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FACTORS INFLUENCING PURCHASE INTENTION TOWARDS GROUP ORDER FEATURE IN ONLINE FOOD DELIVERY PLATFORM IN INDONESIA

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Abstract

Online Food Delivery in Indonesia shows growing trends for the past years. Group Order feature help to eliminate customer pain points when ordering food together, such as complicated ordering process, splitting the bill, and tracking the order which make this feature become popular in the workplace and community. This feature has become one of the sales boosting trends of Online Food Delivery platforms. Prior studies have mostly examined Online Food Delivery platforms, and recent study have started to explore Group Order feature. This study examines social influence, promotions, customer attitude, and purchase intention towards Group Order feature, especially in Indonesia. This research developed 7 hypotheses with each hypothesis test variable relationship and mediation. This research was conducted in quantitative by online questionnaire with 229 respondents. The data analyzed using descriptive analysis, PLS-SEM, hypothesis testing, and mediation analysis. This study shows that customer attitudes have the strongest relationship and largest effect size towards purchase intention. Social influence and promotion have a positive relationship towards customer attitude and purchase intention. From these research findings, promotion needs to prioritize building customer attitude rather than direct purchase intention. This research helps to explore Group Order features in Online Food Delivery platforms, especially in Indonesia.

Keywords: Group Order Feature, Purchase Intention, Customer Attitude, Social Influence, Promotions

INTRODUCTION

The rapid penetration of internet and mobile phone usage has significantly changed customers' behavior towards digital usage including online shopping and online payment (Jansi Rani et al., 2019). Through this wave of digital applications, many developers create applications that provide easier and more convenient services for users. According to E-Conomy SEA 2024, (2024), online food delivery is the second top leading sector in the digital economy. Indonesia is the biggest online transport and food market in Southeast Asia (E-Conomy SEA 2024, 2024). Indonesia's online food delivery GMV in 2025 is reached 6.4 billion GMV (Ahdiat, 2026). In Indonesia, there are 3 major online food delivery platforms, namely Grab Food, Go Food, and Shopee Food (Fabrigar, 2024).

Ordering and coordinating online food delivery for several people in the single order used to be complicated and inconvenient. It could take longer due to only one device being used for all the participants. 75% of users found that splitting bills is difficult and complicated because they need to divide cost for delivery, percentage discount, and also transferring the money (*GrabFood Enhances "Group Order" Feature*, n.d.). From this online food delivery order users pain point when using the app, the platform introduces Group Order features. This feature allows multiple users to place orders, split bills, choose their own payment system, and track their order (*[Food] How to Make a Group Order | Consumer | Grab ID Help Centre*, n.d.).

Convenience is one benefit that is appealing for online food delivery platform users. Some studies have stated that convenience when using online food delivery platforms is positively related to customer attitude (Jabbour Al Maalouf et al., 2025; Pillai et al., 2022). When users have good experience while using online food delivery platforms, they tend to have a positive attitude towards the platform (Yeo et al., 2017). With the benefit of Group Order features on online food delivery platforms, it has become popular in the workplace or communities. The features give users a more convenient way for ordering food together. Group Order in Grab Food usage almost doubled from the previous year and spending for Group Order also increased 1.7x more (SEA Food & Grocery Trends 2023 The Expanding Role of the Superapp, 2024). Shopee Food stated that the Group Order feature helps to

increase average order transaction value due to more users placing orders into single online food delivery orders (*[Merchant ShopeeFood] Pertanyaan Seputar Pesanan Grup (Group Order) | Pusat Bantuan Shopee ID*, n.d.).

Group Order feature is commonly used in social settings, for instance when gathering with friends / at the office / community group. Group Order is driven by social influence to invite others to join the group too. Social influence itself positively drives customer behavior intention (Sadiq et al., 2025). When colleagues or friends start placing orders, other friends will be interested to join too even though they don't have plans to buy any food before. This action creates Fear of Missing Out (FOMO) effects and also normalizes people to join the Group Order.

Promotion in online food delivery services is attributed to make online food delivery more attractive for the users. Prasetyo et al., (2021), stated that regular promotion in online food delivery platforms will trigger users to use the platform more often. Grab Food offers promotion mechanisms with more people joining the group in order they will get a bigger discount offer. The first tier is for 3 people who join the Group Order and will get a 35% discount, the second tier for 4 people will get a 38% discount, the third tier with 5 people will get a 41% discount, and the last tier for 6 people will get a 45% discount. Grab Food Group Order features combine social influence and promotion to drive more transactions. On the other hand, Shopee Food promotion for Group Order is simpler with a single promo mechanism with minimum purchase order.

