

The Influence of Lifestyle, Promotion Strategy, and Price Perception on Purchase Decisions of Japanese Food Products (Sushi and Ramen) via GoFood Services in Surabaya City

Muhammad Auliya Rahim Natsir¹, Yanda Bara Kusuma²

¹²Universitas Pembangunan Nasional Veteran Jawa Timur, Indonesia

Email: ¹m.aulyarabim@gmail.com, ²yandabara.adbis@upnjatim.ac.id

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Abstract

This study examines the shifting paradigms of urban consumption in the digital economy by analyzing the influence of Lifestyle, Promotion Strategy, and Price Perception on Purchase Decisions of premium Japanese food products (sushi and ramen) via GoFood services in Surabaya City. Employing a quantitative associative method with a causal research design, data were gathered through purposive sampling from 151 active GoFood users aged 17 years and above who reside in Surabaya. Statistical analysis was executed using Multiple Linear Regression via IBM SPSS 31 software. The empirical results demonstrate that simultaneously, Lifestyle (X_1), Promotion Strategy (X_2), and Price Perception (X_3) exert a positive and significant collective influence on Purchase Decisions (Y), explaining 78.1% of the total variance ($R^2 = 0.781$). Partially, both Lifestyle and Promotion Strategy have a positive and highly significant effect on purchase conversion, with Promotion Strategy emerging as the most dominant determinant due to the high efficacy of interactive digital incentives. Conversely, Price Perception does not partially influence the purchase decision, as price sensitivity is effectively neutralized by perceived fairness and platform transactional convenience. In conclusion, culinary enterprises operating within digital ecosystems must transition from simple price-cutting to sustainable, lifestyle-oriented marketing and transparent promotional architectures to secure long-term competitive advantages.

INTRODUCTION

The rapid development of information and communication technology since the mid-2010s has fundamentally transformed human civilization, accelerating a shift from conventional brick-and-mortar transactions toward application-based digital food delivery ecosystems. In the view of modern marketing management, this digital transformation requires organizations to look beyond physical distribution and focus heavily on co-creating valuable customer experiences and sustaining long-term relationships through digital interfaces (Chaffey & Ellis-Chadwick, 2020). Marketing itself is conceptually defined as an institutional function and a set of organizational processes designed to create, communicate, and deliver superior value to customers while managing consumer relations in ways that benefit the enterprise and its stakeholders (Kotler, Keller, & Chernev, 2022). Within the framework of the digital economy, this value delivery process is mediated by super-apps that aggregate lifestyle needs, practical transactional systems, and hyper-localized promotional incentives.

This structural digitalization directly shapes corporate dynamics and alters the continuous cycle of consumer behavior. Consumer behavior represents the absolute sequence of activities performed by individuals in searching, acquiring, utilizing, evaluating, and disposing of products or services that they expect will fully satisfy their consumption needs (Ningsih, 2021). According to comprehensive behavior models, these transactional actions are heavily conditioned by a synergetically intertwined mix of cultural dimensions, social interactions, personal characteristics, and psychological stimuli (Engel, Blackwell, & Miniard, 2018). In online delivery ecosystems, these psychological phases can be systematically mapped using the hierarchical AIDA framework. The

AIDA model explains four cognitive and behavioral evolutionary stages that a consumer traverses before executing a purchase decision: gaining attention, securing interest, stimulating desire, and triggering final action (Kotler, Keller, & Chernev, 2022). In the interface of food delivery apps, attention is grabbed by aesthetic digital banners, interest is piqued by lifestyle-oriented food categories, desire is cultivated through structural incentives, and action is completed via instant digital checkout options (Rabbani et al., 2022).

