The Influence of GrabFood Food Delivery Service Usage on the Consumptive Behavior of Students at Muria Kudus University

Widiastuti, A.[1], Rozliza, M. I.[2], Aryani, B. C. T.[3], Chumairoh, N. C.[4], Hidayah, O. A.[5], Chandraningtyas, P. A.[6], Pratiwi, A. D.[7], & Widyastuti, W.[8]

[1,2,3,4,5,6,7,8]Muria Kudus University, Kudus, INDONESIA

*Corresponding Author: winda.widyastuti@umk.ac.id

Abstract: The use of GrabFood services is becoming increasingly widespread, including among students University Muria Kudus. This study aims to examine the relevance of GrabFood use to the consumptive behavior of students University Muria Kudus, both those who live at home and those who live in boarding houses. The research sample consisted of 70 students University Muria Kudus had used GrabFood for at least three months. The sampling technique used accidental sampling, while data analysis was conducted through simple regression using the Product Moment approach. The results of the study show that the majority of respondents were aged 19 to 20 years old with a monthly allowance of between IDR 1.100.000 and IDR 2.000.000. The average frequency of food orders through GrabFood was three times in three months. Through the process of problem identification, literature study, data collection, tabulation, and quantitative descriptive analysis, normality tests, linearity tests, simple linear regression, and t-tests were also conducted. The linearity test produced a substantial deviation from linearity value of 0,507, indicating a linear relationship between the use of GrabFood and consumptive behavior. Levene's test showed a significance value of 0,253, indicating that the data variance was homogeneous. Meanwhile, the t-test results showed that the sales quality variable (X) had a significant effect on purchasing decisions (Y) with a t-value of 5,260 (sig. 0,000). The regression coefficient of 0,491 indicates that every one-unit increase in sales quality will increase purchasing decisions by 0,491 points. The constant value of 18,826 describes the level of purchasing decisions when sales quality is zero.

Keywords: GrabFood, consumptive behavior, university students, online food delivery, purchasing decisions

1.   Introduction

In 2023, GrabFood will be at the top as an online food delivery service provider in Indonesia with a market share close to 50%. In 2024, despite a slight decline to around 47%, GrabFood will still maintain its status as a leader in the market. GrabFood's total transactions in 2024 which will reach around US$2.54 billion, which shows the strength of the number of users and merchant partners. In addition, a survey in the same year noted that around 64% of respondents use the GrabFood app, indicating that consumer adoption and trust in the service is still quite high.

In the ever-changing digital world, people now have wide access to various online platforms including food ordering applications such as GrabFood. Digital changes have affected several ways people shop where convenience of access, speed of service and user experience are important aspects of decision-making (Barakhanov & Kaya, 2024). Every entrepreneur needs to develop an effective and sustainable strategy in order to maintain their position in the market.

Purchasing decisions are the actions of consumers in determining whether they will buy a product or not (Iskamto, 2020). Various factors can influence consumers in making these decisions, such as quality, price, and the extent to which the product or service is known by the public. In this study, there are three food ordering services that are the object of the study, such as GrabFood, ShopeeFood, and GoFood. However, the researcher is more interested in using GrabFood service quality analysis because this platform is considered to have a higher number of users than the other two services. Based on the researcher's observations, the price information on GrabFood is considered clearer, the

application display is easier to understand, and equipped with images and descriptions that make it easier for consumers to choose what they want. Therefore, in GrabFood services, factors such as trust, convenssience, and quality of information are important aspects that influence consumers in making purchase decisions (Vabela, 2024).

