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Factors Influencing Customer Switching Intentions in Online Food Delivery: A Perspective of The Push-Pull-Mooring Model

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Abstract

The online food delivery applications born in the digital era have transformed the habits of users in meeting their needs through these platforms. With the convenience of ordering various cuisines from the comfort of their homes, customers experience significant time and energy savings. In this context, service providers must deliver acceptable service quality; otherwise, customers will swiftly switch to competitors offering better value. This research aims to identify the driving, pulling, and anchoring effects on the intention of customers to switch between online food delivery services, utilizing the Push-Pull-Mooring framework to evaluate the relationships between variables. The study employed Structural Equation Modeling of the Partial Least Squares (SEM-PLS) type. The research findings indicate that push effects and pull effects have a positive influence on switching intention, while mooring effects do not positively impact switching intention. Furthermore, the study reveals that mooring effects do not moderate the relationship between push effects, pull effects, and switching intention. These evaluation results can serve as guidance for online food delivery companies, assisting them in enhancing their services to build strong relationships with existing customers and attract new ones.

Keywords: mooring effect, online food delivery, pull effect, push effect, switching intention.

INTRODUCTION

Nowadays, the use of online food delivery is prevalent among Indonesian people. With so many restaurants, consumers must be more active about queuing. This online food delivery platform is the best solution for ordering food when they need more time to buy directly while queuing (Saad, 2021). Nielson Singapore research shows that around 58% of Indonesian people buy food through online applications via their smartphones. On average, they purchase food through online food delivery applications on an application or shop application from their smartphone online 2,6 times per week. This transaction has increased by 20% compared to before the COVID-19 pandemic (Jayani, 2021). Apart from that, based on the results of the Measurable AI survey in 2023, the use of Online Food Delivery (OFD) in Indonesia has increased relatively high, namely almost 50% from around Rp. 40,000 in 2019, rising to Rp. 60,000 in 2022 (Widhiyanto, 2023). The popularity of online food delivery occurred due to changes in people's behavior due to adapting to the situation during the Covid-19 pandemic. People's desire to order online food delivery was due to the situation which required them not to leave the house during the pandemic, which became their habit of ordering food (Al Amin et al., 2020).

There are two types of online food delivery service providers in Indonesia. First, OFD services are provided by the restaurant itself. This category mainly includes fast food restaurants, such as McDonald's, Pizza Hut, KFC, and others. Second, OFD services in a multi-restaurant application can offer delivery services from various restaurants to consumers, such as GrabFood, GoFood, and ShopeFood. (Dazmin

D. & Yoong, 2019). Currently, competition in food delivery service companies is increasingly high. This phenomenon emerged when the Shopee signal was present in food delivery services in Indonesia. The food delivery service market in Indonesia is dominated by two large companies, namely Grabfood and Go-Food (Luwiska, 2021). GoFood has a food delivery service feature like delivery orders at an existing restaurant/restaurant. Just by using a smartphone and opening the GoFood feature in the Gojek application (Teddy & Zuliestiana, 2020). With the GoFood feature, consumers can save time and energy, consumers no longer need to come to restaurants to queue and wait for food to be served, and payments are more practical, especially during the recent pandemic as the best food delivery service in responding to each consumer (Santoso, 2020). Currently, GoFood's level of popularity is still known among the public compared to ShopeeFood because ShopeFood is a new entrant to the market (Wardhanie & Yogatama, 2022). ShopeeFood is a new feature on Shopee which was launched in April 2020 which serves online food delivery. Initially, ShopeeFood merchants were still limited, such as frozen food, processed food, various cakes and soft drinks (Vania & Simbolon, 2021). However, at the beginning of 2021, ShopeeFood began serving food and beverage orders in collaboration with various food and beverage industries and attracted many driver-partners to deliver them to consumers (Oktaviana et al., 2021). In addition, 80 million application downloads have been recorded, consisting of more than 4 million sellers and more than 10 million active products in the Shopee application (Jayaputra & Sesilya, 2022). In this way, ShopeeFood benefits various parties, such as merchants, drivers and consumers. The various attractive benefits offered make ShopeeFood much more appealing than its competitors. (Azahra & Sharif, 2021) and this will result in customer Switching Intention (Harvir S. Bansal, 2005).

