

# The Effect of Goods Quality on Purchasing Decisions on Food Delivery Applications (Case Study of Students of Muria Kudus University)

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**Abstract:** The development of digital technology has encouraged students, including those at Muria Kudus University, to increasingly use food delivery apps. When choosing to purchase, students at Muria Kudus University assess not only the ease of use of the app but also the quality of the food they receive. This study aims to examine the influence of food quality on students' purchasing decisions through food delivery apps. The method used was quantitative, with data collected through a questionnaire from 70 students who actively use the service. Data collection was conducted using the simple random sampling with the approach accidental sampling, where respondents were randomly selected based on the students they met and used the delivery service. Food quality was measured by product freshness, order accuracy, appearance, and packaging condition. Data analysis used simple linear regression to determine the extent and significance of the food quality variable on students' purchasing decisions. The results showed that food quality had a positive and significant effect on students' purchasing decisions. The better the quality of the food offered, especially in terms of order accuracy, taste, appearance, and packaging, the higher the likelihood of students purchasing again. These findings emphasize the importance of food businesses and delivery apps to maintain product quality to increase customer satisfaction and loyalty.

**Keywords:** Food quality, purchasing decision, food delivery applications, university students, order accuracy, customer satisfaction

## 1. Introduction

The development of digital technology has changed the way people purchase goods, including everyday food (Samoggia et al., 2021). Food delivery services using apps like ShopeeFood, GrabFood, and GoFood provide easy, fast, and flexible access for their users (Putri et al., 2022). ShopeeFood is one of the fastest-growing platforms, especially among students who live in boarding houses and are frequently on the move. Wulandari et al. (2024) found that students are increasingly using ShopeeFood due to easy transactions, a wide selection of food, and their frequent use of the service, which influences their shopping habits. This shows that digital platforms not only provide access to food, but also helps people make shopping decisions through app features, reviews, and various existing promotions.

In online shopping, product quality is crucial because buyers cannot directly see the product before purchasing (Wells et al., 2011). For food delivery services, food quality, measured by taste, cleanliness, order conformity, delivery speed, and packaging condition, are key factors that determine user trust and satisfaction. Maha & Rahardja (2025) revealed that the choice to purchase on Shopee Food is strongly influenced by how consumers perceive the product's value and quality, which influences not only the current purchase but also future purchasing habits. These results indicate that while price, promotions, and ease of access are also influential, product quality remains the most important factor in building consumer loyalty in the digital shopping world.

Students at Muria Kudus University are one group that frequently uses food delivery services, such as ShopeeFood. Busy study schedules and convenient lifestyle choices make them prefer purchasing food through apps rather than cooking or going out to buy food. Research by Deliens et al. (2014) research shows that the way college students consume food online is influenced by many factors, such as practical needs, peer influence, and technological convenience. However, Pal et al. (2022) while numerous studies have explored how college students shop online and their digital lifestyles, few studies have focused on the influence of food quality on purchasing choices in food delivery apps. Most previous research has focused on the influence of discounts, promotions, price, and lifestyle, leaving product quality a relatively minor focus in the purchasing process on these apps (Ittaqullah et al., 2020).

Based on the shortcomings of previous research, this study was conducted to examine how product quality influences students' purchasing choices at Muria Kudus University through the ShopeeFood app. This study also aims to identify the most influential quality factors, such as taste, cleanliness, order accuracy, or packaging condition, that impact students' decisions to use ShopeeFood services. It also aims to analyze the extent to which product quality can encourage repeat purchases on online food delivery platforms. Therefore, this study is expected to provide academic contributions to enrich knowledge about digital shopping behavior, as well as provide practical advice for food delivery service providers and small and medium enterprises in the culinary sector to improve their product quality in the digital age.

## **2. Literature Review**

### **2.1 Consumer Behavior in Digital Shopping**

The development of digital technology has changed consumer behavior patterns, particularly in the purchasing decision-making process (Miklosik et al., 2020). Consumers today are increasingly reliant on digital platforms to meet daily needs, including purchasing food through delivery applications. *online food delivery* providing convenience, time efficiency, and flexibility for users, thus encouraging more practical lifestyle changes, especially among students. College students are a consumer group that is adaptable to digital technology and tends to engage in consumer behavior due to the influence of their social environment, promotions, and the ease of transactions offered by food delivery apps. According to Prabhu & Soodan (2020), the intensity of food delivery service use correlates with increased student consumer behavior, where purchasing decisions are based not only on need but also on the convenience and attractiveness of the app's features.

