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AN EMPIRICAL STUDY ON THE KEY DRIVERS OF CUSTOMER FOOD PURCHASING DECISION (CASE OF MARILE TAKOYAKI RESTAURANT)

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ABSTRACT

This research is to analyze the factors determining food purchasing decisions through an Online Food Delivery application with the object being Marile Takoyaki Restaurant. The initial factors formed consist of 4 factors, namely price ratio, food quality, service quality, and website quality. The indicators used to explain the price ratio factor are food price, beverage price, and food portion. The food quality factor uses indicators such as delicious taste, nutritious food, the restaurant offering various menu items, the restaurant offering fresh food, very enticing food aroma, and visually appealing food presentation. The service quality factor uses indicators such as employees serving food exactly as ordered, quick and responsive service, employees always willing to help, and employees making customers feel comfortable dealing with them. The website quality factor uses indicators such as information quality, security, and payment system. The sample used in this research is 146 respondents using the purposive sampling method, with the condition that they have made a food purchase from Marile Takoyaki Restaurant through an Online Food Delivery application. This research uses factor analysis with SPSS as the analysis tool. The results of the research found that there are 3 factors determining purchasing decisions, namely, customer experience contributing 49.147%, customer satisfaction contributing 10.505%, and customer perception contributing 6.912%. The practical implications of each variable are providing training to employees to provide polite greetings and smiles, ensuring that the restaurant's packaging is good, providing special discount promotions.
Keywords: Factor analysis, Purchase decision, Customer experience, Customer satisfaction, Customer perception

INTRODUCTION

Drastic changes in consumer behavior, especially along with technological advancements, have changed the dynamics of the restaurant business in Indonesia. One of the most prominent phenomena is the skyrocketing popularity of online food ordering platforms. This concept gives consumers easy and convenient access to explore and order food from various restaurants through apps or websites without having to leave the comfort of their homes or offices. Data from Singapore-based research firm Momentum Asia shows that the Gross Merchandise value of food delivery platforms has increased from 2018 to 2023. A significant increase occurred in 2020, which experienced 183.33% growth from 2019 GMV. Data for 2023 from research institute Momentum Asia shows that Online Food Delivery transactions in Indonesia will reach 4.5 billion USD or equivalent to 67.5 trillion Rupiah. The largest market share is served by GrabFood with a percentage of 50%, GoFood serves 38% and Shopee Food serves 12%. The transaction accounted for 27.6 percent and recorded the highest position among six countries in the Southeast Asia region. The six countries are Indonesia, Thailand, Singapore, Philippines, Malaysia and Vietnam. Here is an image of food delivery in Southeast Asia:

