

THE IMPACT OF ONLINE CONSUMER PURCHASE INTENTION ON SHOPEE FOOD APPLICATION: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

The rapid digitalization of consumer behavior, accelerated by the COVID-19 pandemic, has significantly reshaped the online food delivery (OFD) landscape in Southeast Asia, with Shopee Food emerging as a dominant player. This study systematically reviews 32 empirical articles published between 2020 and 2025 to identify key determinants of online consumer purchase intention in the OFD context. Utilizing the PRISMA framework and bibliometric analysis through VOSviewer, this review synthesizes findings into four major factors: psychological (trust, perceived risk), technological (ease of use, personalization), economic (price sensitivity, promotions), and social (peer influence, reviews). The results reveal an evolving focus from basic usability concerns to advanced digital strategies such as AI-driven recommendations and sustainability practices. Additionally, geographical distribution analysis highlights Southeast Asia as the central hub of OFD research. Key gaps identified include the need for integrated theoretical models and deeper exploration of rural consumer behavior. The findings provide strategic insights for practitioners aiming to enhance consumer engagement and loyalty through technological innovation, personalized experiences, and ethical business practices, while offering scholars a structured foundation for future research on digital consumer behavior in food delivery services.

Keywords: Consumer Behavior, Online Food delivery, Purchase Intention, Shopee Food, Trust

1. INTRODUCTION

The digitization of daily life has reshaped many traditional consumer behaviors, and one of the most rapidly evolving sectors is online food delivery (OFD). Over the last decade, OFD platforms have experienced exponential growth, not merely as technological conveniences but as essential services embedded in modern urban lifestyles. Their expansion reflects a confluence of factors: the global penetration of smartphones, increasing internet accessibility, evolving consumer expectations, and recent disruptions such as the COVID-19 pandemic, which fundamentally altered how consumers interact with food service providers. In this context, the online food delivery service is no longer perceived as a luxury or a supplementary mode of dining but as an indispensable part of daily life for many consumers. Platforms like Shopee Food, which leverage the foundational infrastructure of broader e-commerce ecosystems, have gained a strategic advantage in responding to these changes and capitalizing on emerging opportunities (Mardhiyah, 2022; Tan, 2022; Winata, 2022).

The COVID-19 pandemic in particular acted as a powerful catalyst, accelerating the already ongoing digital transition. Government-imposed restrictions on mobility, health safety concerns, and shifts in work-life balance collectively contributed to the normalization of digital consumption. Liu et al. (2025) emphasized how "no-touch" or contactless delivery options alleviated public anxiety, thereby reinforcing consumer dependence on digital services during the crisis. Almunawar & Anshari, (2024) further explained how startup food delivery services capitalized on this demand, rapidly scaling their offerings through strategic partnerships and agile logistics. Thus, the pandemic not only validated the utility of OFD platforms but also introduced new consumer expectations around safety, speed, and reliability—expectations that persist beyond the pandemic era (Arma, 2022; Putri, 2022; Setiawan, 2022; Wijaya, 2022).

The impact of this digital shift is particularly evident in Southeast Asia, where online food delivery services have experienced significant market growth. As shown in Figure X, Indonesia leads the ASEAN region in online food delivery sales, reaching a value of US\$4.6 billion in 2023 (Rainer, n.d.).