Online Food Delivery platform market has shown rapid growth in their GMV and revenue in the past year that indicate attractiveness in the market. Many studies have examined online food delivery factors that can drive attitude towards Group Order features and purchase intention (Hong et al., 2023; Prasetyo et al., 2021; Yeo et al., 2017). A recent study started to explore Group Order features in Online Food Delivery Platform by examining how personal values and perceptions of app value on the repeat purchase (Suttikun & Mahasuweerachai, 2026). However, research regarding Group Order features within the Indonesia market is still underdeveloped.

This study objectives explored more on key drivers for customer attitude and purchase intention in Group Order especially in Indonesia. Exploring this topic can help online food delivery platforms and online shopping platforms to create robust marketing plans that can be more aligned with the customer preferences and can improve purchase intention.

LITERATURE REVIEW

Social Influence

Social influence is a process when a person changes their behavior, attitudes, and beliefs due to influence by others (Kelman, 1958). The principle of influence can be classified by 3 categories, which are compliance, identification, and internalization. Compliance is a behavior that individuals adopt to gain approval and avoid punishment (effect of accepting influence). Identification happens when individuals adopt influence due to maintaining a relationship with a person or group (act of conforming). Internalization occurs when accepting influence because it is integrated with their values (content of the new behavior). From the current study, social interactions can influence people's attitudes and behavior (Bhukya & Paul, 2023). Social influence by reference group's opinion in online food delivery services positively affecting purchase intention (Hong et al., 2023).

Theory of Planned Behavior (TPB) addresses social influence through subjective norms that capture when a person perceives social pressure to do or not to do the behavior (Ajzen, 1991). The study also stated that personal consideration typically outweighs the influence of perceived social pressure. In case of a Group Order feature in an online food delivery platform, subjective norms apply when other people are ordering food, it is natural to join for a simpler ordering transaction or avoid feeling left out from the group. Many studies have applied the TPB approach for analyzing behavior towards using online food delivery platforms (Prasetyo et al., 2021; Sahu et al., 2025; Shankar et al., 2022). TPB can highlight how social context such as peer recommendations and social media interactions plays a pivotal role to shape consumer behavior toward the online food delivery market (Jabbour Al Maalouf et al., 2025).

Promotions

Online food delivery in Indonesia currently is experiencing substantial growth which is attractive for online food platforms to enter the market. In the midst of this intense competition, online food delivery platforms offer many promotions such as discount coupons and free delivery to make their platform more appealing (Prasetyo et al., 2021). Promotion in online food delivery is considered an effective way to gain new customers and also manage customer loyalty to the platforms (Hong et al., 2023). Price promotion is a crucial marketing tool that can shape consumers' feelings, perceptions, and behavior which become vital for a business sustainability (Büyükdağ et al., 2020). Promotion is one of the factors that make Indonesia online food delivery users feel satisfied for using the

platforms (Kurniawan et al., 2024). For price sensitive consumers, they tend to easily switch platforms that can provide best value for money (Yeo et al., 2017). Promotion also can show a positive impact on customer attitude (Jee, 2021). However, a study found that promotions have an indirect relationship to attitude as the mediator (Yeo et al., 2017). Promotion is positively correlated with the intention of using online food delivery services (Hong et al., 2023). The study also found that Online food delivery platforms offer regular promotions such as delivery promotion or loyalty programs is something crucial to maintain customer retention. Promotion is perceived as a significant factor for customers when using online food delivery services (Ray & Bala, 2021).

Customer Attitude

Attitude toward behavior is described as a person's evaluation about favorable or unfavorable behavior (Ajzen, 1991). Attitude serves as a key factor for a person determining what behavior they want to perform (Fisher & Marshall, 2009). The same study also stated that attitudes are developed from their behavioral beliefs that they have evaluated the positive or negative impact. Customer attitude itself is a mediator between factors and outcome (Jabbour Al Maalouf et al., 2025; Pillai et al., 2022). Many studies found that a positive customer attitude positively influenced purchase intention (Sahu et al., 2025; Sen et al., 2026).

Purchase Intention

Purchase intention in online food delivery context is a key indicator of customer behavior for determining their decision to start using and continue using the platforms. Learning deeper insight of consumer purchase intention will enable companies to know their market better and give better solutions through their product which can boost their sales and profitability (Anastasiei & Dospinescu, 2019). From the TPB theory, purchase intention is the result of behavior that a person already evaluates (Ajzen, 1991). Many studies have explored purchase intention in online food delivery platforms, but there still no study that examines the Group Order features which is one of the significant sales increment growths. Purchase intention will be the outcome from this research conceptual model. By studying factors influencing purchase intention it is important to gain deeper insight for online food delivery platforms to develop their strategic plan.