The trend of GoFood customers switching to ShopeFood can be seen based on the push, pull and mooring (PPM) framework. Push-Pull-Mooring (PPM) is a model that originates from research on human migration (X. Lin & Wu, 2021). where this model explains why people move from one place to another over time (Kim, 2021). This PPM framework can be an integrated model that helps identify differences in consumer switching behavior consisting of push, pull, and mooring effects (Moon, 1995). There have been many previous studies using the PPM model where the results show relevant factors that lead to a better understanding of mobile instant messaging (MIM) application user behaviour shifts (Sun et al., 2017) showed that fatigue with mobile instant messaging and subjective norms had a significant positive influence on switching intention to mobile instant messaging applications, while inertia had a negative impact on changing intention. Lu & Wung, (2021), applying PPM, explained that the intention to change from cash payments to mobile payments was caused by push factors (i.e. perception of problems), pull factors (i.e. perception of convenience and perception of benefits) and moorings (i.e. transaction costs). Consumers' intention to switch to different learning platform services can be seen as behavioral immigration (C. L. Lin et al., 2021). However, the difference between this research and previous research in Indonesia lies in the research object, where the previous research used Wi-Fi users in the Covid-19 Pandemic Era as the research object. Meanwhile, this research uses Online Food (GoFood & ShopeeFood) users as objects. This research aims to determine the influence of push, pull and mooring on online food consumers who have the desire to switch to ShopeeFood.

LITERATURE REVIEW

Switching Intention

Switching intention is the level of possibility or certainty that a customer will switch from a current service or product provider to a new service or product provider (Harvir S. Bansal, 2005) and this is a signal of the end of the customer's relationship with the service currently used, namely the provider in part or whole. Partial switching allows customers to maintain existing relationships with the company while adopting new behaviors (Wagner & Friedl, 2007). Meanwhile, Pimenta, (2022) stated that switching intention results from consumer dissatisfaction with poor service performance. This means that when the quality of service received by consumers is far from expectations, dissatisfaction and intention to switch will follow further. Consumers can switch to other services because the low quality of service influences them, so consumers no longer use this service. Apart from that, satisfaction and the many choices available encourage consumers to switch options to other services (Jabeen et al., 2015).

Push Effects

Push Effect is a factor that motivates someone to leave a starting point from the point of origin that influences switching decisions (Lin, T., & Huang, n.d.). According to (Hsieh et al., 2012), the push effect is obtained from consumers who feel uncomfortable with the current service provider so that the consumer switches to a new service provider. This view states that the level of satisfaction received by consumers is very low (Jung & Oh, 2017), so this creates consumers' desire to switch. The Push Effect consists of several factors, such as service quality, perceived value, commitment, satisfaction and others. Several factors indicate that if the level is low, the intention to move will be higher (Liem, 2012).

Pull Effect

Pull factor defined as a positive factor in alternative services that attract consumers to switch to alternative services. In marketing research, the pull effect is a characteristic of alternative services that have a positive effect on switching intentions (Widodo et al., 2019). Meanwhile, Sun et al., 2017) stated that the Pull Effect refers to the positive factors that attract consumers to alternative products or services, where the positive factors that are the advantages of the alternative service can attract customers to use the service. (Guo et al., 2021). Furthermore, (Kim, 2021) stated that the pull effect is an alternative service provider to attract consumers to new services. The pull effect is not only influenced by positive factors in the service system, such as ease of use and the relative superiority of substitutes for the product or service offered. Otherwise, it is also influenced by perceived social factors such as attractiveness, enjoyment, time savings, and compatibility (Leong, 2022).