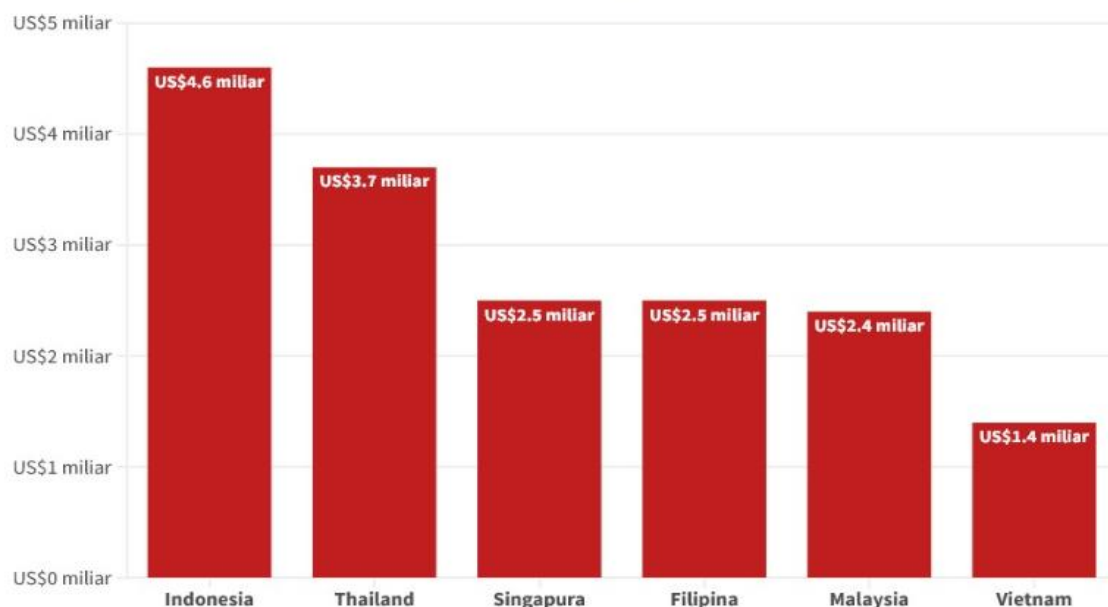


Figure 1. Online Food Delivery Sales Value in ASEAN (2023)

Beyond mere convenience, the modern consumer now evaluates online platforms based on multidimensional attributes such as user trust, aesthetic appeal, sustainability, and social responsibility. Cheng et al. (2024) observed that environmentally friendly practices—like minimizing single-use packaging and encouraging reusable alternatives—enhanced consumer approval and loyalty. This trend highlights a broader evolution in consumer consciousness where ethical considerations influence transactional decisions. In tandem, innovations such as virtual kitchens, AI-driven personalization, and real-time tracking technologies are redefining how food is consumed, perceived, and valued in the digital economy. Nigro et al. (2023) described how ghost kitchens—kitchens that cater exclusively to online orders—represent a departure from conventional food service models, enabling platforms to operate more efficiently and cost-effectively while meeting diverse consumer demands (Rolando et al., 2022; Rolando & Mulyono, 2025a, 2025b).

Central to the consumer's relationship with OFD platforms is trust. Trust governs how consumers evaluate risks, form expectations, and decide whether to engage or re-engage with a service. Gupta et al. (2021) confirmed that perceived trustworthiness of a platform has a direct and significant influence on purchase intention. Hoyos Vallejo & Chinelato, (2025) extended this notion

by demonstrating that consistent service quality, timely delivery, and food safety performance further reinforce consumer loyalty. These trust dynamics are not isolated to the platform alone but often involve third-party actors, such as the restaurants listed or delivery partners engaged. Mai & Nguyen (2025) introduced the concept of "trust transfer," wherein trust built in the parent e-commerce brand cascades down to subsidiary services like Shopee Food, thereby reducing perceived consumer risk and enhancing behavioral engagement (Ingriana et al., 2024; Mulyono, 2024; Rolando & Ingriana, 2024).

Shopee Food, in particular, offers an insightful case study into the dynamics of integrated digital ecosystems. Launched as part of the Shopee platform—one of the leading e-commerce players in Southeast Asia—Shopee Food leverages a wide network of existing users, digital payment systems, and logistics capabilities. This integration enables Shopee Food to provide a more seamless customer experience than many standalone OFD platforms. Raza et al. (2023) highlighted how strategic use of shared resources across services not only improves operational efficiency but also reinforces consumer confidence. Consumers who already trust Shopee for retail purchases are more likely to experiment with and return to Shopee Food, thanks to familiar interfaces, loyalty programs, and unified customer support systems. This symbiotic relationship exemplifies how platform convergence within the digital economy can create competitive advantages that extend beyond product or service quality alone (Maha et al., 2025; Mulyono et al., 2025; Rolando, 2024).

Despite its rapid growth and adoption, online food delivery is characterized by intricate decision-making processes that are influenced by multiple internal and external variables. From a psychological perspective, emotions, perceptions of value, and brand relationships influence how consumers form intentions. Economically, factors such as price sensitivity, promotional exposure, and perceived benefits come into play. Socially, peer influence, online reviews, and social media marketing shape perceptions and trust. Technologically, platform usability, service reliability, and app design aesthetics have become increasingly important. Yet, while numerous studies have explored these dimensions individually, few have consolidated these insights into a unified framework that applies specifically to Shopee Food and its unique position in the Southeast Asian OFD landscape (Rahardja et al., 2025; Wigayha et al., 2025c, 2025b).