Conceptual Framework

The conceptual framework will be focusing on social influence, promotions, and customer attitude related to purchase intention. As Group Order features are usually used in social context like in office, communities, and friend groups, social influence is the relevant variable to be explored for this research. To boost the usage of this feature, Online Food Delivery Platform offers many promotions to attract users to using the feature, hence promotions are significant variable to be studied. Customer attitude is a crucial variable to be analyzed in this research because building a positive attitude can help to build long term purchase intention. This study will analyze how social influence and promotions factor in Group Order features in online food delivery associated to customer attitude and then linked to purchase intention. Image 1 shows the conceptual framework of this research.

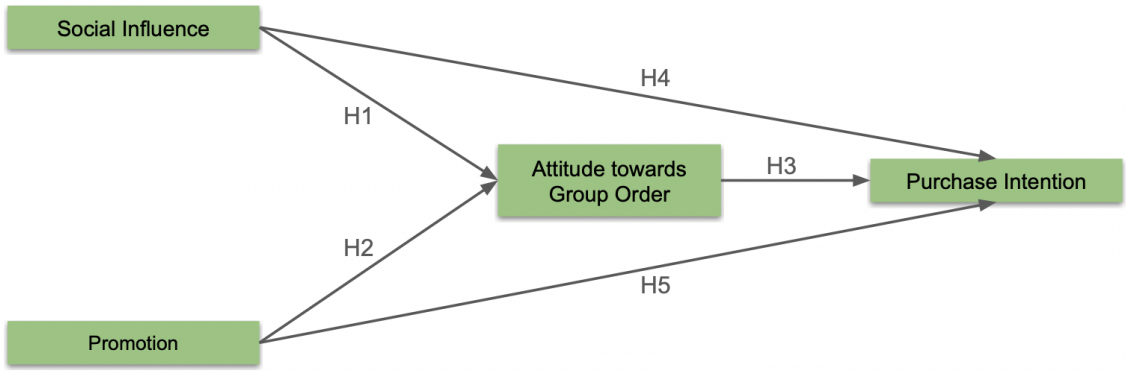

Image 1: Conceptual Framework

From this conceptual framework, this study developed 7 hypotheses that formulated for this research

1. H1: Social Influence positively correlated to attitude towards group order
2. H2: Promotions positively correlate to attitude towards group order
3. H3: Attitude towards group order positively correlated with purchase intention
4. H4: Social influence positively correlated to purchase intention

5. H5: Promotions positively correlated to purchase intention
6. H6: Attitude mediates social influence to purchase intention
7. H7: Attitude mediates promotions to purchase intention

METHOD

This explanatory study will implement a mixed research methodology of qualitative and quantitative. Firstly, qualitative research is conducted by doing preliminary interview to gain customer insight and validate the research problem. Followed by the main research in quantitative research by online questionnaire as the main focus of this research to understand the relationship between social influence, promotion, customer attitude, and purchase intention. Data collected from the online questionnaire will be analyzed using descriptive analysis and PLS-SEM.

Descriptive analysis is statistical analysis to interpret data that generalize samples that can help to provide data to be used for summarizing data (Fishbein & Ajzen, 1975). For this research descriptive analysis will be used to find insight from respondent profiles and research variables. The respondent profile examines age, gender, occupation, Group Order feature usage frequencies.

According to Hair & Alamer, (2022), there are 2 parts of assessing PLS SEM, the first one is assessing outer model and the second one is assessment of structural (inner) model. For measurement (outer) model specified correlation between construct and indicators. Here is measurement for assessing (outer) models: (1) Outer loading & p-value value of outer loading is higher than 0.70 and p-value is less than 0.05. However, for outer loading values between 0.40-0.70 is still acceptable (J. Hair & Alamer, 2022). (2) Indicator reliability that is obtained by squaring individual indicators. The acceptance value is 0.5 that shows percentage item shares of variance with the construct. If the score is below 0.4, items should be deleted (Bharathi & Ghosh, 2022). (3) Construct internal consistency reliability by evaluating Cronbach's Alpha and composite reliability. Acceptance Cronbach's Alpha score is greater than 0.7 (Segal & Coolidge, 2018). For composite reliability, acceptance score needs to be greater than 0.7 (J. F. Hair et al., 2021). (4) Validity test to examine how well the variable can measure the concept (Sekaran & Bougie, 2019). Average variance extracted (AVE) is the indicator for evaluating convergent validity with guideline AVE should be larger than 0.50. The indicator of acceptance discriminant validity is when Fornell Lacker value of construct exceeds correlation value of other variables (J. F. Hair et al., 2021).