Mooring Effect

The mooring Effect is defined as a personal factor that holds users back from switching to alternative services other than the service they currently use. However, the mooring effect in migration literature is identified as personal and social factors that influence migration decisions as well as migration intentions and actions (Lisana, 2023). Meanwhile, Chang &Wong, (2017) stated that self-efficacy and switching costs are examples of mooring factors that facilitate or hinder consumers from switching to alternatives. In addition, mooring factors can be personal, social, cultural and situational factors that enable or hinder switching decisions (Yu et al., 2017). This factor keeps consumers in the same place regardless of the influence of push and pull factors (Mohammed Al-Mashraie & Chung, 2020).

Relations between Variables

Chang & Wong, (2017) explained that the push effect has a positive influence on switching intention, causing consumer switching, which can be defined as the consumer's willingness to stop using the service provider currently used and use a new service. Astuti & Eliana (2019) stated that the push effect has a significant impact on switching intention. This shows that the push effect has a strong tendency to influence switching intention. In line with research by Zhou, (2016) which states that the push effect has a positive influence on switching intention, this indicates the consumer's willingness to stop using the service provider they are currently using to use a new service. Furthermore, Lisana (2023) also explains that the push effect has a positive influence on switching intention. This means that the driving factor (comfort of learning) is considered an essential factor in accepting ML.
H_1: The push effect has a positive influence on switching intention.

According to C. L. Lin et al., (2021), the pull effect has a positive impact on switching intention. This suggests that service providers will compete to offer features superior to current service providers, and consumers will be encouraged to switch to better services. Furthermore, research by Leong, (2022) states that the pull effect has a positive impact on switching intention. This shows that the higher the interest consumers feel in other services, the higher the consumer's interest in switching to new services. According to Jung & Han, 2017), the pull effect has a positive influence on switching intention. This shows that a service that has a pull factor will provide a better offer so that the service will provide more satisfaction to consumers and can influence consumers to switch in line with research by Sugandha & Indarwati,

(2021), which states that the pull effect has a positive impact on switching intention. This shows that the stronger the attractiveness of alternative competing services in the eyes of consumers, the stronger the consumer's desire to switch.
H_2: The pull effect has a positive effect on switching intention.

According to Yan., (2019), the mooring effect has a positive influence on switching intention. This shows that personality traits are important in consumers' switching intention. This is in line with research by Isnitahnia et al., (2019), which states that the mooring effect has a positive impact on switching intention. This shows that consumers will view switching costs as a significant indicator of dependence on specific switching paths. Ye & Jia, 2022) argue that the mooring effect has a strong influence on consumers who want to switch to alternative services. The mooring effect will strengthen the role of the push effect in encouraging switching intention for consumers. Specifically, the more consumers are influenced by the mooring effect, the stronger the position of the push effect on switching intention.
H_3: Mooring effect has a positive influence on switching intention.

Cho, D., & Jia, (2022) found that mooring variables such as switching costs and experience moderate the influence of driving variables on individual switching intentions. This research is strengthened by Muttaqin, (2022), who state that the mooring effect will positively moderate the relationship with the push effect on switching intention. This happens when consumers have the habit of increasing their trust to continue using trusted services. The higher the support for alternative services that are beneficial to consumers, the higher the consumer's desire to switch to alternative services. This research is in line with research by Ye, & Jia, (2022), who argue that the mooring effect has a strong influence on consumers because consumers want to switch to alternative services. The mooring effect will strengthen the role of the push effect in encouraging switching intention for consumers. Specifically, the more consumers are influenced by the mooring effect, the stronger the position of the push effect on switching intention.
H_4: The mooring effect positively strengthens the influence of the push effect on switching intention.

Research by Matondang et al., (2019) states that the mooring effect will significantly moderate the relationship between the pull effect and switching intention so that if the mooring effect is strong, customers will not switch even though the alternative attractiveness is strong. This shows that there will be no difference in switching intention among consumers due to the mooring effect. This research is in line with research by Jiang et al., (2020), which states that the mooring effect moderates the pull effect on switching intention. This shows that the more decisive the interest in alternatives generated by competing services, the stronger the inhibiting factor in resisting the desire to switch and also influences the strength of the desire to switch.
H_5: The mooring effect positively strengthens the influence of the pull effect on switching intention.