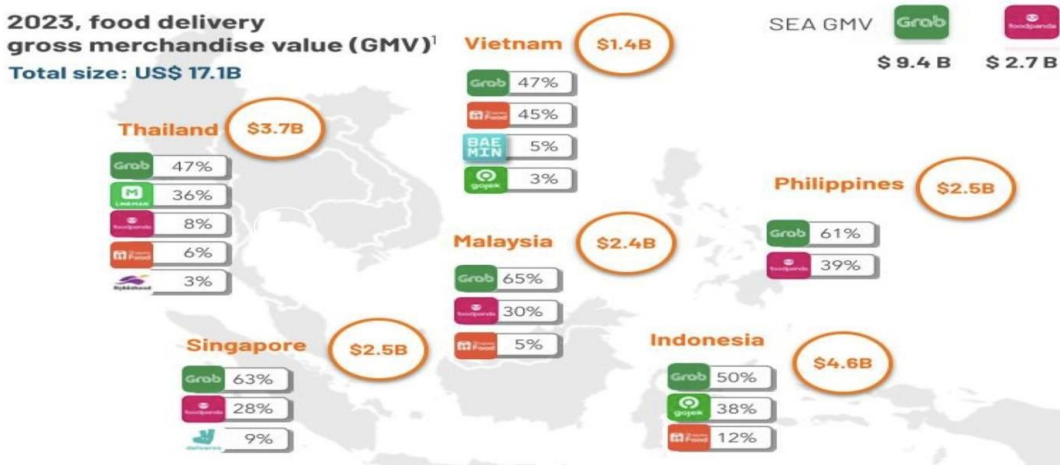

Figure 1.1 Gross Merchandise Value in 2023

Research conducted by Sari et al. (2021) revealed that the income of culinary businesses that utilize online food delivery services reaches IDR 14,600,105. Triwijanarko, (2019) in a study conducted by Nielsen Singapore entitled "Understanding Indonesia Online Food Delivery Market," the results show that the majority of respondents in Indonesia are increasingly likely to use the Online application platform to order food. The results of research by Miranda et al. (2015) and Mofokeng (2021) show that the quality of information presented by restaurant online shopping websites has a significant impact on customer satisfaction. Evidence supporting the importance of this research includes transaction data released by Singapore-based research institute Momentum Asia showing that by 2023, Online Food Delivery transactions in Indonesia will reach 4.5 billion USD or equivalent to 67.5 trillion Rupiah, with the largest market share presented by GrabFood (50%), followed by GoFood (38%) and Shopee Food (12%).

The total amount of food transactions through digital platforms in the region will reach USD 16.3 billion by 2022. Grab is known to dominate the market share at 49 percent, followed by Gojek with 44 percent, and Shopee with 7 percent. The number of workers involved in the ride-hailing sector is estimated at around 4.6 million people (Hidranto, 2023). In addition, a study by Nielsen Singapore found that the majority of consumers in Indonesia tend to order food through online app platforms, with 95% of respondents admitting that they often order ready-to-eat meals through apps. Research findings by Sari et al. (2021) also highlighted the importance of online food ordering platforms in increasing restaurant revenue, with the revenue of culinary businesses that use Online Food Delivery services significantly higher than those that do not use such services.

Marile Takoyaki is a food and beverage business in the form of a restaurant. The restaurant specializes in serving takoyaki and okonomiyaki, with ready-to-drink bottled beverages as its accompaniment. This restaurant prioritizes sales through online food ordering platforms due to its limited dine-in capacity, its three-table operation, and its minimal service with no waitstaff. Further research into the online food ordering industry and restaurant sales strategies could provide opportunities to understand consumer behavior and improve business performance. This research not only provides a deeper understanding of restaurant business trends in the digital era, but also provides valuable insights for stakeholders in facing challenges and capitalizing on opportunities that exist in this industry. What are the factors that determine food purchase decisions in restaurants that focus on online sales through food delivery apps? For this purpose, this research will focus on analyzing the factors that determine purchasing decisions in restaurants (Marile Takoyaki Restaurant) that focus on online sales.

LITERATURE REVIEW

Purchasing decisions are an important factor in determining the income of a restaurant. purchasing decisions are a series of steps taken by consumers before making a purchase. Tjiptono (2020) explains that purchasing decisions are part of consumer behavior which involves direct action to obtain and select products and

services. This includes the decision-making process that takes place before and after the purchase. The purchase decision is a process that starts from the initial stage until after the purchase is made. In more detail, purchasing decisions can be defined as the process by which consumers decide to buy a product, which involves problem recognition, searching for information about the product, evaluating the product, to the formation of attitudes that lead to the decision to buy. Meanwhile, according to (Schiffman & Kanuk, 2010), (Sangadji & Sopiah, 2013) explaining the decision is the choice of action from a minimum of two alternative choices. According to (Salem, 2018) which states that purchasing decisions consist of various aspects such as what products to buy, when to buy, where to buy, what brand or type to buy and how much to spend on buying. Purchasing decisions are combining knowledge to evaluate various existing alternatives and choose one of them.