This systematic literature review aims to fill that gap by critically synthesizing scholarly research on the determinants of online consumer purchase intention, with particular focus on Shopee Food. The fragmented nature of current literature makes it difficult for practitioners and scholars alike to form an integrated understanding of how various factors interact and influence consumer behavior in this setting. Therefore, this review does not merely aggregate findings but also contextualizes them within theoretical frameworks such as the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and the Stimulus–Organism–Response (SOR) model. These models are instrumental in providing a structured lens through which digital consumer behavior can be understood, offering explanatory pathways that connect user interface design, perceived ease of use, external stimuli, and consumer responses (Rolando, Chandra, et al., 2025; Rolando, Widjaja, et al., 2025).

The overarching goal of this review is to develop a comprehensive conceptual map of the antecedents of purchase intention in the context of Shopee Food. Specifically, the study seeks to (1) identify and categorize the primary factors that influence consumer purchase intention in online food delivery platforms; (2) evaluate the specific roles that these factors play within the operational model of Shopee Food; and (3) assess the explanatory power of key theoretical frameworks used across studies. These objectives are pursued through a rigorous methodology involving structured search protocols, well-defined inclusion and exclusion criteria, and transparent data synthesis methods. By doing so, this review contributes to the development of a robust foundation for future empirical investigations and offers strategic insights that can be applied by OFD platforms, marketers, and policy makers.

The boundaries of this review are deliberately defined to ensure both depth and relevance. Only peer-reviewed articles published within the last ten years have been considered, reflecting the dynamic and relatively recent nature of OFD services. The scope is further narrowed to studies conducted in contexts analogous to Southeast Asia—markets with high mobile penetration, developing e-commerce infrastructure, and fast-evolving consumer behavior. Non-English sources, non-empirical studies, and papers without full access have been excluded to maintain the review's analytical rigor and relevance. Importantly, while Shopee Food is the focal platform, insights from studies on analogous services such as GrabFood, Foodpanda, and GoFood are incorporated to support broader generalizations and comparative analysis (Wigayha et al., 2025a).

The significance of this review extends beyond academic contributions. In practice, the insights gathered here can inform user experience designers, digital marketers, and service managers seeking to optimize platform engagement and customer retention. Understanding which factors most strongly influence purchase intention allows for more targeted investments in features such as real-time tracking, visual presentation of menus, customer service interfaces, and personalized promotions. For policymakers, the review highlights emerging issues related to sustainability, data privacy, and digital labor rights that must be addressed as OFD platforms become more embedded in the social fabric (Widjaja, 2025).

2. RESEARCH METHOD

2.1 Search Strategy

This study adopts the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework to ensure a transparent and replicable research process. The primary data source used in this review is the Scopus database due to its comprehensive indexing of high-quality, peer-reviewed academic journals, particularly within the disciplines of marketing, consumer behavior, and digital commerce. The literature search was conducted to identify empirical studies addressing factors influencing online consumer purchase intention, with a specific focus on the Shopee Food application and the broader online food delivery (OFD) context.

To ensure relevance to contemporary digital consumption behavior, the search was restricted to studies published between 2014 and 2024. The search string was constructed using a combination of keywords and Boolean operators such as: (“online consumer purchase intention” OR “purchase intention” OR “digital consumer behavior”) AND (“Shopee Food” OR “online food delivery” OR “food delivery platform”). The keywords were derived from prior literature and refined through initial trial searches to improve accuracy and recall. The search was limited to English-language journal articles only.

2.2 Study Selection

The initial database query yielded a total of 1,168 documents. A rigorous screening process was then conducted in two stages. First, the titles and abstracts were reviewed to eliminate irrelevant articles, duplicates, and non-empirical works. Second, full-text screening was applied to evaluate the conceptual alignment of the articles with the research objectives. Studies were included if they (1) examined consumer purchase intention or behavior related to online food delivery, (2) were published in peer-reviewed journals, (3) focused on the Southeast Asian or similar digital ecosystems, and (4) were accessible in full text.