Based on an initial analysis involving 70 respondents who had made purchases through the GrabFood application, an overview of usage habits and the level of consumptive behavior was obtained. Of these, 29 people stated that they were very used to using GrabFood, while 41 other people stated that they were used to using the app in food ordering activities. The level of consumptive behavior of the respondents also varied, namely 25 people were in the consumptive category, 1 person was quite consumptive, and 44 people were very consumptive. These findings show that the majority of GrabFood users have a fairly high consumption tendency. The results of the analysis are the basis for further understanding how the trust, convenience, and quality of information in the GrabFood application can influence consumers' purchasing decisions

This research is motivated by the increasing use of application-based food delivery services, one of which is GrabFood among students of Muria Kudus University. This change in consumption patterns is influenced by various factors ranging from menu preferences, promotions offered, consumer reviews, to the visual appearance of the products presented in the application. In addition, sales quality such as driver service, delivery timeliness, order suitability with description, food taste, portions, and price are also important considerations in making purchase decisions.

Based on these conditions, this study seeks to examine how consumer behavior and sales quality affect students' decisions to buy food through GrabFood. This study also aims to find out whether the quality of goods or sales has a significant influence on students' purchasing decisions, so that it can provide an overview of the dominant factors that shape the consumptive behavior of GrabFood application users in the campus environment.

2.   Literature Review
2.1   Consumer Behavior
According to (Irwansyah et al., 2021), consumer behavior can be defined as all activities undertaken by consumers, both individuals and organizations, in the process of searching for, selecting, purchasing, using, and evaluating products and services to meet their needs and desires. Consumer behavior is not only understood as the act of purchasing but also encompasses the pre- and post-purchase processes that demonstrate how consumers recognize needs, consider various alternatives, and assess the benefits of the products or services consumed. Purchasing decisions can be influenced by previous experiences, habits, and consumer responses to the products or services used.

2.2   GrabFood
GrabFood is an app-based food delivery service that makes it easy for consumers to order food from various restaurants online (Manaf et al., 2025). The use of GrabFood's food delivery service contributes to increased consumer behavior among students through its ease of use, ongoing promotions, and time efficiency. Research by (Nainggolan & Sukati, 2025), found that the intensity of food delivery service use positively influences purchase frequency and impulse buying among students. Furthermore, a study by (Hasanah & Hargyatni, 2022), found that digital promotions and ease of transactions on the GrabFood app encourage students to make unplanned purchases.

2.3   Promotion
Promotion is a key element in the marketing mix, serving to inform, persuade, and influence consumers to be interested in a product or service. Promotions can take various forms, such as price discounts, vouchers, cashback, and special offers for a specific period. In the context of food delivery services like GrabFood, promotions are a highly relevant strategy because consumers are faced with a wide choice of sellers offering relatively similar products. Promotions help increase a merchant's attractiveness by providing added value to consumers, thereby fostering their desire to try or make repeat purchases.

The influence of promotions on purchasing decisions occurs because they can shape consumers' perceptions of the benefits and value obtained from a transaction. When consumers see discounts or attractive offers on GrabFood, they tend to perceive a greater benefit, thus encouraging purchase decisions even if they had not previously planned to make such a purchase. Previous research has shown that promotions have a positive and significant influence on purchasing decisions on online platforms, as they can influence consumer attitudes and behavior in making choices (Tolan *et al.*, 2021).

2.4   Income
Income or pocket money is one factor influencing the use of online food delivery services, as it is related to an individual's ability to cover additional costs such as delivery fees and app services. Students with higher pocket money tend to use food delivery services more frequently due to their financial flexibility and preference for convenience and time efficiency. This is in line with research by (Fauzan et al., 2023), which states that increased income is associated with increased student consumer behavior, particularly digital lifestyle-based consumption.