### **2.2 Quality of Goods (Food) in Delivery Services**

In the context of digital commerce, product quality is a crucial factor because consumers cannot evaluate products directly before purchasing. In food delivery services, product quality encompasses food freshness, taste, cleanliness, order accuracy, product appearance, and the condition of the packaging upon receipt. These qualities play a crucial role in shaping customer perceptions of value and satisfaction levels. Nugraha et al. (2024) stated that consumer perceptions of food quality significantly influence purchasing decisions and the likelihood of repeat purchases on the ShopeeFood platform. Consistent product quality increases consumer trust and loyalty, despite other factors such as price and promotions.

### **2.3 Purchasing Decisions on Food Delivery Apps**

Purchasing decisions are the process by which consumers evaluate various alternatives before ultimately deciding to purchase a product or service. In food delivery apps, purchasing decisions are influenced by a combination of internal and external factors, such as food quality, price, promotions, menu visuals, customer reviews, and social recommendations. Research by Tomiwa (2025) shows that students tend to choose food delivery services due to convenience and time constraints, but food quality remains a key consideration in determining whether consumers will make repeat purchases. This confirms that product quality plays a role in determining the continued use of food delivery apps among students.

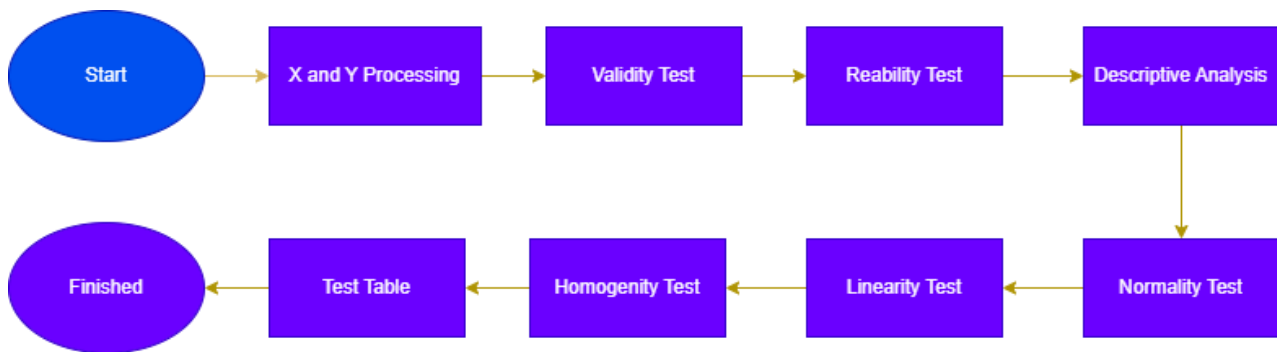
### **2.4 The Relationship between Product Quality and Purchasing Decisions**

The relationship between product quality and purchasing decisions has been widely discussed in consumer behavior studies (Imaningsih & Rohman, 2018). Consumers' perceived quality shapes satisfaction, which in turn influences repurchase intentions and loyalty to a brand or platform. In the context of food delivery services, good food quality will strengthen purchasing decisions even though consumers have financial limitations, as is common among students. Based on the literature review, it can be concluded that product quality, particularly food, is a primary factor influencing students' purchasing decisions on food delivery apps. While previous research has focused on the influence of price and promotion, further research into product quality as a primary determinant of purchasing decisions is needed, particularly in the context of Muria Kudus University students.

## **3. Research Methods**

To ensure that the research objectives are achieved systematically and the results obtained are valid and reliable, this study employed a structured quantitative data analysis procedure. The analysis process was conducted through several sequential stages, starting from data processing of the independent and dependent variables, followed by instrument testing and classical assumption testing (Bablok & Passing, 1985). These stages were designed to ensure that the data met the required

statistical assumptions before hypothesis testing was carried out. The overall research analysis flow used in this study is illustrated in the following Figure 1.



**Figure 1.** Research analysis flow

This figure illustrates the stages of data analysis applied in this study, beginning with the processing of independent (X) and dependent (Y) variables, followed by validity and reliability testing, descriptive analysis, and classical assumption tests, including normality, linearity, and homogeneity tests, before concluding with hypothesis testing.

