1/S2/S3 graduates with 62% of the 100respondents who buy food through *online food delivery* , while in the work background, private employees aredominated by 38%, which is dominated by S1/S2/S3 as much as 33%. and dominated by graduates of S1/S2/S3 as many as 33 respondents

Education and Income

The highest income is in the*range of* 4 million – 10 million, 38% of which 33% is dominated by the education level of S1/S2/S3. This

means that there is a relationshipbetween the level of education and income

Frequency Using OFD

A month the majority of consumers order more than 3 times ordering food through *online food delivery* with a total of 67% and the most consumers are at the level of education of S1/S2/S3 as much as 45%. This shows that the higher the level of education will determine consumers ordering food through *online food delivery* .

Consumer Order

Based on Table 4 which ispresented, it shows that consumers order the most food through *online food delivery* , namely for themselves with a total of 61%, then for families as much as 34% and the lowest is forfriends as much as 5%. This means that the majority of *online food delivery buyers* will directly determine the assessment of the services provided by *the online food delivery platform* in determining whether they like or dislike *the onlinefood delivery platforms* Go-Food andGrabFood. Then the order for thefamily is in second place, this meansthat the family will recommend if a service has an advantage for them that ordering food through *online food delivery* can be for other peopleso that they will also use *online fooddelivery* for themselves or order for their friends. The lowest order is for friends, this is because usually someone orders for friends only on certain occasions such as birthdays,big day celebrations, expressions of gratitude, etc.

Online Food Delivery Preference in DKI Jakarta

Table 5. *Ranking* of Online Food Delivery Product Attributes

No	Product attribute	Mean Rank
1	Price	8.15
2	Promotion	7.88
3	Time & delivery	6.74
4	Ease of Application	6.03
5	Halal Label	5.02
6	Consumer Privacy	4.64
7	Payment Method	2.63
8	Restaurant diversification	2.13
9	Restaurant location	1.80

Source: primary data processed by SPSS writer

Price Attribute

Based on Table 20, it can be seen that the price attribute is in the first rankof 8.15. This shows that price is an important factor in consumers making decisions to choose online food delivery orders as a food ordering service preference, while the online food delivery order consumer preferences on the price attribute can be seen in Table 6 as follows:

Table 6. Friedman test results on the price attribute

No	Price Attribute	Mean Rank
1	The price offered is rational	3.88
2	Affordable product prices	3.74
3	The price is cheaper than buying offline	3.70
4	Price is the main factor buying at OFDO	3.49
5	Rational shipping charges	3.41
6	Affordable shipping prices	2.78

Source: data processed by SPSS writer

Based on Table 6, it is known that the highest preference is on the rational offered price of 3.88, which means that the price set by the onlinefood delivery platform is inaccordance with what consumers

want so that consumers will be moreconfident to spend their money on online food delivery order services. We know that ordering food through online services requires a lot of costssuch as platform service fees, profit sharing costs between restaurantsand companies, shipping costs and taxes so that the price of buying in adirect store and buying a food delivery order service goes up by20%, so product prices have a role. which is very important in the world of online shopping. If the price ischeaper and rational, the consumer'spreference to buy an item or service will increase. From the consumer's point of view, price is often used as an indicator of value if the price is related to the perceived benefits of an item. So if the price level increases and the benefits perceive by consumers increase, it means thatthe value will also increase (Tjiptono2014: 125).

According to Rubinowo (2012:111) preferences have apurpose, namely purchasing decisions to be enjoyed byconsumers so that they can achieve consumer satisfaction. With the available preferences and budget, consumers can decide to choose how many items to buy according to the budget available to consumers. This means that consumers can consciously make rational choices and choose the appropriate goods tomaximize the satisfaction they want with a limited budget. This is what makes price an important attribute inonline food delivery orderpreferences.

Promotion Attributes

Based on the Friedman test results on the promotion attribute, it is known that the value is 7.88 placing promotion attributes in second place which is an important attribute for consumer preferences in deciding to use *online food delivery orders* . This means that promotion has a very important role where promotion is one way to attract consumers to view and buy productsoffered by the company. The more promotions offered, the moreconsumers will be interested in buying an

item or service offered.Promotions offered must also be in accordance with what consumers want. To see what preferences consumers want on promotional attributes, it can be seen in Table 7 as follows,

Table 7. Friedman test results on promotion attributes

No	Promotion Attributes	Mean Rank
1	Various promotions	2.73
2	Promotion is every day	2.70
3	Interesting promotion	2.42
4	Promotion is easy to get	2.15

Source: data processed by SPSS writer

Based on Table 7, it is known that the preference that is the first in the promotion attribute is a variety ofpromotions, which means that consumers want a variety of promotions on online food delivery order services. Various promotions such as buy 1 get 1 free, cashback inthe form of bonus points, etc. make consumers happy and of course convince consumers to decide to buy online food delivery order services. Promotions are also very helpful in reducing the number of prices listed,such as the previous price discount for the product Rp. 50,000 because there is a discount to Rp. 25,000 so that there is a saved cost that makes consumers want to buy again at the online food delivery order service.