For structural (inner) models, the relationship between constructs is examined. There are five steps for evaluating structural (inner) models (J. Hair & Alamer, 2022). (1) Examine model collinearity to ensure the absence of high correlations in the constructs that can be assessed by measuring variance inflation factor (VIF). If VIF scores higher than 5 will indicate serious linearity issues. (2) Examine the size and significance of path coefficients (β) categorized weak (0-0.10), modest (0.11-0.30), moderate (0.30-0.50), and strong (>0.50). (3) Assessing coefficient of determination to verify model is free of collinearity and the paths is meaningful by evaluating R^2. Here are the indicators for R^2scores, weak (0-0.10), modest (0.11-0.30), moderate (0.30-0.50), and strong (>0.50). (4) Examine effect size f^2 to assess how much impact a predictor construct has towards the endogenous variable. Guidelines f^2effect value categorized as small 0.02, medium 0.15, and large 0.35 (J. F. Hair et al., 2019). A score less than 0.02 shows that there is no effect. (5) Assess predictive relevance to measure predictive power by evaluating Q^2. Acceptable value for Q^2 is higher than 0 which indicates predictive accuracy (J. F. Hair et al., 2019).

RESULTS AND DISCUSSION

Respondent Profile

The primary respondents for this research are women with 75.31% contribution, followed by men with 24.69%. For age range, Group Order users dominantly in the range 20-29 years old that contributed 74.90% and followed by the range 30-39 years old. This can reflect that Group Order users are the younger generation who are actively using online platforms and the older generation is not really using these platforms. This feature is used mainly by employees with 64.85% contributions. This result is aligned with SEA Food & Grocery Trends 2023 The Expanding Role of the Superapp (2024) that stated this feature is usually used by office workers.

Online delivery platforms that are mostly used for Group Order features in this research are Grab Food only with 84.94%, followed by users that use both platforms at 13.81%, and the least used platform is Shopee Food only at 1.26%. From Fabrigar (2024) stated that Grab Food in Indonesia has the largest share and Shopee Food has the least share. These findings and the market share have similarity in rank of online food delivery platforms mostly used in Indonesia. Usage frequencies for online food delivery platforms varied with the most usage 2-3 times a week with 38.08% contribution. For Group Order usage 34.31% using this feature 1-3 times in a month and followed by

2-3 times a week with 23.01%. Group order feature mostly used in office; this finding also aligns with (SEA Food & Grocery Trends 2023 The Expanding Role of the Superapp, 2024).

Table 1. Respondent Profile

Demographic Characteristic	Category	Count (n)	Percentage (%)
Gender	Man	59	24.69%
	Woman	177	75.31%
Age	<20 years	14	5.86%
	20-29 years	179	74.90%
	30-39 years	41	17.15%
	40-49 years	5	2.09%
	50-59 years	0	0.00%
	>60 years	0	0.00%
Occupation	Student	46	19.25%
	Employee	155	64.85%
	Entrepreneur	17	7.11%
	Professional	14	5.86%
	Housewives	4	1.67%
	Others	3	1.26%
Education	High school	49	20.50%
	Diploma	9	3.77%
	Bachelor degree	169	70.71%
	Master degree or Doctorate	12	5.02%
Online Food application used for Group Order	Grab Food	203	84.94%
	Shopee Food	3	1.26%
	Both	33	13.81%
Frequencies Online Food Delivery Platform usage	Less than once a month	15	6.28%
	1-3 times in a month	69	28.87%
	Once a week	35	14.64%
	2-3 times in a week	91	38.08%
	Almost everyday	29	12.13%
Frequencies Group Order usage	Less than once a month	47	19.67%
	1-3 times in a month	82	34.31%
	Once a week	45	18.83%
	2-3 times in a week	55	23.01%
	Almost everyday	10	4.18%
Group Order Usage (multiple responses)	Office	165	69.04%
	Organization / communities	81	33.89%
	University / school	39	16.32%
	Family / friends gathering	143	59.83%
	House	61	25.52%
	Boarding House	1	0.42%

PLS SEM

PLS SEM used for evaluating complex theoretical correlation in social science (J. Hair & Alamer, 2022). Image 2 shows SEM graphical results for this research. For assessing PLS SEM in this research divided into 2 sections consist of measurement (outer) model and structural (inner) model.