### 3.1 Problem Identification

The research begins with identifying the problem. The focus of this research is to examine the problem of how the service influences online delivery Shopee Food on the consumer behavior of Muria Kudus University students.

### 3.2 Literature Study

Literature studies are conducted to establish a basis for developing a theoretical foundation and framework. By studying literature, researchers can gain a deeper understanding of the problem being studied.

### 3.3 Data Collection

Data collection was conducted by creating a list of issues related to the research problem in the form of a questionnaire using paper containing questions and distributing the questionnaire to potential respondents. The research respondents were active students at Muria Kudus University who had used Shopee Food services in the past three months. The answer options were presented on a scale of five points. The alternative answers are; (1) STS for the answer strongly disagree, (2) TS for the answer disagree, (3) KS for the answer less agree (4) S for the answer agree (5) SS for the answer strongly agree.

### 3.4 Tabulation and quantitative descriptive analysis

The questionnaire data results were tabulated with the help of the Microsoft Excel program by looking at the average value (mean) for each indicator. Next, a descriptive analysis was conducted on the variables of student consumer behavior as presented in Table 1. The average value of each indicator was classified using assessment criteria based on previous research by (Munier, 2011).

**Table 1.** Criteria for Assessing Consumptive Behavior Variables

No	Criteria	Range Mark
1	Very Consumptive	4,2 –< 5,0
2	Consumptive	3,4 –< 4,2
3	Quite Consumptive	2,6 –< 3,4
4	Not Consumptive	1,8 –< 2,6
5	Very Non-Consumptive	1,0 –< 1,8

Table 1 presents the criteria used to interpret the mean scores of students' consumptive behavior. The mean values were classified into five categories, ranging from very non-consumptive to very consumptive behavior. Higher mean scores indicate stronger consumptive tendencies in purchasing through food delivery applications, while lower scores reflect more restrained purchasing behavior. This classification enables a clear and systematic interpretation of the descriptive analysis results.

After explaining the criteria for assessing consumptive behavior, this study further describes the usage level of the Shopee Food service among students. The assessment of this variable was conducted using descriptive analysis based on the mean scores of respondents' answers. To facilitate interpretation, the mean values were classified into several

categories, as presented in Table 2.

**Table 2.** Shopee food service usage variable assessment criteria

No	Criteria	Value Range
1	Very Used to	4,2 –< 5,0
2	Used to	3,4 –< 4,2
3	Quite Used to It	2,6 –< 3,4
4	Not accustomed to	1,8 –< 2,6
5	Very Unaccustomed	1,0 –< 1,8

Table 2 presents the criteria used to assess the level of Shopee Food service usage among students. The mean scores were categorized into five levels, ranging from very unaccustomed to very used. Higher mean values indicate a higher frequency and familiarity in using the Shopee Food service, while lower mean values reflect limited usage and low habituation. This classification provides a systematic basis for interpreting students' usage patterns of food delivery services in the descriptive analysis.

#### 3.4.1 Validity Test

This concept aims to serve as a measurement theory to ensure that the data obtained is valid by measuring the significance value of the questions (indicators). An indicator is considered valid if its significance value is less than 0.050. This test was conducted on two variables: student consumer behavior and Shopee Food service usage.

#### 3.4.2 Reability Test

Reliability testing aims to measure data reliability by calculating the value cronbach's alpha. A variable is said to be reliable if it has a value cronbach's alpha approaching one.

#### 3.4.3 Normality Test

A test aimed at checking the level of normality of data distribution. The normality test in this study was conducted using IBM SPSS Statistics 22. d. Linearity Test The linearity test aims to determine the form of the relationship between the two variables being studied. The linearity test in this study was conducted using IBM SPSS Statistics 22.

### 3.5 Analysis Product Moment Correlation

Analysis Product Moment Correlation This study aims to determine the relationship between student consumer behavior and Shopee Food usage habits. The analysis was conducted using IBM SPSS Statistics 22.

## 4. Results and Discussion

### 4.1 Student Characteristics

To determine the characteristics of students who use Shopee Food, the results of a questionnaire conducted by 70 respondents of various ages were obtained. From the data collected, researchers obtained eight age groups ranging from 17, 18, 19, 20, 21, 22, 23, and 24 years old. The results were grouped based on age, monthly pocket money, and weekly ordering frequency. Student characteristics based on age can be observed in Table 3 below.