Sahara & Prakoso (2020) argue that price is the amount of money or other value given in exchange for goods or services. according to the literature, emphasizes that the price reflects the value of the goods, both in terms of money and the benefits provided. In addition, there are three commonly used approaches in setting prices, namely based on cost, demand, and competition. This shows that price has dimensions and indicators that are important to consider in the pricing strategy. The indicators used for this study are Food Price which is described by the selling price of food in the research subject then Meal Size which means the portion served in the research subject (Namin, 2017) and Rather high price of quality (Kwon et al, 2020) which is defined by the researcher as the selling price of food is expensive when compared to the quality of the food served. Of the three indicators included in the price value ration according to (Namin, 2017). Food Quality according to (Tanner, 2016) is Food quality is very important in determining how products are received by consumers. This includes various properties or characteristics of the product that affect how consumers perceive it. Starting from external aspects such as appearance such as size, shape, color, gloss, and consistency, to texture, taste, and internal composition such as chemical, physical, and microbial properties. The indicators used are Food Quality according to (Ryu et al, 2012) the food was delicious or the food served by the subject is delicious, the food was nutritious or the food sold has good nutrition, the smell of the food was enticing or the food served in an attractive appearance. While the indicators used from (Namkung & Jang, 2007) are the food is served at the appropriate temperature or the food served is relatively fresh, the food presentation was visually attractive or the food served is appetizing and the indicator from (Namin, 2007) is the freshness of ingredients or the food served does not smell.

Service quality is determined by a comparison between the customer's experience after using the service and their previous expectations. If the service provided does not meet their expectations, customers' interest in the service may decrease. This emphasizes the importance of the match between customer expectations and actual experience in assessing their satisfaction with the service. (Siswadi et al., 2018). The indicators used are service failure or the research subject serves food not as expected, excellence in every way or the restaurant provides good expectations with the services provided, poor service quality or the research subject provides worse service than other restaurants, long wait time or waiting time in serving long food (Kwon et al, 2020) and delivery or food delivery takes a long time from research (kedah et al, 2015).

In recent years, intensive research has been conducted on website quality as a key factor in customer satisfaction and purchase intention. (Kedah et al., 2015) suggested that website quality involves various aspects such as interactivity, customization, attention, acculturation, choice, community, character, and convenience. These factors affect the customer's online experience, with quality requirements including appearance, content quality, and transaction speed. Customers expect three main advantages from the website, namely system quality, information quality, and service quality. Therefore, understanding and implementing key elements of website quality is crucial in supporting customer satisfaction and purchase intentions. The indicators used are customer service, namely the research subject's customer service is better included if there are complaints from customers, payment, namely payment via the online motorcycle taxi application is easy (Kedah et al, 2015) and variety of food on the menu, namely the menu choices and variations at the research subject's restaurant via online motorcycle taxi are many (Namin, 2017).

RESEARCH METHODS

The research that the author did was quantitative. This research uses factor analysis or exploratory factor analysis using SPSS IBM Version 26 as the analysis medium. The place where this research was conducted was in Sidoarjo, East Java, Indonesia by taking questionnaire data using google form in 2024. The population of this study are consumers who order food at the Marile Takoyaki restaurant through the Online Food Delivery application. There is an average of 230 customer transactions per month starting from November 2023 to April 2024. Sampling using the Slovin approach method (Yusuf, 2017: 170) with the formula n = N / (1 + N e^2). With the sample divided by the population and added 1 with a population error rate of 5%. n=230/(1+230. 〖0.05〗 ^2), n= 146. So it is found that the number of samples determined is 146 according to the above calculations. This research sample uses non- probability sampling techniques with purposive sampling method.

This research uses factor analysis or explanatory factor analysis using SPSS as the analysis medium. The validity of the instrument in this study was tested using the Pearson correlation test, where items are considered valid if the total item correlation value exceeds the R-table value. According to (Duli, 2019) states that to assess the reliability of research instruments, we can see the Cronbach's Alpha value. If this value exceeds 0.6, then the instrument is considered to have adequate reliability. Cretu and Brodie (2009) added that communality should be analyzed because it shows the amount of variance in each variable explained by the factors in the factor solution. Thus, communality is an essential aspect in factor analysis to ensure accurate representation of the research data. The main purpose of this analysis is to ensure that the factors formed after rotation are orthogonal or have no attachment to each other. This orthogonality can be seen from the correlation values on the main diagonal of the transformation matrix. If the correlation values on the main diagonal of the table are above 0.5, then it can be said that the factors are correct and orthogonal to each other.