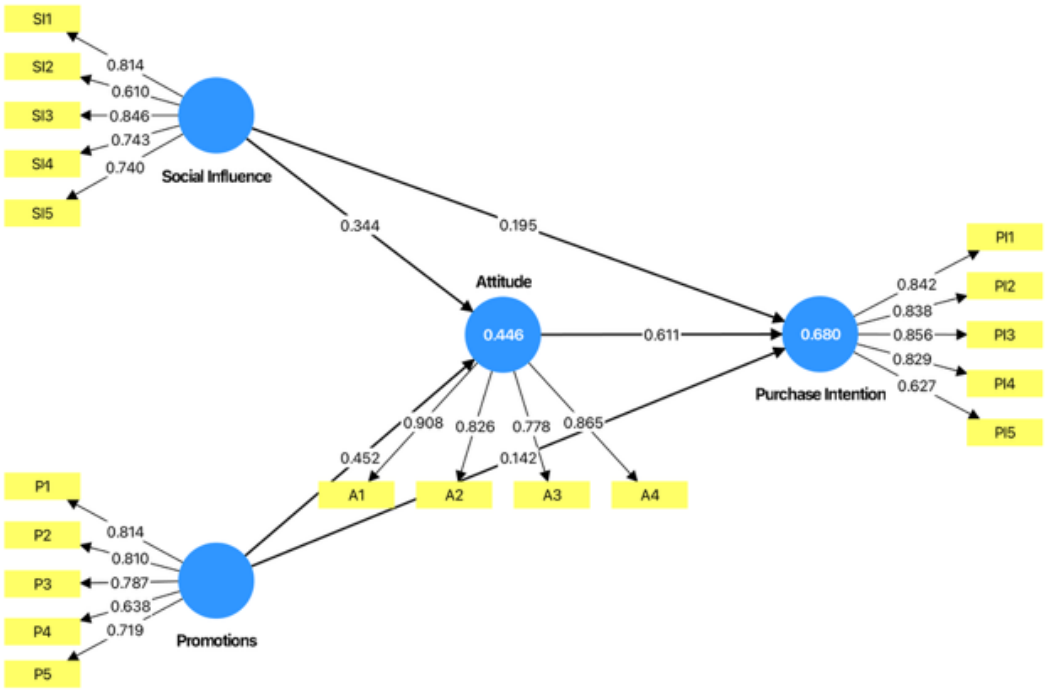

Image 2: SEM Graphical Result

Measurement outer model

1. Outer loading & p-value value – this research outer loading mostly above 0.70 demonstrate that the indicator strongly measured the construct. Nevertheless, for items code SI2 (0.610), P4(0.638), and PI5 (0.627) still lower than 0.70 and higher than 0.40 that indicates these variables are still acceptable. This research P values of this research which are smaller than 0.05 that show a statistically significant relationship between variables.

Table 2. Outer Loading and Indicator Reliability

Code	Outer Loading	Indicator Reliability	Criteria
SI1	0.814	0.663	Strong | Acceptable
SI2	0.610	0.372	Acceptable | Not Acceptable
SI3	0.846	0.716	Strong | Acceptable
SI4	0.743	0.552	Strong | Acceptable
SI5	0.740	0.548	Strong | Acceptable
P1	0.814	0.663	Strong | Acceptable
P2	0.819	0.671	Strong | Acceptable
P3	0.787	0.619	Strong | Acceptable
P4	0.638	0.407	Acceptable | Acceptable
P5	0.719	0.517	Strong | Acceptable
A1	0.908	0.824	Strong | Acceptable
A2	0.826	0.682	Strong | Acceptable
A3	0.778	0.605	Strong | Acceptable
A4	0.865	0.748	Strong | Acceptable
PI1	0.842	0.709	Strong | Acceptable
PI2	0.838	0.702	Strong | Acceptable
PI3	0.856	0.733	Strong | Acceptable
PI4	0.829	0.687	Strong | Acceptable

PI5	0.627	0.393	Acceptable | Not Acceptable

Table 3. P values

	P Values	Criteria
Attitude -> Purchase Intention	0.000	Significant
Promotions -> Attitude	0.000	Significant
Promotions -> Purchase Intention	0.010	Significant
Social Influence -> Attitude	0.000	Significant

2. Indicator reliability - calculation for the indicator reliability is higher than 0.5. The highest indicator reliability is A1 that explains 82% of the variance indicator. If indicator reliability below 0.4, items should be deleted (Bharathi & Ghosh, 2022). For this research, SI2 and PI5 are below 0.4 that shows the items not sufficiently explaining the variance indicator. Items will be deleted systematically starting from the lowest score SI2. After deleting SI2, the calculation of outer loading and indicator loading for this research. PI5 indicator reliability is currently at 0.394 that is slightly lower than the acceptance score. This item will be kept first and further will be validated by assessing construct reliability, AVE, score. If those scores are still in acceptable range, items will be kept.