As a primary personal determinant within consumer behavior, lifestyle reflects an individual's distinct pattern of living expressed through their consolidated activities, interests, and opinions (AIO dimensions), showing how one chooses to allocate finite resources like time and money (Ariyanto et al., 2023). Modern consumption has evolved past functional utility; consumers routinely engage in symbolic consumption where products are acquired to express identity, status, and prestige (Solomon, 2020). Recent empirical evidence from international literature indicates that ordering premium meals online has transitioned into an active expression of urban digital lifestyle among consumers who prioritize high efficiency, time-saving convenience, and technological trend-following (Kim, Xu, & Gupta, 2020). This continuous behavioral alignment is further validated by studies showing that high levels of individual modernity and structured lifestyle orientation successfully drive urban consumers to integrate mobile applications into their daily nutritional routines (Ulfah, Ellyawati, & Astuti, 2022). Concurrently, firms stimulate these preferences through strategic promotion strategies. A promotion strategy functions as a vital marketing mix instrument dedicated to informing, persuading, and reminding targets about a brand's market offerings to accelerate brand awareness and purchasing conviction (Belch & Belch, 2021). On digital apps, this translates into personalized sales promotions, immediate discounts, and interactive incentive campaigns that significantly lower psychological barriers to checkout (Tandon et al., 2021). Furthermore, consumer willingness to respond to these promotions is filtered by price perception, which dictates the cognitive evaluation process wherein consumers interpret a nominal price point and balance it against the perceived functional and emotional benefits received (Kotler & Armstrong, 2021). In modern premium apps, a higher price ceases to be an entry barrier as long as the total cost is perceived as fair, transparent, and proportional to overall quality and logistical convenience (Zhao & Bacao, 2021). The eventual synthesis of these dynamics culminates in the purchase decision, defined as the actual problem-solving execution phase where a consumer processes internal motivations and external stimuli to finalize a transaction from a set of alternatives (Haryanti, 2024; Heni, Mursito, & Damayanti, 2020).

Based on Statista data, Indonesia's internet penetration rate reached 79.57% in 2024 and is projected to increase to 81.17% in 2025 and 82.53% in 2026, reflecting a rapidly digitally connected population. Indonesia represents the largest food delivery market in Southeast Asia, with Gross Merchandise Value (GMV) growing from US\$4.6 billion in 2023 to US\$5.4 billion in 2024 based on Momentum Works in 2024. While the market operates as a fierce oligopoly shared with major entities like GrabFood and ShopeeFood, PT GoTo Gojek Tokopedia Tbk's GoFood differentiates itself by maintaining a distinct strategy centered on hyper-localization and lifestyle aggregation. Features such as curated "Hidden Gems" recommendations and personalized menu choices allow GoFood to act as a lifestyle aggregator rather than a generic transaction utility, making it the most philosophically and contextually relevant platform to test against consumer lifestyle adaptation.

Surabaya City stands as the optimal metropolitan locus for this study due to its demographic reality as Indonesia's second-largest urban center with a population of 3,018,022 (BPS Surabaya, 2024). The city features the highest Minimum City Wage (UMK) in East Java at Rp5,288,796 in 2026, implying robust consumer purchasing power compared to price-sensitive student markets like Malang or industrial commuter zones like Sidoarjo. Within this high-growth ecosystem, premium Japanese food products like sushi and ramen represent ideal observation objects. Unlike impulsive dessert or snack items, premium main courses require complex, planned evaluation regarding quality, raw ingredient freshness, and packaging security, thereby allowing a

highly valid measurement of price perception and promotional efficacy in the post-"burn money" era.

A review of recent studies indicates empirical inconsistencies regarding these variables. Maulidia & Harti (2021) observed that modern lifestyle traits strongly dictate fast-food consumption choices in Surabaya, while Prilica & Patrikha (2024) identified that online food ordering has completely integrated into urban daily routines. Regarding promotional variables, Khoirnnisa & Bestari (2022) found that app-based promotions strongly drive purchase decisions, a view supported by Putri Amailadhinda, Suhaeli, and Muhdiyanto (2023) who highlighted the immense power of digital marketing incentives. The findings regarding the significance of this marketing communication element are also reinforced by Troise, Corso, and Di Cesare (2021), who demonstrate that structural convenience, visual appeal, and interactive promotional cues within online food delivery networks partially and simultaneously contribute positively toward driving consumer purchasing conversions. However, empirical conflicts arise regarding price; Tandon, Kaur, Dhir, and Mäntymäki (2021) argued that price value remains a critical parameter in food apps, whereas Zhao & Bacao (2021) demonstrated that price sensitivity is often neutralized by platform convenience and experience value. Most previous works have assessed these variables in isolation, utilizing conventional fast-food objects.