**Table 3.** Percentage of age

Age	Number of Respondents	Percentage
17	2	2,85
18	8	11,42
19	17	21,25
20	26	32,5
21	7	10
22	6	8,57
23	2	2,85
24	2	2,85

Based on Table 3, it is known that the dominant respondents were 20 years old with a percentage of 32.5 percent and subordinates were 24 years old with a percentage of 2.85 percent. Then the student pocket money as shown in table 4.

**Table 4.** Student pocket money

Pocket money	Number of Respondents by Age	Total	Percentage Per
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	17	18	19	20	21	22	23	24		month
Rp <1,000,000	2	6	7	15	2	3	1	0	36	51,42%
Rp. 1,000,001 – 1,500,000	0	2	9	8	4	2	0	2	27	38,57%
Rp. 1,500,001 – 2,500,000	0	0	0	2	1	1	1	0	5	7,14%
Rp. 2,500,001 – 3,500,000	0	0	1	1	0	0	0	0	2	2,85%
Rp > 3,500,000	0	0	0	0	0	0	0	0	0	0

Based on Table 4, it is known that the dominant respondents have pocket money of less than IDR 1,000,000 per month with a percentage of 51.42 percent and subordinates have pocket money of IDR 2,500,000 to IDR 3,500,000 per month with a percentage of 2.85 percent. Then the frequency of orders using shopee food in one week as presented in Table 5.

**Table 5.** Frequency number of respondents

Order frequency	Number of Respondents by Age								Total	Presentation in 1 week
	17	18	19	20	21	22	23	24		
2-3 times	1	6	13	8	5	1	0	0	34	48,57%
4-6 times	1	1	2	9	0	2	2	0	17	24,28%
>6 times	0	1	2	9	2	3	0	2	19	27,14%

Based on Table 5, it is known that the dominant respondents make orders with a frequency of 2-3 times in 1 week with a percentage of 48.57 percent and subordinates at a frequency of 4-6 times in 1 week with a percentage of 24.28 percent. Based on the results of descriptive analysis of the characteristics variables of students who use Shopee Food, the following points were obtained:

- Dominant age 20 years
- Pocket money is predominantly in the range of Rp < 1,000,000 per month
- The dominant ordering frequency is 2-3 times a week

It was found that the majority of respondents were 20 years old, had an allowance of less than Rp1,000,000 per month, and ordered food through the Shopee Food app 2–3 times a week. This finding indicates a typical consumption behavior pattern among students, especially those living in boarding houses. The dominant age group around 20 years old reflects a group of students who are generally in the early stages of college and have financial limitations, as indicated by the dominance of allowances under Rp1,000,000 per month. These budget limitations encourage students to be more selective in their spending, including when using food delivery services. Meanwhile, the frequency of ordering 2–3 times per week indicates that students with busy academic activities and limited time tend to use online food delivery services as a practical solution to meet their daily consumption needs. This pattern illustrates the relationship between age characteristics, financial conditions, and student consumption behavior in using food delivery apps.

## 4.2 Consumptive Behavior of Muria Kudus University Students

College students often exhibit consumerist behavior, purchasing goods or services not for basic needs but rather for self-gratification, influenced by a hedonistic lifestyle and low financial literacy. Online shopping habits further fuel this pattern, with discount offers from e-commerce platforms encouraging students to continue purchasing even when they're not essential. External factors such as peer influence, social media, and advertising also reinforce this tendency among college students. The assessment criteria for consumptive behavior variables as presented in Table 6.

**Table 6.** Assessment criteria for consumptive behavior variables

VARIABLES	INDICATORS	FLAT	CRITERIA
Behavior Consumptive Student University Muria Kudus	I feel the service provided by ShopeeFood driver partners is satisfactory.	4,54	VERY CONSUMPTIVE
	Delivery time is according to the estimate stated in the application.	4,229	CONSUMPTIVE
	I feel that the ShopeeFood transaction process and service run smoothly.	4,271	CONSUMPTIVE
	The food I received matched the description and photos in the app.	4,257	CONSUMPTIVE
	The quality of the food delivered met my expectations.	4,1	CONSUMPTIVE
	The portion and taste of the food is consistent every time I order.	4,143	CONSUMPTIVE
	The food prices on Shopee Food are in line with the quality I get.	4,557	VERY CONSUMPTIVE
	I feel the price offered is commensurate with the taste and portion of the food.	4,386	VERY CONSUMPTIVE
	I am willing to order again if the price and quality remain consistent.	4,571	VERY CONSUMPTIVE
	The photos and menu descriptions on the ShopeeFood app influenced my interest in ordering.	4,2	CONSUMPTIVE