Table 4. Outer Loading and Indicator Reliability Delete SI2

Code	Outer Loading	Indicator Reliability	Criteria
SI1	0.840	0.706	Strong | Acceptable
SI3	0.852	0.726	Strong | Acceptable
SI4	0.707	0.500	Strong | Acceptable
SI5	0.757	0.573	Strong | Acceptable
P1	0.814	0.663	Strong | Acceptable
P2	0.810	0.656	Strong | Acceptable
P3	0.787	0.619	Strong | Acceptable
P4	0.638	0.407	Acceptable | Acceptable
P5	0.719	0.517	Strong | Acceptable
A1	0.908	0.824	Strong | Acceptable
A2	0.826	0.682	Strong | Acceptable
A3	0.779	0.607	Strong | Acceptable
A4	0.865	0.748	Strong | Acceptable
PI1	0.842	0.709	Strong | Acceptable
PI2	0.838	0.702	Strong | Acceptable
PI3	0.856	0.733	Strong | Acceptable
PI4	0.829	0.687	Strong | Acceptable
PI5	0.628	0.394	Acceptable | Slightly Lower

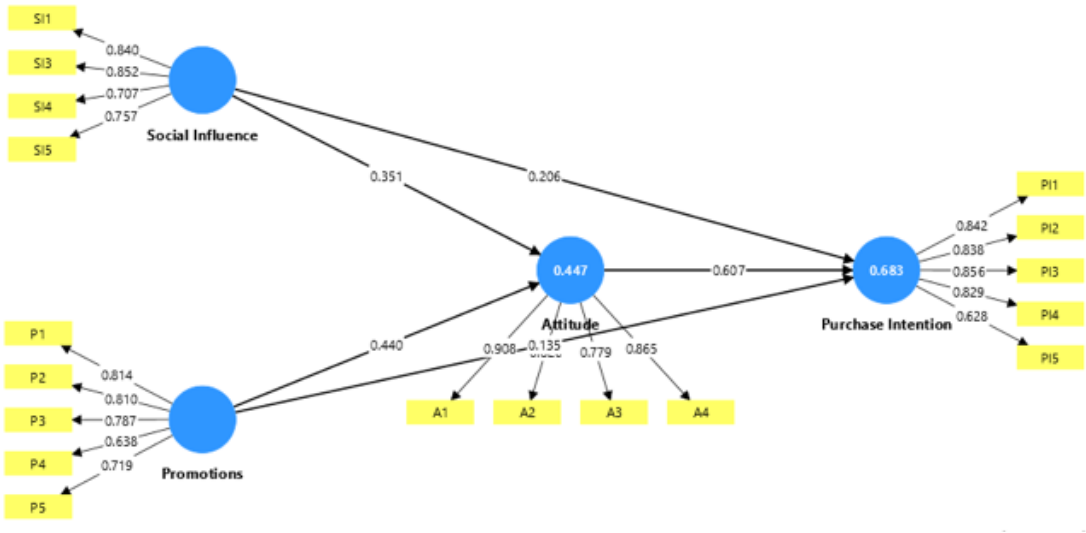

Image 3: SEM Graphical After Delete SI2

3. Construct internal consistency reliability - Both Cronbach's Alpha and Composite Reliability score for this research is greater than 0.7 that indicate all variable constructs are reliable.
4. Construct validity - AVE calculation help to asses convergent validity with all scores higher than 0.50 that indicates variables represent the construct. Discriminant validity will be assess using Fornell Lacker which shows that all variables constructed are greater than other variables that indicate the construct has a strong relationship with itself rather than other constructs.

Table 5. Construct Reliability and Convergent Validity

	Cronbach's Alpha	Composite Reliability	AVE
Social Influence	0.799	0.869	0.626
Promotions	0.812	0.869	0.572
Customer Attitude	0.866	0.909	0.715
Purchase Intention	0.859	0.9	0.654

Table 6. Discriminant Validity

	Customer Attitude	Promotions	Purchase Intention	Social Influence
Customer Attitude	0.846			
Promotions	0.589	0.757		
Purchase Intention	0.797	0.579	0.803	
Social Influence	0.537	0.423	0.589	0.791

Measurement Inner Model

1. Examine model collinearity - all VIF scores lower than 5 that indicate the construct does not have any correlations with each other.