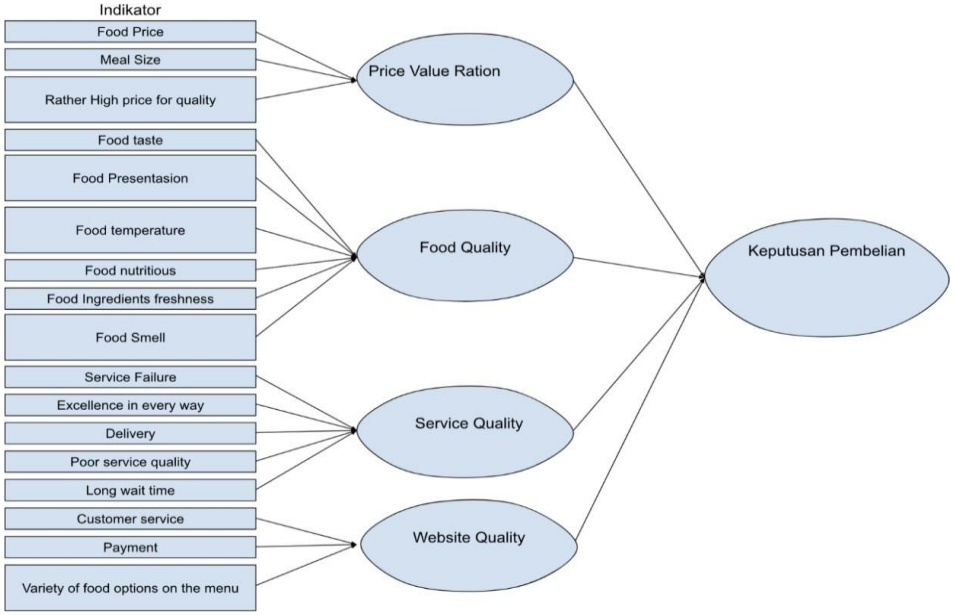

Figure 3.1 Analysis Model (Processed by Researchers 2024)

RESULT AND DISCUSSION

This study collected data from 146 respondents to understand various demographic characteristics and purchasing behavior at Marile Takoyaki restaurant.

Validity Test

The validity test results show that all items in the Price Ratio, Food Quality, Service Quality, and Website Quality variables have a calculated r value greater than 0.3, so all items are declared valid. For the Price Ratio

variable, item PV1 obtained an r value of 0.748, which indicates high validity. Item PV2 with a calculated r value of 0.536 indicates moderate validity, while PV3 with a calculated r of 0.374 is at a low level of validity. This means that the questions related to price assessment have been tested for validity and can be relied upon to measure price perception among respondents.

Table 4.1 Validity Results

Variables	Item	r Count	Description
Price Ratio	PV1	0.748	Valid
	PV2	0.536	Valid
	PV3	0.374	Valid
Food Quality	FQ1	0.585	Valid
	FQ2	0.529	Valid
	FQ3	0.694	Valid
	FQ4	0.671	Valid
	FQ5	0.575	Valid
	FQ6	0.617	Valid
Service Quality	SQ1	0.636	Valid
	SQ2	0.738	Valid
	SQ3	0.797	Valid
	SQ4	0.754	Valid
Website Quality	WQ1	0.738	Valid
	WQ2	0.644	Valid
	WQ3	0.729	Valid
	WQ4	0.528	Valid

The validity test results show that all items in the Price Ratio, Food Quality, Service Quality, and Website Quality variables have a calculated r value greater than 0.3, so all items are declared valid. For the Price Ratio variable, item PV1 obtained a calculated r value of 0.748, which indicates high validity. Item PV2 with a calculated r value of 0.536 indicates moderate validity, while PV3 with a calculated r value of 0.374 is at a low level of validity. This means that the questions related to price assessment have been tested for validity and can be relied upon to measure price perceptions among respondents. These results confirm that the questions related to service quality have been successfully tested and declared valid, so they can be relied upon to evaluate the quality of service received by customers.

Reliability Test

The Reliability Test in this study uses the Cronbach's Alpha method, with the decision-making method using a limit of 0.600, if the Cronbach's Alpha value> 0.600, then it is Reliable, otherwise if the Cronbach's Alpha value <0.600 which is declared Not Reliable. Price Ratio: The Cronbach's Alpha value is 0.711, with a total of 3 items. This value indicates that the Price Ratio variable has good internal consistency and is reliable. Food Quality: The Cronbach's Alpha value is 0.819, with a total of 6 items. This value indicates that the Food Quality variable has very good consistency and is declared reliable.