The shift towards application-based food delivery ecosystems is a defining feature of the modern digital economy. Online Food Delivery (OFD) is an internet and mobile app-based service where consumers can seamlessly order food through smartphones to be delivered directly to their location, fundamentally altering traditional food consumption patterns (Ray et al., 2019). The adoption of Food Delivery Apps (FDA) like GoFood can be understood through the Technology Acceptance Model (TAM), which posits that perceived ease of use and perceived usefulness are the primary drivers of consumer behavioral intention toward a technological innovation (Davis, 1989; Yeo et al., 2017). Furthermore, food delivery platforms act as a multi-sided sharing economy ecosystem that bridges consumers and merchants, where purchase intentions are heavily influenced by the platform's value proposition, promotional attractiveness, and convenience motivation (Acquier et al., 2017; Clauss et al., 2019; Gupta & Duggal, 2020).

Therefore, this study integrates Lifestyle (X1), Promotion Strategy (X2), and Price Perception (X3) into a unified causal-associative model using the Lemeshow sampling formula for 151 urban respondents in Surabaya. The explicit novelty of this research lies in its contextual examination of premium international culinary delivery choices within the secondary metropolitan digital economy during a mature, value-driven market era. Based on this framework, the study evaluates the following hypotheses: H1 Lifestyle, Promotion Strategy, and Price Perception simultaneously significantly influence Purchase Decisions; H2 Lifestyle partially has a positive significant influence on Purchase Decisions; H3 Promotion Strategy partially has a positive significant influence on Purchase Decisions; H4 Price Perception partially has a significant influence on Purchase Decisions.

METHODS

This study employs a quantitative associative approach with a causal research design, aiming to analyze the cause-and-effect relationships between the independent variables (Lifestyle, Promotion Strategy, and Price Perception) and the dependent variable (Purchase Decision). The quantitative approach was selected because data were collected in the form of respondent scores to be statistically processed using IBM SPSS 31.

The population consists of GoFood users in Surabaya City who have purchased Japanese food products (sushi or ramen) through GoFood. The sampling technique applied was purposive sampling, with respondent selection criteria including: (1) residing in Surabaya City; (2) aged at least 17 years; (3) an active GoFood user; and (4) having purchased Japanese food (sushi or ramen) via GoFood at least once. A total of 151 respondents were obtained.

The research variables are operationally defined as follows: Lifestyle (X1) is measured through Activities, Interests, and Opinions (AIO) dimensions with 6 indicator items; Promotion Strategy (X2) covers advertising, sales promotions, and digital incentive programs with 6 items; Price Perception (X3) encompasses price fairness, price-quality conformity, and value for money with 6 items; and Purchase Decision (Y) is measured through need recognition, information search, evaluation, decision, and post-purchase behavior dimensions with 10 items. All variables were measured using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Data analysis techniques include validity tests using Pearson Product Moment Correlation, reliability tests using Cronbach's Alpha, classical assumption tests (normality using One-Sample Kolmogorov-Smirnov, multicollinearity using Tolerance/VIF, and heteroscedasticity using Scatterplot analysis), and multiple linear regression analysis. Hypothesis testing was performed using the F-test for simultaneous effects and t-tests for partial effects, with a significance level of $\alpha = 0.05$.

RESULTS AND DISCUSSION

Results

Validity Test

The validity test was conducted using Pearson Product Moment Correlation at a significance level of 5% ($\alpha = .05$). With $N = 151$ respondents and degrees of freedom $df = 149$, the r-table value is .16. An item is declared valid if r-value $>$ r-table and Sig. $<$.05. The results are presented in Table 1.