Exclusion criteria included (1) articles not published in English, (2) non-research items such as editorials, commentaries, and book reviews, (3) articles not specifically addressing OFD or Shopee Food-like platforms, and (4) those lacking clear methodological or analytical contributions. After applying these criteria, 35 eligible articles were selected for in-depth analysis.

2.3 Data Analysis

The selected articles were subjected to a dual-mode analytical approach involving qualitative thematic synthesis and quantitative bibliometric mapping. To support the bibliometric aspect,

VOSviewer software was used to perform co-occurrence analysis of keywords and to visualize research trends, clusters, and author networks within the selected literature. The tool enabled the identification of key conceptual linkages, thematic concentrations, and emerging subfields in the study of online purchase intention in OFD platforms.

For the qualitative synthesis, key information from each article was extracted into a data matrix that included the author(s), year of publication, research objectives, methodological approach, theoretical frameworks, key findings, and implications. A thematic coding process was then conducted to identify recurring patterns, concepts, and themes across the dataset. This allowed for the classification of studies based on the determinants of consumer purchase intention—such as trust, perceived value, user interface experience, CSR, and digital engagement—specifically in the context of Shopee Food or analogous platforms.

2.4 Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication Year	2014–2024	Before 2014
Language	English	Non-English
Article Type	Peer-reviewed journal article	Conference paper, editorial, commentary
Topic Relevance	Online purchase intention, Shopee Food, OFD apps	Irrelevant to OFD or lacking behavioral focus
Access	Full-text available	Inaccessible full text

Table 1. Inclusion and Exclusion Criteria

2.5 Quality Assessment

To ensure methodological rigor, each selected study was subjected to a quality assessment protocol adapted from the Critical Appraisal Skills Programme (CASP). This assessment evaluated the clarity of research objectives, the appropriateness of methodology, validity of findings, and the contribution to the topic of online purchase intention in OFD platforms. Articles scoring below a threshold of 70% in the quality appraisal were excluded, resulting in a final set of 35 articles used for thematic and bibliometric synthesis.

2.6 PRISMA Flow Diagram

The study selection and screening process is illustrated using the PRISMA flow diagram, which details each stage—from identification and screening to inclusion—providing a visual summary of how the final corpus was derived. This approach ensures transparency and reproducibility in line with systematic literature review standards.

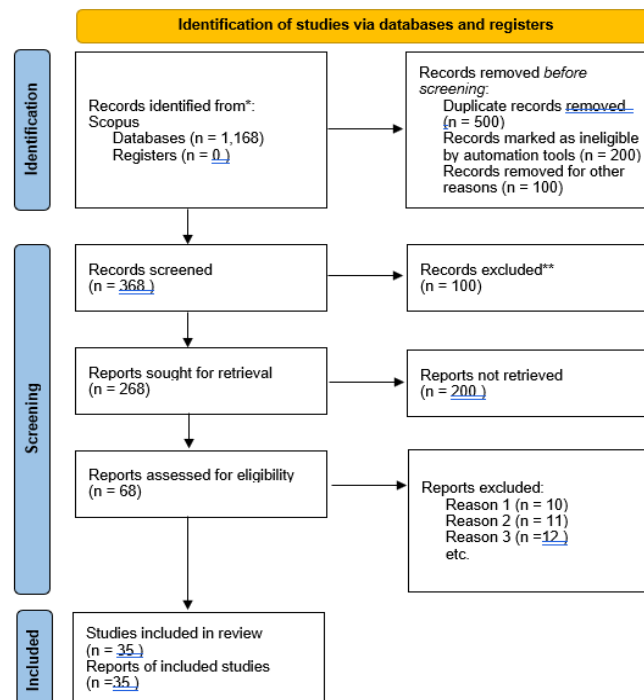


Figure 2. PRISMA 2020 Flow Diagram Illustrating The Study Selection Process

The PRISMA flow diagram illustrates the systematic process undertaken to select and screen the studies included in this literature review. Initially, a total of 1,168 articles were identified through a structured search in the Scopus database using relevant keywords related to online purchase intention, Shopee Food, and online food delivery platforms. After the removal of duplicates and irrelevant studies based on title and abstract screening, a significant number of articles were excluded for not meeting the preliminary inclusion criteria. The remaining articles underwent a full-text screening to evaluate their eligibility, focusing on aspects such as research relevance to online food delivery services, applicability to the Southeast Asian context, publication in peer-reviewed journals, and availability of complete texts. Further exclusions were made based on methodological quality and thematic alignment. Finally, after applying a rigorous quality assessment based on the Critical Appraisal Skills Programme (CASP) guidelines, 35 articles were selected for in-depth thematic synthesis and bibliometric analysis. The PRISMA flow diagram thus provides a transparent and replicable summary of how the final corpus of studies was systematically refined, ensuring the rigor and credibility of the review process.