Table 7. Variance Inflation Factor

Code	VIF	Criteria	Code	VIF	Criteria
SI1	1.826	Acceptable	A1	3.041	Acceptable
SI3	1.958	Acceptable	A2	2.169	Acceptable
SI4	1.452	Acceptable	A3	1.75	Acceptable
SI5	1.565	Acceptable	A4	2.189	Acceptable
P1	1.805	Acceptable	PI1	2.267	Acceptable
P2	1.893	Acceptable	PI2	2.853	Acceptable
P3	1.762	Acceptable	PI3	2.472	Acceptable
P4	1.35	Acceptable	PI4	2.607	Acceptable
P5	1.571	Acceptable	PI5	1.446	Acceptable

2. Examine the size and significance of path coefficients - Promotions -> Purchase Intention and Social Influence -> Purchase Intention show modest effect sizes. For Promotions -> Customer Attitude and Social Influence -> Attitude shows moderate relationship. Customer Attitude -> Purchase Intention shows a strong relationship.

Table 8. Path Coefficient

	Path Coef (β)	Criteria
Attitude -> Purchase Intention	0.351	Moderate
Promotions -> Attitude	0.44	Moderate
Promotions -> Purchase Intention	0.607	Strong
Social Influence -> Attitude	0.206	Modest
Social Influence -> Purchase Intention	0.135	Modest

3. Assessing coefficient - Customer Attitude, this research model has moderate explanatory power with R^2 value 0.446. Furthermore, Purchase Intention indicates strong explanatory power with independent variables (Social Influence, Promotions, and Customer Attitude) explains 68% variance of the Purchase Intention.

Table 9. R-Square

	R-Square	Indicators
Customer Attitude	0.447	Moderate
Purchase Intention	0.683	Strong

4. Analyze impact of predictor construct to the endogenous variable - The highest effect size is from Attitude -> Purchase Intention with f^2 score 0.642 that represents Customer Attitude has a significant effect on purchase intention. The second and third highest scores are promotions and social influence have a medium effect on attitude with respectively score 0.288 and 0.183.

Table 10. Effect Size

	f^2	Criteria
Attitude -> Purchase Intention	0.183	Medium
Promotions -> Attitude	0.288	Medium
Promotions -> Purchase Intention	0.642	Large
Social Influence -> Attitude	0.093	Medium
Social Influence -> Purchase Intention	0.036	Medium

5. Examine predictive relevance - The largest Q^2. is from A1 and PI1 with 0.373 and 0.353 that demonstrate strong predictive capability for the items.

Table 11. Predictive Relevance

	Q^2		Q^2
A1	0.373	PI1	0.367
A2	0.270	PI2	0.275
A3	0.228	PI3	0.319
A4	0.353	PI4	0.234
		PI5	0.273

Hypothesis Testing

To test the hypothesis, test statistics and p-value will be calculated and analyzed (Allua & Thompson, 2009).

Table 12. Hypothesis Testing

Hypothesis & Path	Path Coefficient	t-statistic	P-value	Decision
H1: Social Influence -> Customer Attitude	0.351	6.151	0.000	Supported
H2: Promotions -> Customer Attitude	0.44	7.572	0.000	Supported
H3: Attitude -> Purchase Intention	0.607	11.127	0.000	Supported
H4: Social Influence -> Purchase Intention	0.206	4.732	0.000	Supported
H5: Promotions -> Purchase Intention	0.135	2.474	0.013	Supported

Hypothesis testing

- **H1: Social Influence positively correlated to attitude towards group order** - Social influence moderately positively influences customer attitude that can be seen from path coefficient value in 0.351. From the H1 hypothesis, Social Influence and Customer Attitude have significant relationship with t-statistic in 6.151 and p-value of 0.000, leading to hypothesis being accepted. This finding also aligns with the previous study that stated Social Influence gives a positive influence to the attitude (Bhukya & Paul, 2023). This indicates that social influence from friends / family encourages users to have a positive attitude towards the Group Order feature.
- **H2: Promotions positively correlate to attitude towards group order** - Path coefficient for Promotions -> Customer Attitude shows positive moderate relationship between the variables. For t- statistics in 7.572 and p-value in 0.000 indicate that Promotions and Customer Attitude have significant relationship and H2 can be supported. Promotions are one of the important factors for users when using Online Food Delivery Platforms. If users consider promotions as a positive thing, it will also influence them to have a positive attitude too (Jee, 2021).
- **H3: Attitude towards group order positively correlated with purchase intention** - Customer Attitude and Purchase Intention have a strong positive relationship with 0.607 score in path coefficient. The t-statistic for this hypothesis is 11.127 and the p-value is 0.000, resulting in a significant relationship and the hypothesis can be supported. From this hypothesis testing, it is important to shape a positive customer attitude towards the Group Order feature because it can give a strong positive relationship towards purchase intention. Some studies also stated that a positive attitude will positively influence purchase intention (Sahu et al., 2025; Sen et al., 2026).
- **H4: Social influence positively correlated to purchase intention** - Social influence has a modest positive relationship with purchase intention with path coefficient 0.206. From this hypothesis, t-statistic score is 4.732 and p-value is 0.000 that indicate significant relationship and the hypothesis can be accepted. Previous studies also have examined that interactions by peer groups can positively correlate with purchase intention (Hong et al., 2023).
- **H5: Promotions positively correlated to purchase intention** - Similar to H4, Promotions have a modest positive relationship with the Purchase Intention. This hypothesis also has a significant relationship with t-statistic in 2.474 and p-value in 0.013. This score also indicates that this hypothesis can be supported. Positive perception on promotion will positively influence purchase intention (Hong et al., 2023).