Table 4.2 Reliability Test

Variables	*Cronbach's Alpha*	N Item	Description
Price Ratio	0.711	3	Reliable
Food Quality	0.819	6	Reliable
Service Quality	0.872	4	Reliable

Website Quality	0.806	4	Reliable

Based on the results of this reliability test, it can be concluded that all variables in this study, namely Price Ratio, Food Quality, Service Quality, and Website Quality, have Cronbach's Alpha values greater than 0.600. This means that the questionnaire used in this study is declared reliable and can be relied upon to collect consistent and reliable data regarding respondents' perceptions of the variables studied. This reliability is important to ensure that the collected data truly reflects what is intended to be measured, so that the results of the analysis and conclusions drawn from this study can be accounted.

Factor Analysis

Factor analysis is intended to find the factor that best determines food purchasing decisions at Marile Takoyaki restaurants, it can be taken from the weight of the largest contribution from other factors. The variables analyzed are the results of variables that have been tested for factor analysis, the correlation is large and has a correlation value of more than 0.5. This KMO value is greater than the minimum limit of 0.5, which indicates that the correlation between variables is significant enough for factor analysis. Likewise, the Bartlett's Test value has a significance value of 0.000 (<0.05), which means that the value that the factors forming this variable are good for further analysis. Furthermore, to see the correlation between independent variables, the Anti-Image Matrices table can be seen. The value that is considered is MSA (Measure of Sampling Adequacy) ranging from 0 to 1 with the criteria, the MSA values are all more than 0.5, so the variables can be predicted well and can be analyzed further.

Table 4.3 Results of Anti-Image Matrices

Anti-image Matrices

		PV1	PV2	PV3	FQ1	FQ2	FQ3	FQ4	FQ5	FQ6	SQ1	SQ2	SQ3	SQ4	WQ1	WQ2	WQ3	WQ4
Anti-image Correlation	PV1	.869[a]	-0.549	-0.207	-0.142	-0.060	0.217	-0.076	-0.042	-0.014	0.030	-0.097	-0.014	-0.049	0.090	-0.045	-0.004	-0.018
	PV2	-0.549	.806[a]	-0.039	0.235	-0.160	-0.244	0.115	0.081	-0.057	-0.193	-0.044	-0.108	0.172	0.007	0.070	0.032	-0.255
	PV3	-0.207	-0.039	.874[a]	-0.304	-0.006	0.236	-0.009	-0.103	0.026	0.074	-0.055	0.191	-0.255	-0.078	-0.045	-0.187	0.078
	FQ1	-0.142	0.235	-0.304	.825[a]	-0.207	-0.057	-0.088	-0.414	0.041	-0.476	0.282	-0.056	0.070	-0.033	0.098	-0.178	-0.166
	FQ2	-0.060	-0.160	-0.006	-0.207	.910[a]	-0.246	-0.103	0.021	0.007	0.109	-0.069	0.075	-0.018	0.045	-0.135	0.038	0.158
	FQ3	0.217	-0.244	0.236	-0.057	-0.246	.901[a]	-0.160	-0.079	-0.219	0.147	-0.170	0.021	-0.254	0.015	-0.087	-0.089	-0.041
	FQ4	-0.076	0.115	-0.009	-0.088	-0.103	-0.160	.945[a]	-0.151	0.017	0.053	-0.234	-0.078	0.104	-0.183	0.065	-0.179	0.019
	FQ5	-0.042	0.081	-0.103	-0.414	0.021	-0.079	-0.151	.909[a]	-0.094	0.063	-0.061	0.084	-0.057	-0.055	-0.125	0.150	0.077
	FQ6	-0.014	-0.057	0.026	0.041	0.007	-0.219	0.017	-0.094	.956[a]	-0.111	-0.129	-0.105	-0.126	0.021	0.115	-0.085	-0.229
	SQ1	0.030	-0.193	0.074	-0.476	0.109	0.147	0.053	0.063	-0.111	.886[a]	-0.347	-0.073	-0.050	-0.079	0.001	0.107	0.019
	SQ2	-0.097	-0.044	-0.055	0.282	-0.069	-0.170	-0.234	-0.061	-0.129	-0.347	.929[a]	-0.129	-0.028	-0.081	0.035	-0.067	-0.035
	SQ3	-0.014	-0.108	0.191	-0.056	0.075	0.021	-0.078	0.084	-0.105	-0.073	-0.129	.877[a]	-0.625	-0.217	-0.036	-0.066	0.210
	SQ4	-0.049	0.172	-0.255	0.070	-0.018	-0.254	0.104	-0.057	-0.126	-0.050	-0.028	-0.625	.849[a]	0.199	-0.078	0.127	-0.256
	WQ1	0.090	0.007	-0.078	-0.033	0.045	0.015	-0.183	-0.055	0.021	-0.079	-0.081	-0.217	0.199	.918[a]	-0.370	-0.062	-0.260
	WQ2	-0.045	0.070	-0.045	0.098	-0.135	-0.087	0.065	-0.125	0.115	0.001	0.035	-0.036	-0.078	-0.370	.883[a]	-0.438	0.106
	WQ3	-0.004	0.032	-0.187	-0.178	0.038	-0.089	-0.179	0.150	-0.085	0.107	-0.067	-0.066	0.127	-0.062	-0.438	.911[a]	-0.152
	WQ4	-0.018	-0.255	0.078	-0.166	0.158	-0.041	0.019	0.077	-0.229	0.019	-0.035	0.210	-0.256	-0.260	0.106	-0.152	.901[a]