2.7 Bibliometric Mapping and Thematic Clustering

Using VOSviewer, keyword co-occurrence maps and citation networks were generated. These visualizations facilitated the identification of dominant research themes, such as trust and technology acceptance, customer satisfaction, platform usability, and promotional strategies. The bibliometric clusters served as an initial guide for the thematic synthesis, revealing interconnected research streams that collectively contribute to understanding consumer purchase intention in Shopee Food.

3. RESULTS AND DISCUSSION

3.1 Bibliometric Analysis Results

Our bibliometric analysis of the 35 articles included in this systematic literature review reveals the development of interconnected research themes related to online food delivery services, particularly in the context of Shopee Food. Using VOSviewer software, both a network visualization and an overlay visualization were generated to map the intellectual structure and temporal evolution of the field based on publications from 2020 to 2025.

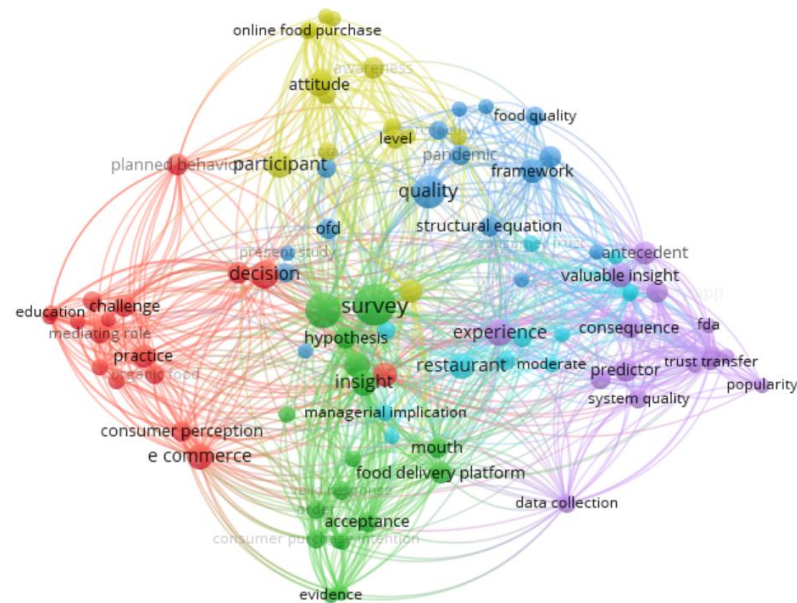


Figure 3. Network Visualization 35 Articles

3.1.1 Network Visualization

The network visualization produced by VOSviewer (Figure 3) depicts keyword co-occurrence patterns across the selected corpus, where the size of the nodes represents the frequency of keywords, and the thickness of the connecting lines indicates the strength of their association. The analysis identified four major thematic clusters:

- The red cluster centers on *trust*, *purchase intention*, *online food delivery*, and *Shopee Food*. This cluster reflects research focused on the relationship between perceived trust, digital platform security, and consumer purchase decisions in online food delivery platforms.
- The green cluster highlights *customer satisfaction*, *service quality*, and *loyalty*. Studies in this group explore how perceived service attributes influence user satisfaction and repeated usage in OFD applications.
- The blue cluster revolves around *user experience*, *technology acceptance model (TAM)*, and *perceived ease of use*. This indicates a significant focus on how interface design, perceived usefulness, and system usability influence consumer engagement and purchase intentions.
- The yellow cluster relates to *promotion*, *digital marketing*, and *price sensitivity*. This cluster includes research examining how promotional campaigns, discounts, and dynamic pricing models affect consumer behavior in online food delivery contexts.

3.1.2 Overlay Visualization

The early period (2020–2021, darker nodes) predominantly focused on foundational concepts such as *purchase intention, trust, and online food delivery platforms*. Research during this phase primarily validated the applicability of established models like TAM and UTAUT within the emerging context of online food ordering apps.