Mediation Analysis

H6 and H7 is accepted. For the mediation type both for H6 and H7 have partial mediation with indirect and direct effect is significant. Customer attitudes have partial mediation between social influence with purchase intention and promotions with purchase intention. This finding also aligns with previous study that stated attitude is mediator between social influence and purchase intention (Jabbour Al Maalouf et al., 2025). The Jee (2021) study also aligns with these findings that confirm the attitude as mediator between promotions and purchase intention.

Table 13. Mediation Analysis

Hypothesis & Path	Path Coefficient	t-statistic	p-value	95% CI	VAF	Mediation Type	Decision
H6: Social Influence -> Customer Attitude -> Purchase Intention	0.213	5.672	0.000	[0.139, 0.288] Significant	0.508	Partial Mediation	Supported
H7: Promotions -> Customer Attitude -> Purchase Intention	0.267	6.780	0.000	[0.190, 0.342] Significant	0.664	Partial Mediation	Supported

CONCLUSION

From this research findings, purchase intention in Group Order feature have strong explanatory power for explaining social influence, promotions, and customer attitude with R^2 value 0.683. To leverage purchase intention in the Group Order feature in Online Food Delivery feature, Online Food Delivery Platform should focus on enhancing social influence, create strategic promotion design, and prioritizing customer attitude.

This research finds that social influence has a positive relationship with customer attitude and purchase intention (H1: 0.351, H4 β: 0.206). Purchase intentions have a larger effect size towards customer attitude compared than purchase intention. (H1 f^2: 0.183, H4f^2: 0.093). From the mediation analysis, it found that customer attitude partially mediates social influence and purchase intention (VAF: 0.508) which indicates importance for emphasising both customer attitude and purchase intention simultaneously to boost purchase intention.

Promotions have a positive relationship towards customer attitude and purchase intention (H2 β: 0.440, H5 β: 0.135). Effect size promotions to customer attitude is eight times larger than purchase intention (H2 f^2: 0.288, H5 f^2: 0.036). These findings indicate that promotions need to prioritize to build customer attitude rather than focusing on giving regular discounts to improve purchase intention. Supported by mediation analysis that found customer attitude is partial mediation between promotion and purchase intention with VAF value in 0.664 which make it important for promotion to shape customer attitude first.

From this empirical study found that customer attitudes have the strongest relationship with purchase intention with β value in 0.607. Effect size from customer attitude towards purchase attitude shows the largest effect (f^2: 0.642). Customer attitude also has moderate explanatory power with R^2 value 0.446. Benefit and pleasant experience have high predictive relevance score (A1 Q^2: 0.373, A4 Q^2: 0.353) which reliably shaped social influence and promotions.

Managerial Implication

To enhance social influence, strategies need to improve customer attitude and purchase intention simultaneously. Proposed strategies for enhancing social influence consist of group initiator rewards, group order challenge, and UGC review. For promotion improvement design suggested Online Food Delivery Platform to optimizing tier group order, create price comparison regular vs group order, and loyalty program to get better customer attitude influenced. Online Food Delivery platforms need to prioritize building their customer attitude because it has the strongest relationship, largest effect to purchase intention, and large predictive relevance. For customer attitude enhancement at Group Order feature, Online Food Delivery platform can create in-app group order at any device, benefit using group order, and group order sync.

Shortcoming & Future Study

Purchase intention of Group Order feature has strong explanatory power in 68% that explain social influence, promotions, and customer attitude. There still variables that can be explored to increase the explanatory power of purchase intention of Group Order feature. For the future study may broaden the variable research to gain more comprehensive results for analyzing Group Order feature purchase intention. This study focuses on Group Order Feature in Online Food Delivery Platform in Indonesia with Grab Food and Shopee Food as the benchmark study.

Recently, Go Food as the big three Online Food Delivery platform also launched a Group Order feature. For the future research including GoFood can help to get a broader view of the Group Order feature.

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