The promotions given mustalso be attractive but difficult to obtain and many requirements are given to get promotions such as discounted prices, cashback, postage discounts etc., then the promotion will be useless so that consumers will feel disappointed anddo not make transactions on aproduct or the service. Promotions must also be easily conveyed and always available every day, so that the level of consumer buyingdecisions increases because of the promotions given.

Time & Delivery attribute

Based on the results of the Friedman test, it is known that the time & delivery attribute gets a valueof 6.74 which places it in the third position in the order of consumer preferences for online food delivery orders. This shows that timelinessand delivery are very important for consumers. In the process ofselecting to delivery and reaching thehands of consumers, a food and beverage cannot wait too long because food and beverages have ashelf life that is not too long and the longer it reaches consumers, the quality of food taste will be reduced. In maintaining the quality of food, it isnecessary to have good service quality. The consumer preferences for these attributes sequentially can be seen in Table 8 as follows.

Table 8 friedman test results for *time & delivery attributes*

No	*Time & Delivery* attribute	Mean Rank
1	The driver arrived very quickly at the location	2.73
2	The manufacturing process is very fast when ordering at OFDO	2.68
3	Food arrived as expected	2.50
4	Very fast driver found when ordering	2.09

Source: processed by SPSS writer

Based on Table 8, the first orderon the time and delivery attribute is that the driver arrives at the location very quickly, the reason consumers like the driver to arrive at the locationvery quickly is because restaurants that have prepared their food can bedirectly delivered to the hands of consumers, in some cases many drivers have online food delivery orders. some do not go directly to therestaurant, this causes both therestaurant and consumers to wait a long time for the food pick-up process so that the food is not warm to be served. Therefore,

consumers are very considerate in ordering online food delivery orders, the food ordered arrives on time.

Time & delivery is an important preference because online food delivery order consumers expect the estimates listed on the platformapplication to arrive on time according to the estimates listed. Products that arrive on time cannot be separated from the speed of delivery. This is also a factor for consumers to consider in choosing which restaurants to prepare theirproducts according to the estimates listed.Online food delivery order companies, namely GoFood and GrabFood, in helping their consumers to see which restaurantsmatch their estimates, the company provides a feature to provide an assessment of restaurants, so that consumers can give a rating from 1 to 5 to rate restaurants preparing food and drinks according to the estimated estimates given.

Application Ease Attributes

Online food delivery order consumers agree that they want it to be easy to use the application toorder food through the platform. This can be proven by the value obtainedthrough the Friedman test of 6.03. This shows that OFD consumers really like applications that are easy to use. the ease of the application really helps consumers in learningthe features used in the application where the ordering process through the application is quite long, namely finding the desired restaurant, choosing menus, making notes torestaurants, choosing promotions,and payments. A fairly long process requires a display that is easily understood by consumers, ease of application is not a priority because the average online food delivery order user is dominated by productive age and a fairly high level of education who has adequate understanding. The ease of theapplication cannot be separated fromthe smoothness of using it, forexample, there are no obstacles such as loading that takes too long when opening it, an attractive design,etc. So that consumers feel satisfiedwith the application used.

Halal Label Attribute

Based on the Friedman test results, the halal label attribute gets a value of 5.02, although it is not thetop 3 positions that are consumer's interest in choosing online fooddelivery order services, but it is an important factor for consumers where the majority of online food delivery order users have a high levelof education and work level. which isquite a lot in private employees, so awareness of safe and healthy foodis also very high. Characteristically,consumers in this study have a highlevel of education, the higher thelevel of education, the more awarethey are of the knowledge to choosethe food they will eat. This is in linewith research conducted by Elseidi(2018: 187) which states that Muslimconsumers who have a positiveattitude have a greater buying interest in buying halal food products.Judging from the culture in Indonesia that the majority ofIndonesia is Muslim, which is veryimportant in ensuring halalness inrestaurants registered on the OFDplatform. So that the anxiety aboutnon-halal food decreases andconsumer confidence in the OFDplatform increases which makesconsumers continue to use online food delivery order services .