a. Measures of Sampling Adequacy(MSA)

The next step is to determine whether the independent variables can be grouped into one or more factors. The purpose of explaining variables by factors is how much the factors that will be formed are able to explain the variables. To determine how many factors may be formed, it can be seen in the results of the Total Variance Explained analysis in Table 4.4 below.

Table 4.4 Total Variance Explained Results

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	t
1	8.355	49.147	49.147	8.355	49.147	49.147	4.783	28.134	
2	1.786	10.505	59.652	1.786	10.505	59.652	4.265	25.090	
3	1.175	6.912	66.564	1.175	6.912	66.564	2.268	13.341	
4	.912	5.365	71.929						
5	.800	4.707	76.636						
6	.611	3.593	80.229						
7	.549	3.231	83.461						
8	.470	2.766	86.226						
9	.412	2.426	88.652						
10	.349	2.055	90.708						
11	.326	1.918	92.625						
12	.281	1.655	94.281						
13	.264	1.556	95.836						
14	.223	1.310	97.147						
15	.210	1.237	98.384						
16	.152	.893	99.277						
17	.123	.723	100.000						

There are three components formed that have a value of more than one, namely Component 1 with Total Eigenvalues 8.455 with a percentage of 49.147%, Component 2 with Total Eigenvalues 1.786 with a percentage of 10.505% and Component 3 with Total Eigenvalues 1.175 with a percentage of 6.912%. Components with eigenvalues> 1 are the components used. The three components have a cumulative total factor of 66.564% and are sufficient to represent the diversity of the original variables.

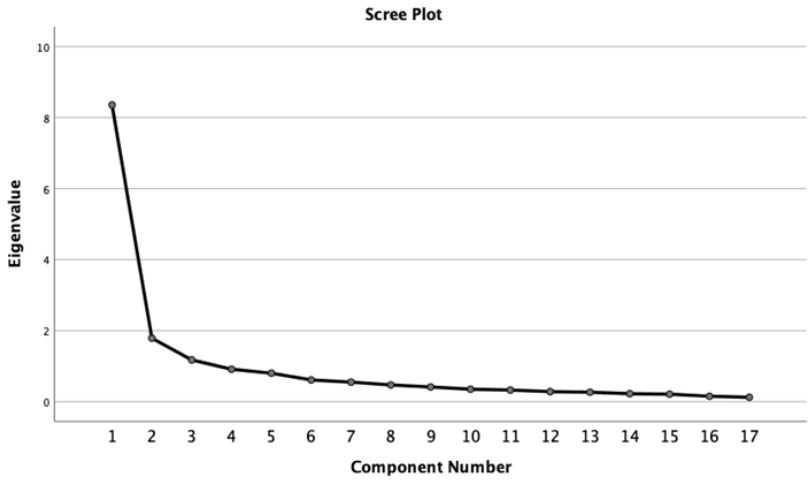

Figure 4.1 Scree Plot Graph

It can be seen from the scree plot above that when one component is formed the curve still shows steepness, as well as at the 1st point the curve line still shows a fairly significant decline and the more to the right it slopes.