### 4.3 ShopeeFood Service Users Among Students

The consumer behavior of Muria Kudus University students is influenced by the services provided, so an analysis of the Shopee Food service usage variable is necessary. Similarly, after obtaining the questionnaire data, the data was tabulated for descriptive analysis of the Shopee Food Service Usage variable by averaging the data (mean) The value of each indicator is used to determine the level of habit of using Shopee Food. Based on the answers of strongly disagree (STS), disagree (TS), less agree (KS), agree (S), strongly agree (SS) for each indicator, which are first tabulated and then calculated.mean. The results obtained will then be analyzed based on the assessment criteria in Table 7.

**Table 7.** Assessment criteria for shopee food service usage variables

VARIABLES	INDICATORS	FLAT	CRITERIA
Behavior Consumptive Student University Muria Kudus	The variety of menus available influences my decision in choosing an order on ShopeeFood.	4,47	VERY USED TO
	The photos and menu descriptions on the ShopeeFood app influenced my interest in ordering.	4,37	VERY USED TO
	The visual appearance of the menu makes me feel more confident about the quality of the food I will order.	4,96	VERY USED TO
	Discounts or shipping promotions on ShopeeFood encourage me to place an order.	4,36	VERY USED TO
	I am more interested in ordering from a particular restaurant when there is an attractive promotion.	4,34	VERY USED TO

Promotions on ShopeeFood have a big influence on my food choices.	4,06	VERY USED TO
Other customers' ratings and reviews influence my decision in choosing a menu.	3,99	VERY USED TO
Restaurant or menu recommendations from friends/family make me interested in trying them.	3,84	VERY USED TO

#### 4.4 The Relationship between Shopee Food Services and Consumer Behavior

The relationship between Shopee Food service usage and consumer behavior can be determined by first conducting validity and reliability tests. This is done to determine the feasibility of a variable based on the questionnaire results obtained. Once the feasibility of the variable is identified, normality, linearity, and statistical analysis are then performed. product moment correlation. Validity testing aims to determine whether indicators are valid or invalid through calculations. The validity of the instrument was tested using IBM SPSS Statistics 22, with a sample of 70 respondents as presented in Table 8.

**Table 8.** Validity test of student consumptive behavior variables

No Questions	Significance	Information
1	0,000	Valid
2	0,000	Valid
3	0,000	Valid
4	0,000	Valid
5	0,000	Valid
6	0,000	Valid
7	0,000	Valid
8	0,000	Valid
9	0,000	Valid

Based on the validity test results in Table 8, conducted with reference to student consumer behavior, it was found that of the nine statements, nine were valid. An indicator is considered valid if its significance value is less than 0.050 and invalid if it exceeds 0.050. Then the validity test of shopee food service usage variables as shown in Table 9.

**Table 9.** Validity test of shopee food service usage variables

No Questions	Significance	Information
1	0,000	Valid
2	0,000	Valid
3	0,000	Valid
4	0,000	Valid
5	0,000	Valid
6	0,000	Valid
7	0,000	Valid
8	0,000	Valid
9	0,000	Valid
10	0,000	Valid

The validity test of the Grabfood service usage variable in Table 9 found that there were 10 valid statements. Reliability testing is conducted to determine the stability of a variable when used repeatedly on the same subjects and under the same conditions. This ensures that the measurement instrument produces similar data, thus ensuring greater reliability and accuracy. The reliability test uses IBM SPSS Statistics 22, and the values used are cronbach alpha as presented in Table 10.

**Table 10.** Reability test

Behavior	Mark <i>Cronbach's Alpha</i>	Information
Student Consumptive Behavior	0,657	Reliable
Use of Shopee Food Services	0,839	Reliable

Based on the results of the reliability test listed in Table 10, it is known that the consumer behavior of students shows a value cronbach alpha of 0.657 and the use of Shopee Food services of 0.839. An instrument has poor reliability if the value is less than 0.6, acceptable reliability if the value ranges from 0.6 to 0.79, and good reliability if the value is above 0.8 to 1. Both variables in Table 10 are said to be reliable and can be retested for data collection because they have values greater than 0.6 and close to 1. Then the normality test as presented in Table 11.