In the most recent years (2024–2025, yellow nodes), the research emphasis shifted towards *personalization, artificial intelligence in recommendation systems, sustainability in delivery practices, and gamified loyalty programs*. This evolution highlights a growing interest in advanced digital strategies and environmental considerations as key differentiators in highly competitive OFD markets like Shopee Food.

3.1.3 Publication Patterns and Influential Sources

The analysis of publication patterns reveals a steady increase in academic attention toward online food delivery (OFD) services between 2020 and 2025. This trend was especially pronounced during the peak of the COVID-19 pandemic, a period that significantly accelerated shifts in consumer behavior toward digital platforms Almunawar & Anshari (2024). Most of the selected articles were published during this critical phase, reflecting a surge in scholarly interest regarding the implications of digital transformation on consumer decision-making. Influential journals such as the *Journal of*

Retailing and Consumer Services, International Journal of Hospitality Management, and Electronic Commerce Research and Applications were among the primary sources contributing to this growing body of literature.

Theoretical frameworks such as the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and the Stimulus–Organism–Response (SOR) model were frequently adopted in the reviewed studies. These models provided structured insights into how consumers adopt and interact with digital platforms. Articles that utilized these frameworks tended to be cited more frequently, indicating their foundational role in building the theoretical landscape of OFD research. Overall, the pattern of publication suggests that interest in OFD services has evolved from being a temporary response to a global crisis into a permanent area of inquiry within digital consumer behavior studies.

3.1.4 Geographical Distribution of Research

The geographical analysis shows that the majority of research on online food delivery services originates from Southeast Asia, particularly from countries like Indonesia, Malaysia, Singapore, and Vietnam. This is consistent with the region's high smartphone penetration, increasing internet accessibility, and the rapid growth of e-commerce adoption. Indonesia, in particular, emerges as a key research focus due to its large market size and the integration of Shopee Food into the well-established Shopee ecosystem.

In addition to Southeast Asia, emerging contributions have come from China and India, although these studies often address broader e-commerce or food delivery contexts beyond Shopee Food specifically. Western countries are notably underrepresented in the literature when it comes to studying OFD services in Southeast Asia. This highlights a potential opportunity for comparative research exploring cultural and infrastructural differences in consumer behavior across regions. Such research would enhance the generalizability and global relevance of existing findings.

3.2 Psychological and Technological Drivers of Online Purchase Intention

The thematic synthesis of the selected literature underscores the strong interplay between psychological and technological factors in influencing online purchase intentions. On the psychological side, trust consistently emerges as a key determinant. Consumers are more likely to engage in online transactions when they perceive the platform as secure, reliable, and capable of delivering food that meets quality expectations. Trust reduces perceived risk and increases consumer confidence, especially in contexts involving digital payments and third-party restaurant partners.

Technological factors are equally critical. Elements such as user interface simplicity, app responsiveness, personalized recommendations, and real-time tracking contribute to a seamless and satisfying user experience. When platforms like Shopee Food offer intuitive navigation and convenience-enhancing features, consumers are more inclined to complete transactions. This positive user experience not only drives first-time purchases but also fosters repeat behavior and platform loyalty. The synergy between trust and technological ease-of-use forms a powerful driver of consumer decision-making in the digital food delivery space.

3.3 Economic and Promotional Influences

Economic considerations remain a strong influence on consumer behavior within online food delivery platforms. Price sensitivity, perceived value for money, and the availability of promotional incentives such as discounts, vouchers, and cashback rewards are frequently cited as decisive factors. These promotional efforts are particularly effective in attracting new users, encouraging trial, and increasing order frequency during peak periods or special campaigns.

The literature further suggests that personalized and time-sensitive promotional strategies—such as geo-targeted offers or limited-time discounts—generate a greater sense of urgency and positively impact purchase intention. Moreover, the combination of economic and psychological triggers (e.g., fear of missing out, reward anticipation) amplifies the effectiveness of promotional campaigns. While promotions are critical in initial conversion, long-term customer retention depends

on the platform's ability to deliver consistent value and high-quality service. In this regard, economic incentives work best when integrated with a broader value proposition that includes user satisfaction and trust.