3.   Method

Framework
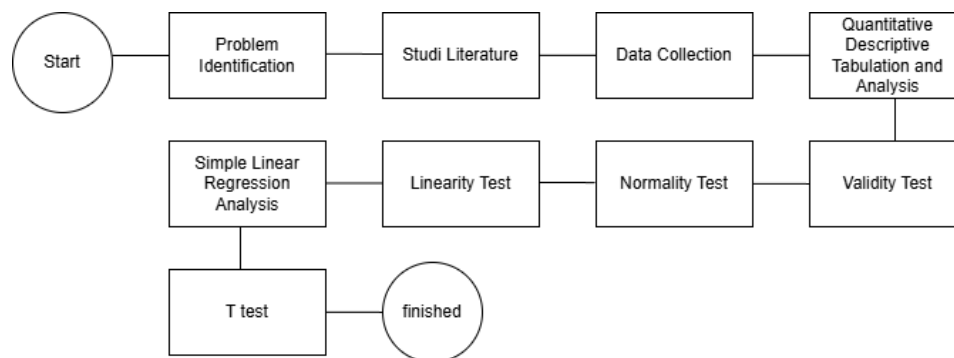
Figure1. Framework

a. Problem Identification

The development of digital technology has brought changes in people's shopping patterns, including among students, especially through the use of app-based food delivery services such as GrabFood. The quality of food products available on the platform is estimated to have an influence on students' shopping decisions and consumptive behavior. Therefore, this study aims to analyze the influence of the quality of goods on shopping decisions through the GrabFood application, focusing on Muria Kudus University students who have used the service for at least three months.

b. Studi Literature

Literature studies were conducted to obtain theoretical bases regarding consumption behavior, the use of online food ordering services, as well as relevant quantitative analysis methods. This literature is used to compile variable concepts, design questionnaires, and choose the right statistical techniques.

c. Data Collection

Data collection was carried out through a survey method by distributing written questionnaires to 70 students of Muria Kudus University. The questionnaire was distributed directly in the campus environment using *the accidental sampling* technique (Daengs et al., 2022), namely respondents who were met at random and met the research criteria. The questionnaire contained statements that measured variables of GrabFood use and student spending habits, using a five-level Likert scale, ranging from strongly disagree to strongly agree, to quantitatively describe respondents' attitudes and perceptions (Pratiwi & Arisena, 2022).

d. Quantitative Descriptive Tabulation and Analysis

The data that has been collected through the questionnaire is then tabulated and processed using quantitative descriptive analysis. This analysis aims to obtain an overview of the characteristics of respondents and their response tendencies to each statement on GrabFood usage variables and shopping habits.

e. Validity Test

The validity test is used to find out how well the statements in the questionnaire are able to measure the variables being studied. This test is carried out so that each question is suitable for use as a data collection tool before proceeding to further analysis.

f. Normality Test

Normality tests are carried out to find out if the data is distributed normally. Data normality is an important requirement in simple regression analysis. The normality test was carried out using the statistical method using IBM SPSS Statistics 22 software. The data is said to be normal if the test significance value is >0,05.

g. Linearity Test

The linearity test was conducted to determine whether there was a linear relationship between the variables of GrabFood use and the variables of consumptive behavior. This test is important to do so that we can ensure that a simple linear regression method can be used. If the significance value of the linear deviation is >0.05, then it can be said that the relationship between the variables is linear (Sahupala, 2025).

h. Simple Linear Regression Analysis

Simple linear regression analysis was used to determine the effect of GrabFood use on consumptive behavior. This analysis aims to identify the direction of the relationship, namely positive or negative, as well as the degree of influence of independent variables on dependent variables based on data obtained from respondents. A simple linear regression model is written in mathematical form as: $Y = a + bX$ (Lidyah et al., 2025), with (X) representing GrabFood users and (Y) representing consumptive behaviour.

i. T test

The t-test is used to determine whether the influence of an independent variable on a dependent variable is partially significant. The test was carried out by comparing the significance value of the t-test with a significance level of 0,05. If the significance value of the t-test is <0,05, then the independent variable is considered to have a significant effect on the dependent variable.

4. Results and Discussion
4.1 Student Characteristics

The characteristics of the respondents in this study were obtained through the distribution of questionnaires to 70 students of Muria Kudus University who had used the GrabFood service. The data is then grouped based on age, monthly allowance, and frequency of GrabFood orders in the last three months. The results of this grouping are displayed through several tables so that the distribution of respondents can be seen clearly.