**Table 11.** Normality test

<i>One-Sample Kolmogorov-Smirnov Test</i>	<i>Unstandardized Residual</i>
<i>Kolmogorov-Smirnov Z</i>	0,068
<i>Asymp. Sig. (2-tailed)</i>	0,200

Table 11 was tested using the method Kolmogorov-Smirnov with the testing criteria, namely data that has a normal distribution will have a significance value greater than 0.050, while data that does not follow a normal distribution will have a significance value less than 0.050. In the context of the normality test table that has been presented, it is known that the significance value Asymp. Sig. (2-tailed) is 0.200, which is greater than 0.050. Based on the decision-making rules in the normality test Kolmogorov-Smirnov From this, it can be concluded that the data follows a normal distribution.

The linearity test, essentially, aims to understand how the relationship between two variables is formed. To conduct this linearity test, the test action uses IBM SPSS Statistics 22 by applying test for linearity which has a significance level of 0.050. If the results deviation from linearity sig. greater than 0.050, it can be concluded that the data has a linear relationship as shown in Table 12.

**Table 12.** Linearity test

<b>Linearity</b>		<b>F</b>	<b>Sign.</b>
Student Consumptive Behavior	Combined	2,285	0,017
Shopeefood Service Users	Linearty	20,613	0,000
	Deviation from linearty	758	0,690

In the linearity test in Table 12, a comparison is made between the Significance value (.Sig.) and the number 0.05 as the basis for decision making. A significant linear relationship between the independent variable and the dependent variable can be concluded if the deviation of the linearity value (Sig.) is more than 0.05. Conversely, it can be assumed that there is no significant linear relationship between the independent variable and the dependent variable if the deviation of the linearity value is Sig. less than 0.05. The results of the linearity test in Table 12 show that the significance value of deviation from linearity is 0.690. Since this value exceeds 0.05, it can be concluded that there is a significant linear relationship between consumer behavior and Grab Food usage habits. To further evaluate this relationship, a statistical analysis was conducted. Product Moment Correlation by using the method Pearson with the help of IBM SPSS Statistics 22 as presented in Table 13.

**Table 13.** Test product moment correlation

	<i>Correlations</i>	<b>Usage Services Shopee Food</b>	<b>Behavior student consume rism</b>
Usage Shopee Food Services	<i>Pearson</i>	1	0,490
	<i>Correlation</i>		
	<i>Sig.(2-tailed)</i>		0,000
Behavior consumptive student	<i>Pearson</i>	0,490	1
	<i>Correlation</i>		
	<i>Sig.(2-tailed)</i>	0,000	

The test results in Table 13 show a significance value of 0.000, which is smaller than 0.050. This indicates a significant relationship between the use of Shopee Food services and student consumer behavior. The correlation value (r) of 0.490 indicates a moderate relationship between the use of Shopee Food services and student consumer behavior. This is due to students' tendency to be quite consumptive in using Shopee Food services. Thus, it can be concluded that there is a significant relationship between the use of Shopee Food services and student consumer behavior, with a moderate level.

## 5. Conclusions

This study concludes that product quality, particularly food on delivery apps like ShopeeFood, has a positive and significant influence on the purchasing decisions of students at Muria Kudus University. The higher the quality in terms of freshness, order accuracy, appearance, and packaging condition, the more likely students are to repurchase, with the majority of respondents being 20 years old, with pocket money below Rp1,000,000 per month, and ordering frequency 2-3 times a week. This finding confirms the role of product quality as a key factor amidst financial constraints and students' practical lifestyles. The use of ShopeeFood services encourages student consumer behavior through easy access, discount promotions, and adequate food quality, as evidenced by simple linear regression analysis and product-moment correlation tests. Respondent characteristics demonstrate a typical consumption pattern: young age with a limited budget but high frequency of use, which strengthens the relationship between product quality and consumer loyalty. Overall, this study fills a gap in previous research that has focused more on price and promotion, highlighting quality as a key driver of digital shopping decisions.

Culinary businesses and platforms like ShopeeFood are advised to prioritize food quality control, including training business partners to ensure order accuracy, safe packaging, and fresh ingredients, to improve student satisfaction and retention. Future researchers can expand the sample to other universities or consider additional variables, such as the influence of social media on consumer behavior. Students themselves are encouraged to improve their financial literacy to avoid impulse purchases driven by discounts, while utilizing user reviews as a guide to quality.

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## Conflict of Interest

The authors declare no conflicts of interest.

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