Table 1. Validity Test Results

Variable	Items	r-value Range	Sig.	r-table	Result
Lifestyle (X1)	6	.72 – .78	$< .001$	.16	Valid
Promotion Strategy (X2)	6	.66 – .79	$< .001$	.16	Valid
Price Perception (X3)	6	.79 – .86	$< .001$	.16	Valid
Purchase Decision (Y)	10	.27 – .78	$< .001$	.16	Valid

Source: Data Processed by the Author (2026)

Based on Table 1, all statement items for the Lifestyle (X1), Promotion Strategy (X2), Price Perception (X3), and Purchase Decision (Y) variables show r-values greater than r-table (.16) with significance values $< .001$. Therefore, all research instrument items are declared valid and appropriate for further analysis.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Minimum Criteria ($\geq .70$)	Result
Lifestyle (X1)	.85	.70	Reliable
Promotion Strategy (X2)	.83	.70	Reliable
Price Perception (X3)	.90	.70	Reliable
Purchase Decision (Y)	.80	.70	Reliable

Source: Data Processed by the Author (2026)

Table 2 shows that all variables obtain Cronbach's Alpha values above the minimum threshold of .70. Lifestyle (X1) has an Alpha of .85, Promotion Strategy (X2) of .83, Price Perception (X3) of .90, and Purchase Decision (Y) of .80. All instruments are therefore reliably consistent.

Classical Assumption Tests

Prior to regression analysis, the data were subjected to classical assumption tests to ensure the model meets the BLUE (Best Linear Unbiased Estimator) requirements. The results are summarized in Table 3.

Table 3. Classical Assumption Test Results

Test	Variable	Statistic	Value	Result
Normality	Unstandardized Residual	Asymp. Sig. (2-tailed)	.20	Normal (> .05)
Multicollinearity	Lifestyle (X1)	Tolerance / VIF	.99 / 1.00	No multicollinearity
	Promotion Strategy (X2)	Tolerance / VIF	.99 / 1.01	No multicollinearity
	Price Perception (X3)	Tolerance / VIF	.99 / 1.01	No multicollinearity
Heteroscedasticity	Scatterplot	Pattern	Random / No pattern	No heteroscedasticity

Source: Data Processed by the Author (2026)

The normality test using One-Sample Kolmogorov-Smirnov shows a significance value of .20 (> .05), indicating that the residual data are normally distributed. The multicollinearity test demonstrates that all independent variables have Tolerance values > .10 and VIF values < 10, confirming the absence of multicollinearity. The Scatterplot analysis for heteroscedasticity shows data points scattered randomly above and below zero on the Y-axis, with no discernible pattern, confirming the model is free from heteroscedasticity. All classical assumption requirements are fulfilled.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the simultaneous and partial effects of Lifestyle (X1), Promotion Strategy (X2), and Price Perception (X3) on Purchase Decisions (Y). The results are presented in Table 4.

Table 4. Multiple Linear Regression Analysis Results

Variable	B	Std. Error	Beta	t Count	Sig.	Result
(Constant)	12.94	1.36	—	9.55	< .001	—
Lifestyle (X1)	.49	.03	.67	17.23	< .001	Significant

Variable	B	Std. Error	Beta	t Count	Sig.	Result
Promotion Strategy (X2)	.55	.06	.61	15.72	< .001	Significant
Price Perception (X3)	-.02	.03	-.02	-0.56	.58	Not Significant

Source: Data Processed by the Author (2026)

Based on Table 4, the multiple linear regression equation is:

$$Y = 12.94 + .49X_1 + .55X_2 + (-.02)X_3$$

The constant value of 12.943 indicates the baseline level of Purchase Decisions when all independent variables are at zero. The Lifestyle coefficient (.49) shows that each unit increase in Lifestyle raises Purchase Decisions by .49 units. The Promotion Strategy coefficient (.54) is the largest among all variables, indicating it is the most dominant factor. The Price Perception coefficient (-.02) is very small and statistically insignificant, indicating it does not meaningfully differentiate purchase decisions in this context.

Coefficient of Determination (R²)

Table 5. Coefficient of Determination (R²) Results

R	R Square	Adjusted R Square	Interpretation
.88	.78	.78	78.1% of Y variation explained by X1, X2, and X3; remaining 21.9% by other factors

Source: Data Processed by the Author (2026)

Table 5 shows an R-value of .88, indicating a very strong relationship between the independent variables and Purchase Decisions. The R² value of .78 indicates that 78.1% of the variation in Purchase Decisions can be explained by the three independent variables, while the remaining 21.9% is explained by other factors outside the model.