Tabel 1. Age percentage

Age	Number of Respondents	Percentage (%)
17	2	2,86
18	7	10,00
19	20	28,57
20	20	28,57
21	12	17,14
22	5	7,14
23	1	1,43
24	1	1,43
25	1	1,43
26	1	1,43

Based on Table 1, it can be seen that most of the respondents are between 19-20 years old, which is 28.57% each. This age group is usually in the early phase of young adulthood which is very close to the daily use of digital technology. Students at this age tend to have busy academic activities, so food delivery services like GrabFood are a practical choice.

This research is in accordance with explaining that (Anjani et al., 2024) Online Food Delivery (OFD) services are very popular among students because of the ease and speed of access.

Tabel 2. Monthly allowance distribution

Pocket Money Range	Number of Respondents to Age							Number of Respondents	Percentage (%)
	17	18	19	20	21	22	23-26		
IDR 100,000- IDR 500,000	0	3	1	2	2	1	0	8	11,43
IDR 600,000- IDR 1,000,000	1	2	7	5	5	2	1	22	31,43
IDR 1,100,000- IDR 2,000,000	1	2	10	11	6	2	2	34	48,57
IDR 2,100,000- IDR 3,500.00	0	0	2	2	0	0	1	7	8,57

Based on Table 2, it can be seen that the most student income is in the range of Rp 1,100,000-Rp 2,000,000, which is (48.57%), this condition shows that most students have medium financial ability that allows them to allocate some of their pocket money for additional needs such as GrabFood.

This result is in accordance with research conducted by stating that the amount of pocket money affects the tendency of students to buy food online, because the greater their financial ability, the more flexible they are in making non-primary transactions (Fauzan et al., 2023).

Tabel 3. GrabFood order frequency in the last 3 months

Frequency of Bookings in the last 3 months	Number of Respondents to Age							Number of Respondents	Percentage (%)
	17	18	19	20	21	22	23-26		
2-3 times	0	4	5	6	8	2	3	28	40,00
4-6 times	0	2	4	5	3	2	0	16	22,86
>6 times	2	1	11	9	1	1	1	26	37,14

Based on Table 3, the frequency of GrabFood orders in the last three months was dominated by the category 2-3 times (40.00%), followed by the category >6 times (37,14%). This data shows that some students use the service moderately, while others use GrabFood quite intensely. This habit can be influenced by the equalization factor, application promotion, and lifestyle of students who tend to choose practical ways to meet their eating needs. This result is in accordance with research that confirms that the availability of access to Online Food Delivery (OFD) services encourages students to place repeat orders (Anjani et al., 2024).

Overall, the characteristics of the respondents describe a group of students who are very close to technology, have sufficient financial capabilities, and show active digital consumption patterns. This profile is an important basis for understanding student behavior in using GrabFood services and its relationship with consumptive behavior.

4.2 Consumptive Behavior of Students of Muria Kudus University

After the data from the questionnaire is obtained, the next step is to tabulate it to be analyzed descriptively. In the Consumptive Behavior variable of Muria Kudus University students, the analysis was carried out by calculating the mean value of each indicator to determine the level of student consumptive behavior. Each respondent's answer ranging from strongly disagree (STS), disagree (TS), disagree (KS), agree (S), to strongly agree (SS) is tabulated first before calculating the average score.

Tabel 4. Average score of student consumtive behavior variables

Variabel	Indicator	Average	Criteria
Consumptive Behavior of Students of Muria Kudus University	The quality of the food delivered was in line with my expectations.	4,629	**Highly Consumptive**
	The portions and taste of the food are consistent every time I place an order.	4,2	**Highly Consumptive**
	I feel that the price offered is comparable to the taste and portion of the food.	4,457	**Highly Consumptive**
	Impulse Buying (Purchase due to visual stimulation/promo without planning)	4,186	**Highly Consumptive**
	Discount or shipping promos on GrabFood encourage me to place an order.	3,986	**Consumptive**
	I am more interested in ordering certain restaurants when there are attractive promos.	4,243	**Highly Consumptive**
	The variety of menus available influenced my decision to choose an order on GrabFood.	4,6	**Highly Consumptive**
	The visual display of the menu made me feel more confident in the quality of the food to be ordered.	4,229	**Highly Consumptive**
	Restaurant recommendations or menus from friends/family made me interested in trying.	3,986	**Consumptive**
	Average	**4,279**	**Highly Consumptive**