3.4 Social and Peer Influences

Social influence plays a pivotal role in shaping purchase intentions on food delivery platforms. Online reviews, restaurant ratings, peer recommendations, and influencer endorsements all contribute to building consumer perceptions. In digital environments where personal experience may be limited, consumers heavily rely on the shared experiences of others to assess the credibility and reliability of both platforms and vendors.

This phenomenon is especially pronounced among younger generations, such as Gen Z and millennials, who are highly responsive to social proof. Features like referral programs, in-app review sections, and social media integrations further amplify peer influence. Positive user-generated content not only builds trust but also fosters a sense of community and shared experience around platform use. In effect, the digital reputation of vendors and platforms becomes a central determinant of consumer behavior, often outweighing traditional marketing efforts in persuasive power.

3.5 Service Quality and Customer Satisfaction

Service quality encompasses a broad set of performance indicators, including food freshness, delivery accuracy, speed, customer service responsiveness, and overall platform reliability. Studies consistently show that these factors directly influence both purchase intention and repurchase behavior. High service quality contributes to customer satisfaction, which in turn leads to positive reviews, brand loyalty, and favorable word-of-mouth promotion.

During the COVID-19 pandemic, additional dimensions of service quality gained prominence. Hygiene practices, contactless delivery options, and visible safety protocols became integral to customer satisfaction. Shopee Food and similar platforms that quickly adapted to these expectations were able to secure stronger customer retention. Furthermore, consistency in service quality was found to be critical; even one negative experience could significantly diminish consumer trust and lead to platform switching. In this sense, service quality functions not only as a value enhancer but also as a risk mitigator in the consumer decision-making process.

3.6 Technological Innovations and Future Trends

Technological innovation continues to redefine the landscape of online food delivery services. Recent studies highlight the growing importance of AI-driven features, such as personalized meal recommendations, behavior-based promotions, and loyalty gamification systems Nigro et al. (2023). These technologies enhance user engagement by delivering content that is tailored to individual preferences, thereby increasing the likelihood of conversion and retention.

Other innovations include real-time order tracking, in-app chat support, and sustainability initiatives like eco-friendly packaging or carbon-offset delivery options. Platforms that incorporate such features are perceived as more modern, responsible, and customer-focused. Shopee Food, in particular, has leveraged its integration with the broader Shopee ecosystem to offer a seamless user experience.

3.7 Research Gaps and Future Directions

Despite significant advances, several research gaps remain. First, while psychological, economic, and technological factors have been explored individually, there is a need for more integrative models that capture the interaction between these factors. Second, most studies focus on urban consumers; future research should explore rural adoption behaviors and barriers. Third, limited attention has been paid to long-term loyalty and customer lifetime value in the OFD sector. Lastly, while sustainability has emerged as a theme, empirical research linking green practices with purchase intention remains scarce, representing a promising avenue for further exploration in the Southeast Asian context.

4. CONCLUSION

This study aimed to systematically review and analyze the factors influencing online consumer purchase intention within the context of food delivery applications, particularly Shopee Food, based on empirical studies published between 2020 and 2025. The synthesis of findings highlights that online purchase intentions are shaped by a complex interplay of psychological, economic, social, and technological factors. Psychological aspects, particularly trust and perceived risk, remain dominant in influencing consumer decision-making, while technological ease-of-use and platform functionality strengthen user confidence and engagement.

Economic factors, such as promotional strategies and perceived value for money, also play a critical role, especially in encouraging trial and repeat purchases. Furthermore, social influences—including peer recommendations, online reviews, and influencer endorsements—amplify trust and perceived credibility of food delivery platforms. Service quality elements such as delivery speed, order accuracy, and customer service were consistently found to enhance customer satisfaction and loyalty over time.

The bibliometric and thematic analysis reveal an evolving research focus that progresses from traditional concerns of usability and trust to more advanced topics such as personalization, sustainability, and AI-driven service innovations. However, research gaps persist, particularly regarding rural consumer behavior, integrative modeling approaches, and the long-term impact of green practices on purchase intentions.

Future research should explore more diverse consumer segments and longitudinal studies to better understand loyalty formation and behavioral changes over time. Additionally, practitioners in the food delivery industry should prioritize building trust through technological innovation, personalized experiences, and ethical business practices to sustain competitive advantage in a rapidly transforming digital market landscape.

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