Consumer Privacy Attributes

Consumer privacy is a very important factor in the sustainability of consumers using an online food delivery order platform where the security of consumer data is the responsibility of the company so thatit is not disseminated in general or traded to bad parties. Consumer privacy is not a priority for the interests of consumers who only get a score of 4.64, Security is closely related to trust, it is very important forcompanies to maintain the trust of their customers so that things don't happen. In this case, the two companies provide direct complaint facilities to the company to complainin the event of data leakage or misuse of customer data, whethercarried out by drivers who deliver food or restaurants by giving ratings.If the customer gives a rating of 1 andis proven correct,

the company will give sanctions from the lightest to theheaviest. This is intended to maintainthe trust of its customers to be more loyal to the company, this is in line with research (Nurhatinah,2018:215) which concludes that if consumer privacy increases, online shop consumer trust will alsoincrease.

Attribute Payment Method

The payment method is one of the important factors, where online food delivery order companies provide cash and non-cash payments, each of which hasadvantages and disadvantages. Thisshows that the payment method is not a priority for consumers in making decisions in using the onlinefood delivery order application,because in the selection of consumerpayments there are only 2 choices, namely cash and E-wallet in making payments. This is because it makes it easier for them to process payments and do not need to spend cash. Using an E-wallet also provides many advantages, namely the promotions provided by the company if using a non-cashpayment process there will be additional discounts so that many consumers choose non-cash. The process of opening an E-Wallet isvery easy, you only need to enter theidentity of the consumer, then the E-Wallet can be used on platforms thatprovide e-wallet .

Restaurant Diversification

Based on the results of Friedman's test, restaurant diversification is known to get a valueof 2.13 and is ranked eighth which shows that restaurant diversification is not a priority for consumers in making choices using online food delivery orders but has a very important role for consumers. Product diversity is one factor in the collection of all goods offered by sellers to buyers. (Nurhasanah and Parengkuan, 2021:195) The more variety of menus available in the application and the variety ofrestaurants available, attract consumers to choose. With the diversity of product variations displayed or sold, it

can make consumers interested and have the intention to buy even though theydon't need it.

Restaurant Location

The location of the restaurant based on the Friedman test results isknown to be 1.80 which is a relativelylow number and is the last order in the attribute of interest that consumers are interested in, this shows that the online food delivery order application shows the distance of the restaurant location, making it easier for consumers to choose the desired restaurant because of themany restaurant locations available. close to the location where they order this is proven in the answers to the questionnaire on the restaurant location attribute that the location of the restaurant is close to where consumers order. The closer the restaurant is to the location of the consumer, the advantage for the consumer is that the closer it is, the cheaper the cost of sending food to the consumer's location.

In the online food delivery order service, there are many restaurants that are close to the location of consumers, this happens becausebusiness actors can easily register their food products to the online fooddelivery order platform without having to have a shop and can capitalize on their own home so thereare lots of restaurants availableonline. food delivery orders help consumers both from the variety of menus and the range of locations

Preference Level ***Based onCharacteristics in DKI Jakarta***

Characteristics have a very important role in determining consumer preferences for onlinefood delivery orders, understanding consumer characteristics can help strengthen strategic policies that are in accordance with consumer targets, so that the achievement of targets will be in accordance withtheir respective segments. For from where consumers order to be closer and faster to consumers' hands. The location of the restaurant greatly affects the quality of the food and drinks ordered, because the foodwill be more delicious if it is served

warm and fresh and the further away the restaurant has a negative impact,namely the change in the appearance of the food and even the food can be destroyed if not taken carefully.

Seeing the extent of the differences between characteristics and consumer preferences, a cluster analysis of the k-means algorithmwas carried out to map sociodemographics to each cluster. The first cluster is classified with a low level of preference, the second cluster with a moderate classification, and the third cluster with a high level of preferenceclassification. The results obtained inthe K-Means Cluster analysis can beseen in Table 9.

Table 9. *Final Cluster Centers* product attributes

Final Cluster Centers				
	Cluster			
Product attribute	1 low	2 medium	3 height	p-value
Easy_application	-1.28	-,20	,75	,000
promotion	-1.38	-,17	,74	,000
Diversification_resto	-1.05	-,28	,77	,000
Time_delivery	-1.18	-,13	,61	,000
Label_halal	-,07	-,36	,53	,000
Price	-,76	-,27	,66	,000
Location_restaurant	-1.15	-,36	,92	,000
Payment	-1.49	-,11	,69	,000
Privacy_consumer	-,35	-,36	,64	,000