Based on the data in table 4, the behavior of Muria Kudus University students in using the GrabFood service shows an average of 4,279, which is in the very consumptive category. This high score indicates that college students often order food through the app, mainly because of the consistent quality of the food (4,629), the price considered comparable to the taste (4,457), and the attractive variety and appearance of the menu. These factors show that *value for money*, diversity of choices, and visual menus play a major role in encouraging student consumptive behavior, according to research from . Meanwhile, indicators such as shipping promos (3,986) and friends/family recommendations (3,986) had a lower influence, suggesting that student decisions were not primarily driven by social or promotional factors. Research from states that the consumptive behavior of the younger generation is more triggered by quality, convenience, and digital visualization than social invitations. Thus, students consumption patterns are more influenced by the digital experience and quality perception offered by the GrabFood application (Jokhu & Charisma, 2022).

4.3   Use of GrabFood Services

The consumptive behavior of Muria Kudus University students can be influenced by the quality of services they receive, so an analysis of the variables of GrabFood Service Usage is needed. The step taken after obtaining data from the questionnaire is to tabulate it to be analyzed descriptively. The analysis was carried out by calculating the mean value on each indicator to find out the level of students' habits in using GrabFood services. Each respondent's answer ranging from strongly disagree (STS), disagree (TS), disagree (KS), agree (S), to strongly agree (SS) is tabulated first before calculating the mean value.

Table 5. Average score of variable score of GrabFood service users

Variabel	Indiktor	Average	Criteria
	The photos and menu descriptions on the GrabFood app influenced my interest in ordering.	4,129	**Very Familiar**
	Ratings and reviews of other customers influenced my decision in choosing a menu.	4,429	**Highly Biased**
	I often choose a menu that has a lot of positive reviews on GrabFood.	4,314	**Very Familiar**
	The food I received corresponded to the description and photos on the app.	3,871	**Get used to it**
	Ease of Use (Experience using the app smoothly or easily)	4,3	**Very Familiar**
Use of GrabFood Services	I feel that GrabFood's transaction process and service run smoothly.	4,371	**Very Familiar**
	Convenience in Use (Service, experience, and comfort when using GrabFood)	4,014	**Get used to it**
	I find the service provided by GrabFood driver-partners satisfactory	3,971	**Get used to it**
	Ratings and reviews of other customers influenced my decision in choosing a menu.	3,943	**Get used to it**
	Delivery time according to the estimate stated in the application	3,929	**Get used to it**
Average		**4,127**	**Very Familiar**

In Table 5 Based on the results of the descriptive analysis, the variable of GrabFood service usage has an average value of 4,127, which shows that Muria Kudus University students are very used to using this service. Indicators such as ratings and reviews with high scores (4,429) and attractive photos and menu descriptions (4,129) show that visual aspects and digital information are very influential in shaping usage habits. In addition, the ease of transaction process and application use with a score of 4,371 confirms that students find the GrabFood service very practical and easy to use, in accordance with research that states that the convenience of using the interface increases the frequency of using online food ordering services (Nainggolan & Sukati, 2025)

On the other hand, the lowest score was found on the food compatibility indicator with photos in the app (3,871), although it still falls into the usual category. This shows that students continue to use GrabFood even though there is a discrepancy between the image and the content of the order. This high usage habit is also supported by the convenience factor of service and positive experiences felt by students. As explained in the study, service quality, delivery speed, and menu display are major factors in shaping consumer habits using food ordering apps (Fauzan et al., 2023).