Data Analysis Results

After distributing to 146 respondents and processing the data, it was found that there were differences in existing

factors when compared to the initial factors determined by previous researchers.

Table 4.5 initial factors determined by the researcher

Factors Before Research		Factors After Data Analysis	
Price Ratio		Customer Experience	
PV1	Food Prices	FQ3	Restaurant Offers Various Menus
PV2	Beverage Price	SQ3	Employees are always willing to help me.
		FQ6	Visually Appealing Food Presentation
PV3	Food Portion	SQ4	The employees make me feel comfortable dealing with them.
		SQ2	Employees Provide Fast and Responsive Service.
		WQ4	Payment System
Food Quality		Customer Satisfaction	
FQ1	Good Food Flavor	FQ1	Good Food Flavor
FQ2	Nutritious Food	FQ5	The aroma of the food is very tempting
FQ3	Restaurant Offers Various Menus	PV3	Food Portion
FQ4	Restaurant Offers *Fresh* Food	WQ3	*Website* Security
FQ5	The aroma of the food is very tempting	WQ2	Complete Information Quality
FQ6	Visually Appealing Food Presentation	WQ1	Information Quality Easy to Understand
		FQ4	Restaurant Offers *Fresh* Food
Service Quality		Customer Perception	
SQ1	Employees Serve the Food Exactly as I Ordered It	PV1	Food Prices
SQ2	Employees Provide Fast and Responsive Service.	PV2	Beverage Price
SQ3	Employees are always willing to help me.	SQ1	Employees Serve the Food Exactly as I Ordered It
SQ4	The employees make me feel comfortable dealing with them.		
Website Quality			
WQ1	Information Quality Easy to Understand	None	
WQ2	Complete Information Quality		
WQ3	Security		
WQ4	Payment System		

Customer Experience Factor

The first factor resulting from the data analysis provided the most dominant factor variance, accounting for 49.147%. This suggests that the first factor explains 49.147% of the factors determining purchasing decisions at Marile Takoyaki Restaurant. The Customer Experience Factor reflects various aspects that influence a positive customer experience when ordering food through the online food delivery app from Marile Takoyaki Restaurant. First, the menu variety offered (FQ3) is a key factor that enhances the customer experience. By providing a variety of menu options, the restaurant allows customers to choose according to their preferences. This aligns with Etkin et al.'s (2015) argument that greater variety may enhance the customer experience.

Employees who make customers feel comfortable (SQ4) are also crucial in online food delivery applications. Employee skills play a crucial role in interactions and provide positive customer benefits (Kim and Qu, 2017). Fast and responsive service from employees (SQ2) is key to ensuring a good customer experience when ordering through an app. Ladhari et al. (2017) also argue that speed and responsiveness are factors that can

contribute to a positive customer experience. Finally, an efficient payment system (WQ4) remains a crucial aspect of the customer experience through food delivery apps. A smooth and secure payment process will provide a positive experience and increase customer trust in the restaurant. An efficient payment system reduces potential stress or confusion during the transaction process, providing a more enjoyable and satisfying experience.

Customer Satisfaction

The second factor, derived from the data analysis, provided a factor variance of 10.505%. This suggests that the second factor explains 10.505% of the factors determining purchasing decisions at Marile Takoyaki Restaurant. First, the quality of the food (FQ1) plays a central role in customer satisfaction. Delicious food not only meets customers' taste expectations but also provides an overall satisfying culinary experience through the app. Furthermore, the enticing aroma of the food (FQ5) is a determining factor in increasing customer enthusiasm when enjoying the dishes they order. An enticing aroma can increase appetite and provide a richer sensory experience. Research by Spence (2015) shows that food aroma has a significant influence on taste perception.