Hypothesis Testing

Table 6. Hypothesis Test Results

Hyp.	Relationship	Beta	Test Value	Sig.	Test	Decision
H1	X1, X2, X3 → Y (Simultaneous)	–	F(3147) = 174.34	< .001	F-test	Accepted
H2	X1 (Lifestyle) → Y	.67	t(147) = 17.23	< .001	t-test	Accepted
H3	X2 (Promotion Strategy) → Y	.61	t(147) = 15.72	< .001	t-test	Accepted

Hyp.	Relationship	Beta	Test Value	Sig.	Test	Decision
H4	X3 (Price Perception) → Y	-.02	t(147) = -.56	.58	t-test	Rejected

Source: Data Processed by the Author (2026)

The simultaneous test (F-test) yields an F-value of 174.34 ($F_{table} = 2.67$) with significance $< .001$, confirming H1 that Lifestyle, Promotion Strategy, and Price Perception jointly and significantly influence Purchase Decisions. The partial tests (t-tests, $t_{table} = 1.66$) show: H2 for Lifestyle is accepted ($t(147) = 17.23$, $sig < .001$); H3 for Promotion Strategy is accepted ($t(147) = 15.72$, $sig < .001$); H4 for Price Perception is rejected ($t(147) = -.56$, $sig = .58 > .05$).

DISCUSSION

Simultaneous Influence of Lifestyle, Promotion Strategy, and Price Perception on Purchase Decisions

The simultaneous test results confirm that Lifestyle, Promotion Strategy, and Price Perception collectively exert a significant influence on Purchase Decisions ($F(3, 15) = 174.34$, $p < .001$). The R^2 of .781 demonstrates that these three variables together explain 78.1% of the variation in Purchase Decisions. This finding reinforces the theoretical premise of the Integrated Marketing Stimulus Model, which posits that consumer decision-making in digital environments is never driven by isolated variables, but rather by a holistic ecosystem of personal identity alignment (lifestyle), external triggers (promotions), and cognitive evaluations of utility (price perception). Even though price perception does not individually show a significant partial effect, its inclusion within the simultaneous model remains critical as a structural baseline framework that anchors consumer rationality.

Influence of Lifestyle on Purchase Decisions

Lifestyle (X1) partially exerts a positive and significant influence on Purchase Decisions ($t(147) = 17.23$, $p < .001$, $\beta = 0.49$). Descriptively, the highest score was achieved by the indicator measuring online food ordering as a daily routine (mean = 4.01). Theoretically, this phenomenon can be deeply explained through Solomon's Theory of Symbolic Consumption (2020). Within modern urban societies, the act of purchasing premium international food products like sushi and ramen via platforms like GoFood has transcended basic physiological utility (satisfying hunger). Instead, it operates as a form of social signaling and identity projection.

Consumers utilize the digital interface of GoFood to reflect their alignment with global gastronomic trends, efficiency-oriented lifestyles, and technological modernity. For Generation Z and Millennials who dominate 78% of the sample profile the practicality of app-based food delivery acts as an external extension of their self-concept. The convenience of digital delivery matches their fast-paced daily routines, transforming the purchase decision into a highly integrated behavioral habit rather than a sporadic, detached event. These results are consistent with Tiarailsa et al. (2022), who demonstrated that lifestyle significantly influences consumption decisions in the GrabFood context in Surabaya.

Influence of Promotion Strategy on Purchase Decisions

Promotion Strategy (X2) partially exerts a positive and significant influence on Purchase Decisions with the largest regression coefficient ($t(147) = 15.72$, $p < .001$, $\beta = .55$). This empirical dominance can be systematically mapped using the AIDA Model (Kotler, Keller, & Chernev, 2022) combined with Behavioral Learning Theory. In digital marketing, mobile application interfaces utilize highly dynamic promotional stimulus architectures to guide consumers down the

conversion funnel. Visual banners and flash sales instantly capture Attention, while personalized recommendations spark consumer Interest.