4.4   The Relationship of GrabFood Food Ordering Services to Consumer Behavior in Muria Kudus University Students

This study is to analyze the relationship between the GrabFood food ordering service and the consumptive behavior of Muria Kudus University students. Before the main analysis, the data is tested through validity and reliability tests to

ensure the feasibility of the instrument. Furthermore, normality, homogeneity, and linearity tests were carried out to ensure that the data met statistical assumptions.

Descriptive analysis is used to see the value tendency of each variable. In addition, the t-test was used to test the significance of the relationship between GrabFood services and students' consumptive behavior.

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
PENGGUNA	70	16.00	34.00	50.00	2889.00	41.2714	.44065	3.68672	13.592
PKONSUMTIF	70	16.00	30.00	46.00	2736.00	39.0857	.40224	3.36539	11.326
Valid N (listwise)	70								

Figure 2. Descriptive data analysis results

Based on the results of data processing on 70 respondents, the results of the analysis showed that GrabFood services had an average score of 41,27 with a range of 34-50 and a standard deviation of 3,68. which indicated that student perceptions were relatively high and consistent. The consumptive behavior variable had an average value of 39,09 with a range of 30-46 and a standard deviation of 3,36. This shows that the level of consumptive behavior of students is quite high with a relatively homogeneous data distribution.

The validity test aims to ensure that each indicator can accurately measure variables. All indicators were tested using the help of the IBM SPSS program with a total of 70 respondents.

Table 6. Validity test of GrabFood service user ariables

No Inquiry	Significance	Remarks
1	0, 002	Valid
2	0, 000	Valid
3	0, 000	Valid
4	0, 000	Valid
5	0, 000	Valid
6	0, 010	Valid
7	0, 000	Valid
8	0, 000	Valid
9	0, 000	Valid
10	0, 000	Valid

In Table 6, based on the results of the validity test on the GrabFood service user variable, the results show that any statement from 1 to 10 on variable X is valid due to a significance value below the limit of 0,05.

Table 7. Validity test of consumptive behavior variables

No Inquiry	Significance	Remarks
1	0, 000	Valid
2	0, 000	Valid
3	0, 000	Valid
4	0, 001	Valid
5	0, 000	Valid
6	0, 000	Valid
7	0, 000	Valid
8	0, 000	Valid
9	0, 000	Valid

In Table 7, validity test on the consumptive behavior variable (Y), the results showed that any statement from 1 to 10 on the Y variable was valid because the significance value was less than 0,05.

In this study, reliability testing was carried out using the IBM SPSS application by looking at *Cronbach's Alpha values* on the variables of goods quality and purchase decisions. According to, if the alpha value > 0,90 then the reliability is perfect, if the alpha is between 0,70-0,90 then the reliability is high, if the alpha is between 0,50-0,70 then the reliability is moderate and if the alpha < 0,50 then the reliability is low (Khusniawati, 2019).

Table 8. Reliability test

Behavior	Nilai *Cronbach's Alpha*	Remarks
Consumer Behavior	0, 654	Reliable Moderate
Sales Quality	0, 677	Reliable Moderate

In Table 8, the reliability test showed a Cronbach's Alpha value of 0,677 for the GrabFood service variable and 0,654 for the consumptive behavior variable. Both values belong to the category of moderate reliability. This means that the instruments used are quite consistent in measuring each variable.

Table 9. Normality test

One - Sample Kolmogorov – Smirnov Test	*Unstandardize d Residual*
Kolmogorov – Smirnov Z	0, 085
Asymp. Sig. (2-tailed)	0, 200

In Table 9, the normality test is carried out using *the Kolmogorov-Smirnov method* to assess the normality of the residual distribution. The test results showed a normality value of 0,085, which indicates that the residual difference from the normal distribution is relatively small.