The quality of comprehensive (WQ2) and easy-to-understand (WQ1) information within an online food delivery app also plays a crucial role. Clear information about menus, prices, and the ordering process not only makes it easier for customers to make decisions but also increases their trust in the restaurant. By ensuring accurate and accessible information, restaurants help maintain customer satisfaction and build stronger relationships. Research by Patma et al. (2021) shows that the quality of information provided has a positive impact on customer satisfaction. Accurate and easily accessible information helps customers feel more confident and satisfied with their purchasing decisions.

Customer Perception

The third factor resulting from the data analysis provided a factor variance of 6.912%. This suggests that the third factor explains 6.912% of the factors determining purchasing decisions at Marile Takoyaki Restaurant. Customer Perception factors, in the context of ordering food through the Marile Takoyaki Restaurant's online food delivery app, include how customers assess the prices of food (PV1) and drinks (PV2), as well as the accuracy of employee service (SQ1) in fulfilling their orders.

Furthermore, accuracy in service (SQ1) is also a key focus in customer perception. Customers expect their orders to be processed correctly and served according to their selections in the app. Employees who meet these expectations will increase customer trust in the restaurant and provide a positive experience. Overall, customer perception factors through online food delivery apps reflect their perceptions of the prices offered and the accuracy of food service. This reflects the current competitive environment. By incorporating these aspects into customer perception factors, Marile Takoyaki Restaurant can better understand and manage customer expectations. Reasonable food and beverage prices, as well as accuracy in service, all contribute to customers' overall perception of the value they receive. Positive perceptions will increase customer satisfaction, loyalty, and their likelihood of recommending the service to others. In today's competitive environment, understanding and managing customer perceptions through these elements is key to achieving long-term success.

Customer Experience Factor, the first factor resulting from data analysis and providing the most dominant factor variance of 49.147%. This can explain that the first factor is able to explain the factors that determine purchasing decisions at Marile Takoyaki Restaurant by 49.147%. Customer Satisfaction, the second factor resulting from data analysis and providing a factor variance of 10.505%. This can explain that the second factor is able to explain the factors that determine purchasing decisions at the Marile Takoyaki Restaurant by 10.505%. Customer Perception, the third factor resulting from data analysis and providing a factor variance of 6.912%. This can explain that the third factor is able to explain the factors that determine purchasing decisions at the Marile Takoyaki Restaurant by 6.912%.

CONCLUSIONS AND PRACTICAL IMPLICATIONS

From the results of this study, it can be concluded that the factors that influence customer experience at Marile Takoyaki restaurant have been clearly identified, especially in the context of ordering through the Online Food Delivery application. Visually appealing food presentation is also an important factor in the context of ordering food through the Online Food Delivery application. Although customers cannot see the food directly before ordering, attractive images and descriptions of the in-app menu can increase their enthusiasm and provide a satisfying visual experience. Other factors such as the ease of a secure and easy-to-understand payment system also contribute to a positive customer experience. When the payment process is smooth and seamless, customers feel more confident and comfortable in using the app repeatedly.

The managerial implications for Marile Takoyaki Restaurant highlight several key areas for improvement. First, the restaurant should ensure that all menu variations are clearly and attractively displayed on the Online Food Delivery application, with regular updates that reflect current culinary trends and customer preferences. Maintaining high standards of food quality and aroma is essential, requiring the use of premium ingredients and careful preparation to match the descriptions provided online. Efficient service must also be prioritized by optimizing internal processes so that orders are prepared and delivered promptly as promised. Transaction security plays a critical role in customer trust, making it necessary to adopt secure, reliable payment systems and safeguard customer data. Additionally, pricing should be aligned with the quality of products and services offered, providing good value at reasonable rates to positively influence customer perceptions. Finally, accuracy in fulfilling orders according to customer instructions is vital for building and maintaining long-term trust in the restaurant's services.

Suggestions for Future Researchers

Suggestions for future researchers based on the factors of customer experience, customer satisfaction, and customer perception in the context of the Online Food Delivery application from Marile Takoyaki restaurant, Optimize Menu Display and Description and ensure that your restaurant's menu variations are displayed clearly and attractively on the Online Food Delivery application. Maintain Food Quality Consistency by ensuring that food delivered through the Online Food Delivery app maintains high quality standards. Price and Value Transparency by setting prices that are reasonable and proportional to the quality of the products offered. Ensure that the price of food and beverages in the Online Food Delivery application reflects good value for customers.

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