The descriptive findings show twin peak scores on promo attractiveness and voucher clarity (mean = 4.09). This indicates that urban consumers are highly rational; they do not merely respond to raw discount amounts but carefully evaluate the transparency of promotional conditions. When the information regarding discounts, vouchers, and free shipping programs is structurally clear, it successfully bridges the gap between Desire (the emotional urge to consume premium products) and Action (the final checkout and digital payment execution). The immediate economic gratification offered by GoFood's promotional architecture acts as a positive reinforcement mechanism that effectively accelerates transaction speeds. These findings align with Putri Amailadhinda, Suhaeli, and Muhdiyanto (2023), who reported a positive and significant influence of digital promotion strategy on purchase decisions.

Influence of Price Perception on Purchase Decisions

Interestingly, Price Perception (X3) does not partially and significantly influence Purchase Decisions ($t(147) = -.56, p = .58, \beta = -.017$). To explain this statistical non-significance, the result must be interpreted through the lens of Equity Theory and Zeithaml's Perceived Fairness Framework (1988). Price ceases to be a primary decision barrier when consumers possess a high baseline of internal reference price fairness. Descriptive data shows a strong positive agreement on price appropriateness regarding quality and packaging safety (mean = 3.97).

When premium products like sushi and ramen are perceived as having high contextual value meaning the food quality, fresh raw ingredients, packaging security, and logistical convenience match the price tag the consumer experiences a state of cognitive equity. In a high-income metropolitan locus like Surabaya (which holds the highest UMK in East Java), consumers exhibit lower price sensitivity toward main courses. They engage in a Psychological Substitution Effect, where platform trust, operational convenience, and promotional incentives completely substitute nominal price considerations. As long as the pricing structure is transparent and fair, nominal changes in price do not statistically alter the consumer's final decision to purchase.

This condition indicates a structural difference in object characteristics. While price value configuration plays a critical role in conventional dining channels, in application-based premium frameworks as studied by Gunden, Morosan, and DeFranco (2020), nominal price perception is often subordinated by utility efficiency, operational reliability, and overall convenience value. This result supports the arguments of Zhao and Bacao (2021), who found that in premium digital ecosystems, price is not the primary decision differentiator.

CONCLUSION

This study demonstrates that Lifestyle, Promotion Strategy, and Price Perception simultaneously and significantly influence Purchase Decisions for Japanese food products (sushi and ramen) via GoFood services in Surabaya City, with an F-value of 174.34 ($\text{sig} < .001$) and an R^2 of 0.78. Partially, only Lifestyle ($t(147) = 17.23, \text{sig} < .001, B = .49$) and Promotion Strategy ($t(147) = 15.72, \text{sig} < .001, B = .55$) have a positive and significant effect, whereas Price Perception ($t(147) = -.56, \text{sig} = .58$) does not show a significant partial influence.

Promotion Strategy is confirmed as the most dominant factor, emphasizing that GoFood's digital incentive programs discounts, vouchers, cashback, flash sales, and free shipping are the primary drivers accelerating purchase conversion. The non-significance of Price Perception is attributed to Surabaya's high purchasing power (highest UMK in East Java) and consumers' perceived price fairness for premium Japanese food products, which eliminates price as a critical decision barrier.

For practical implications, platform managers and culinary merchant partners are urged to collaborate on designing highly interactive, personalized marketing campaigns tailored to the digital lifestyles of Generation Z and Millennials. Merchants must move away from unsustainable

"price wars" and focus instead on high-quality visual presentations, authentic digital review integration, and transparent loyalty rewards within the application interface to build long-term brand equity.

For future research, it is highly recommended to expand the methodological scope by incorporating a broader geographic landscape and increasing the overall sample size to enhance generalizability. Given that 21.9% of the variance remains unexplained by the current model, future investigators should integrate additional latent variables, including Service Quality (Servqual), Transactional Trust, User Experience (UX) metrics, and Electronic Word-of-Mouth (e-WOM) dynamics. Additionally, employing a mixed-methods approach could provide deeper qualitative insights into the psychological motivations governing online culinary consumption patterns.

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