Table 10. Linearity test

Linearity		F	Say.
Consumer Behavior	*Combined*	2, 843	0, 003
Sales Quality	*Linearity*	27, 415	0, 000
	Deviation from linearity	9, 427	0, 507

In Tabel 10 Based on the results of data processing through *the Test for Linearity* on SPSS, the significance value of the *Linearity* component was recorded at 0,000, thus showing that the relationship between the two variables was formed in a linear manner. Furthermore, the *Deviation from Linearity* value of **0,507**, which is above the limit of 0,05, indicates that there is no significant difference from the linear pattern. With the fulfillment of these two indicators, the relationship between the variables of sales quality and consumer behavior is declared linear.

Table 11. Homogeneity test

Levene Statistic	df1	df2	Say.
1, 316	1	138	0, 253

Based on the test results in Table 11. the results show that the significance value of the *Levene* test is 0,253, so that the variance in the analyzed variable is declared homogeneous and meets the assumption of variance equivalence.

Table 12. T-test

Model	B	T	Say.
1 (Constant)	18, 826	4, 868	0, 000
X	0, 491	5, 260	0, 000

In Table 12 Based on the results of the t-test in the *Coefficients* table, the sales quality variable (X) shows a t-value of 5,260 with a significance of 0,000. The significance value is well below 0,05, so that variable X is stated to have a significant influence on the purchase decision (Y). A regression coefficient of 0,491 indicates that every increase in sales quality by one unit will increase a purchase decision by 0,491 points. A constant value of 18,826 describes the level of purchase decision when the quality of the goods is at zero. Thus, the simple linear regression model formed is:

$$Y = 18,826 + 0,491\,X$$

This model shows that the quality of sales makes a positive and significant contribution to improving purchasing decisions on GrabFood services.

Based on the results of statistical tests, overall users of GrabFood services consistently encourage an increase in consumptive behavior in Muria Kudus University students. This is indicated by a T-test value of 5,260 with a significance of 0,000 (<0,05), which indicates that every one unit improvement in sales quality will increase the purchase decision by 0,491 points. In addition, the descriptive analysis showed that students perceptions of sales quality (mean= 41,27) and purchase decisions (mean=39,09) were in the category of quite high, with a relatively homogeneous spread of answers. The results of the validity, reliability, and assumptions of normality, linearity, and homogeneity support the validity of the analysis.

5. Conclusion

Based on the results of a study of 70 Muria Kudus University students who use the GrabFood app, it can be concluded that the majority of respondents are aged 19-20 years old with a dominant monthly allowance of IDR 1,100,000 to IDR 2,000,000. These characteristics indicate that students have sufficient financial capabilities and a tendency to choose food delivery services as a practical solution to meet their daily consumption needs.

The results of the analysis show that students' consumptive behavior is very high, which is influenced by the consistency of food quality, the suitability of price to taste and portion size, menu diversity, and attractive visual presentation of the menu. The ease of using the application and the smooth transaction process also reinforce students' habit of using GrabFood services.

In addition, students at Muria Kudus University are considered to be very accustomed to using GrabFood services. The influence of reviews and ratings from other consumers, ease of access to the application, and a comfortable user experience are the main factors driving the high intensity of use of these services.

Statistical test results show that the use of GrabFood services has a positive and significant effect on the consumptive behavior of students. The better the perceived quality of GrabFood services, the higher the tendency of students to make purchasing decisions. Thus, the quality of GrabFood services plays an important role in shaping the consumption patterns and consumptive behavior of students at Muria Kudus University.

Acknowledgement

Conflict of Interest

The authors declare no conflicts of interest

References

Anjani, S. M., Rahmawati, N., Oktiani, R. Z., Hanina, S., lestari Anggraeni, S., Pangestu, T. A., & Wardiyah, M. L. (2024). Perilaku Konsumtif Mahasiswa UIN Sunan Gunung Djati Bandung dalam Menggunakan Aplikasi Online Food Delivery (OFD) Secara Implusif. JISMA: Jurnal Ilmu Sosial, Manajemen, dan Akuntansi, 3(2), 1331-1338. https://melatijournal.com/index.php/jisma/article/view/548

Barakhanov, M., & Kaya, M. (2024). Consumer decision-making process in E-commerce.