Source: edited by the author 2022 with SPSS 26

Based on Table 9, it can beseen that each cluster has a different value, which means that cluster 3occupies the cluster with the highest level of preference. The p-value is known to have a value less than 0.05, which means that all attributes of online food delivery have significant differences from eachattribute. Based on Table 10 shows

the characteristics of each of each cluster that is formed. Based on the gender of the respondents, the majority of the members of cluster 1 to cluster 3 are women. Based on theage of the respondents, it is known that from each cluster the majority are aged 16-25 years. Based on the level of education, cluster 1 is dominated by the high school education level, while in clusters 2 and 3 it is dominated by the education level of S1/S2/S3. At the level of income, it is known that the majority of cluster 1 has an income of1-2 million and clusters 2 and 3 havea majority of income of 4-10 million. Based on the level of employment, cluster 1 is dominated by students, while clusters 2 and 3 are mostlyprivate employees and none of the members of cluster 1 has a job as a private employe.

Table 10. Comparison of respondents' characteristic clusters to preferences

Characteristics	Category	*Cluster* 1	*Cluster* 2	*Cluster* 3	Total
		Low(13)	Medium(51)	Height(36)	
Gender	Man	5	23	17	45
	Woman	8	28	19	55
Age	16-25	8	32	27	67
	26 - 35	3	18	7	28
	36 - 45	2	1	2	5
Education	SENIORHIGH SCHOOL	7	16	9	32
	D3	1	1	4	6
	S1/S2/S3	5	34	23	62
Income	1 - 2 million	6	13	10	29
	2 - 3 million	2	8	6	16
	3 - 4 million	4	9	4	17
	4 - 10 million	1	21	16	38
Work	employee private	0	23	15	38
	teacher	3	7	3	13
	Entrepreneur	1	4	1	6
	student	5	12	7	24
	IRT	1	2	0	3
	Other	3	3	10	16

Source: data processed by the author 2022

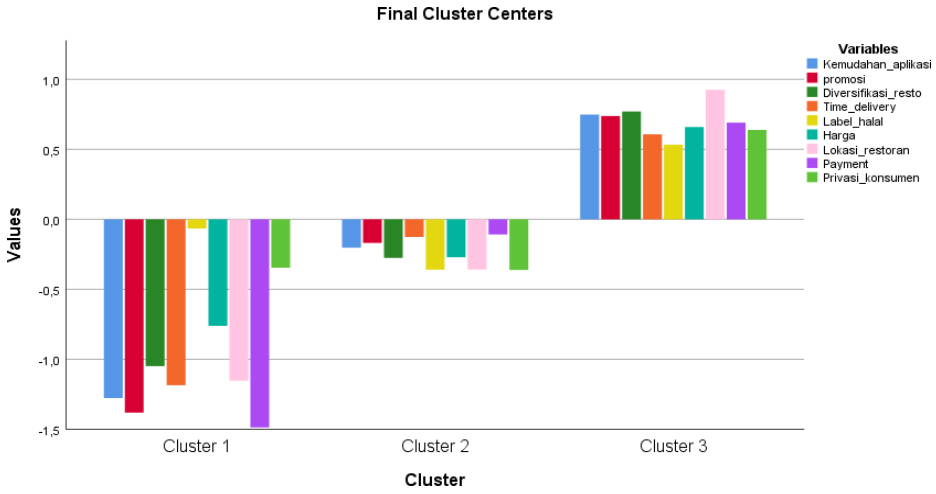

Figure 1 Cluster graph and preferences

Low Preference Cluster *1*

Characteristics

In Figure 1, it is known that cluster 1 has a negative zscore value, which is below the average number 0, only for the halal label attribute which is almost close to 0. Incluster 1 where the strongest preference is the halal label. Where the halal label is the decisive decision in cluster 1. Consumers state to include halal labels on restaurants because manyrestaurants are not known for their halalness so that Islamic consumers, where the majority of the Indonesian population is Muslim, are very considerate of the halalness of the food or drink ordered. In Table 10 it is known that this cluster consists of 13 members, where the majority gender is female, the majority age is dominated by the age level of 16-25 years, the majority education is at the high school level, the majority income is at the level of 1-2 million, and the occupation is dominated by student.

Characteristics ModeratePreference

In Figure 1 it is known that the payment method is a number that is almost close to 0, which means that in cluster 2, the majority of onlinefood delivery respondents are more concerned with the payment

method.Where the payment method is important because everyone has a different personality, in the payment process, easy payments, one of which is by using an e-wallet, namelycash payments that are replaced withdigital, usually with online food delivery order platforms such as GoFood and GrabFood offers attractive promotions using e-wallet, such as discounted prices when using the e-wallet method, so that consumers like using this non-cash payment method.

The second product attribute that becomes consumer preference in cluster 2 is time and delivery, where food is identical with taste and form that is easily destroyed, in the purchase process through online food delivery, purchase orders go directly to restaurants and product delivery is represented by partners who work closely with the platform. called online drivers, these online drivers will buy and deliver products ordered by consumers, so that in theordering process, the speed of time in buying and delivering products is determined by the large number of online drivers available around the restaurant. The faster and easier it isto find, the consumers will be happierin buying online food delivery orders.Meanwhile, based on gender, cluster2 is dominated by women, aged at the 16-25 year old level, education atthe S1/S2/S3 level, income at the 4- 10 million level, and the majority of occupations are private employees.

Characteristics of Cluster 3 High Preference

In Figure 1, it is known that the product attribute that becomes consumer preference in cluster 3 is the location of the restaurant, where the location of the restaurant determines many considerations in deciding to purchase online food delivery order services, such as the distance between the restaurant and the consumer's home or office determines the price of shipping costs, the further away restaurants with consumer locations, delivery prices are increasing, causing prices to become unaffordable and irrational. The online food deliveryorder service, in this case, makes it easier for restaurants both national and

MSMEs to become GoFood andGrabFood partners, it is very easy to register their companies, so thenumber of restaurants is increasing which in the end restaurants are in various places because in the registration process there is no needto have a shop or shop. office, it is enough to have an ordinary house where you can produce, you can become an online food delivery orderpartner so that small restaurants canbe reached by consumers and can be seen in the online food delivery order application menu. This makes the location of the restaurant close tothe location of the consumer.

The second highest preference in cluster 3 is restaurant diversification, that is, cluster 3 wants the number of restaurants containedin the online food delivery order, where the more menus in the online food delivery order application thestronger the decision to purchase. This is in accordance with the wishes of the author's respondents on the diversification attribute of the 10thquestionnaire statement, namely thelarge number of food choices in the online food delivery application, which is an important thing for me tobuy food in the application. Respondents *of online food delivery orders* like the variety of restaurants on the platform, thereby convincingconsumers to make a purchase decision.Restaurant diversification has a positive influence on purchasing decisions, this isproven by research (Kurnia, 2019).

Based on Table 10, cluster 3 has a high level of preference. The members are based on gender,dominated by women even though they are only 2 points adrift of men, based on age, dominated by ages 16-25 years, based on education dominated by S1/S2/S3, based on income dominated at the level of 4-10 million, and based on jobs are dominated by private employees.

D. CONCLUSION

Characteristics of Respondentsin DKI Jakarta

Based on the results of the analysis, it can be concluded that45% of men and 55% of women are dominated by women as the most OFD consumers in DKI Jakarta. Theage of OFD users in DKI Jakarta is dominated in the range of 16-25 years as much as 67% Education is dominated by education level S1/S2/S3 as much as 62% Most occupations are private employees as much as 38% then students/students as much as 24% The highest income is in the range of 4,000 .000 – 10,000,000 Rupiah.

Friedman's Test Order Online Preferences Food Delivery

Attributes that are considered important in consumer preferences for *online food delivery* in DKI Jakartaare price attributes with a mean rank of 8.15, promotion 7.88, *time & delivery* 6.74, ease of application 6.03, halal label 5.02, consumer privacy 4.64, payment method 2.63, restaurant diversification 2.13, and restaurant location 1.80.

The level of preference for online food delivery orders based on characteristics

1. Cluster 1 is low

The attribute in cluster 1 that becomes consumer preference is the halal label. Consumers like the inclusion of halal labels on online food delivery order platforms. Characteristics of respondents in cluster 1 are the majority gender is female, the majority age is dominated by the age level 16-25 years, the majority education is at the high school level, the income is the majority at the 1-2 million level, and the occupation is dominated bystudents.

2. Cluster 2 is medium

Product attributes that become preferences in cluster 2 are paymentmethod and time and delivery. Payment method consumers likepayments using e-wallet and time and delivery consumers like drivers that are quickly found at restaurant locations.

The medium cluster has the most members, namely 56 members who have similarities from each of itsmembers. Based on gender cluster 2 is dominated by women, age at thelevel of 16-25 years, education at the level of S1/S2/S3, income at thelevel of 4-10 million, and the majorityof occupations are private employees.

3. High cluster

Product attributes that become consumer preferences in cluster 3 are restaurant locations and restaurant diversification. On the restaurant location attribute, consumers like the location of the restaurant close to where consumersorder and diversify restaurants, consumers like the number of restaurants found on the online food delivery order platform.

Based on gender, dominated by women although only 2 points adrift with men, by age dominated by16-25 years old, by education dominated by S1/S2/S3, based on income dominated at the level of 4-10 million, and by occupation dominated by private employees

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