Daengs, A., Istanti, E., & Kristiawati, I. (2022). Peran Timelimenes Dalam Meningkatkan Customer Satisfaction, Customer Loyalty Pt. Jne. Jurnal Baruna Horizon, 5(1), 1-7. https://doi.org/10.52310/jbhorizon.v5i1.71

Fauzan, A., Risnanti, A. S. Q., & Firmansyah, R. (2023). Pengaruh Platform Online Food Delivery (Ofd) Terhadap Perilaku Konsumtif Mahasiswa. Jurnal Ekonomi Perjuangan, 5(1), 1-12. https://doi.org/10.36423/jumper.v5i1.1157

Hasanah, Z. M., & Hargyatni, T. (2022). Analisis Pengaruh Kualitas Pelayanan, Harga Dan Promosi Terhadap Keputusan Pembelian Grabfood di Kota Boyolali. MANAJEMEN, 2(2), 115-124. https://doi.org/10.51903/manajemen.v2i2.173

Irwansyah, R., Listya, K., Setiorini, A., Hanika, I. M., Hasan, M., Utomo, K. P., ... & Triwardhani, D. (2021). Perilaku konsumen.

Iskamto, D. (2020). Role of Products in Determining Decisions of Purchasing. Jurnal Inovasi Bisnis, 8(2), 200-2007. http://www.ejournal.polbeng.ac.id/index.php/IBP

Jokhu, J. R., & Charisma, H. V. (2022). Apakah Konsumen Impulsif dalam Membeli Makanan melalui Aplikasi Daring? Implikasi Promosi oleh Aplikasi Gojek, Emosi Positif, dan Minat Hedonis terhadap Pembelian Impulsif. Jurnal Ilmu Manajemen, 881-892.

Lidyah, R., Fattah, V., Rustendi, E., Herawati, H., & Rosid, A. (2025). Analisis Pengaruh Kualitas Laporan Keuangan Terhadap Keputusan Investasi. Jurnal Lentera Bisnis, 14(2), 2300-2311. https://doi.org/10.34127/jrlab.v14i2.1581

Manaf, M., Awang, N. A., Ahmad, M., Arifin, N., & Ismail, W. S. A. W. (2025). Development of an Integrated Mobile Application for Food Ordering and Delivery. Journal of Mathematics and Computing Science, 11(2), 1-16.

https://doi.org/10.24191/jmcs.v11i2.9550

Nainggolan, S. Y. B., & Sukati, I. (2025). Pengaruh Promosi, Persepsi Kemudahan dan Kepercayaan terhadap Loyalitas Pelanggan GrabFood di Kota Batam. AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis, 5(3), 1521-1533. https://doi.org/10.37481/jmeb.v5i3.1540

Pratiwi, P. R., & Arisena, G. M. K. (2023). Perilaku Konsumtif Belanja Kuliner Melalui Online pada Mahasiswa Baru Fakultas Pertanian Universitas Udayana Tahun 2022. Agrimu, 3(2).

Sahupala, O. N. (2025). The Effect of Project-Based Learning Model on Creativity of Students in Class XI Religion MAN 1 Polewali Mandar. Jurnal Sintak, 3(2), 61-65. https://doi.org/10.62375/jsintak.v3i2.537

Tolan, M. S., Pelleng, F. A., & Punuindoong, A. Y. (2021). Pengaruh Promosi terhadap Keputusan Pembelian di Online Shop Mita (Studi pada Masyarakat Kecamatan Wanea Kelurahan Karombasan Selatan Lingkungan IV Kota Manado). Productivity, 2(5), 360-364. https://ejournal.unsrat.ac.id/v3/index.php/productivity/article/view/35354

Vabela, M. N. (2024). The Impact Of Information Quality On Customer Satisfaction: The Mediating Effect Of Customer Perceived Value And Experience Quality From Using The Grab Food Application (Doctoral dissertation, Universitas Muhammadiyah Surakarta).