Framework of Thinking

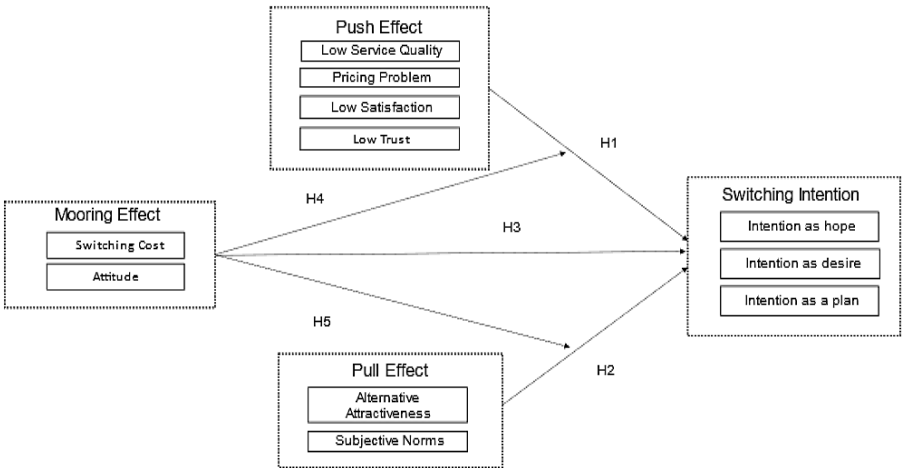

Figure 1. Framework of thinking

In this research, there are two exogenous variables, namely Push Effect (X1) and Pull Effect (X2), one moderator variable, namely mooring effect (Z) and one Endogenous variable, namely Switching Intention (Y), which will be analyzed using the research model as in Figure 1.

METHOD

Population and Sample

The population in this study are all people who desire to switch from GoFood services to ShopeeFood. The total sample was 135 respondents using the formula Hair et al., (2019). This research uses a non-probability sampling technique using purposive sampling (Turner, 2020) with the sample criteria in this research namely men/women aged over 17 years, owning and operating the Gofood application and Shopeefood application, who have the desire to switch from GoFood services to ShopeeFood in the Jabodetabek area.

Measurement Instruments

This research collects data using a questionnaire, and the scale used in preparing this questionnaire is a Likert scale, which contains one to four levels of answers. Consists of strongly disagree (STS), disagree (TS), agree (S), and strongly agree (SS). The definition of operational variables in this research is as in Table 1.

Tabel 1. Operasional definition of variables

Variabel	Dimensi	Indikator	
Push Effect (Luo et al. 2019; Jung et al., 2017)	Low Service Quality	X1.1	Drivers are not punctual in delivering orders
		X1.2	Drivers are not responsive in responding to customer messages
	Pricing Problem	X1.3	Food/drink prices are relatively expensive
		X1.4	Food/drink service prices are not economical
	Low Satisfaction	X1.5	Feeling dissatisfied with the food/drinks in the application
		X1.6	Feeling dissatisfied with the delivery service
	Low Trust	X1.7	Not trust it because it doesn't offer a guarantee
		X1.8	Not believe it because there is no compensation
Pull Effect (Sun *et al*., 2017)	Alternative Attractiveness	X2.1	Offers lower prices
		X2.2	Drivers are always alert in serving orders
		X2.3	Food/drinks are more varied
		X2.4	Orders are delivered according to the estimated time
		X2.5	Many Offer attractive discounts
	Subjective Norms	X2.6	Friends recommend switching to using the application
		X2.7	Friends stated that it was more profitable to use the application
		X2.8	The family indicated that they were satisfied with subscribing to the application
Mooring Effect (Hsieh et al., 2012, Lin & Wu 2020)	Switching Cost	Z1	Switching takes a lot of time to learn
		Z2	Switching to a new App causes time loss
		Z3	Switching will require a lot of effort
	Attitude	Z4	Switching will be detrimental because you are not sure about the security system
		Z5	Switching will be detrimental because driver partners are not yet trusted
Switching Intention (Jiang 2020)	Intention as hope	Y1	Have a strong hope of moving to another service
		Y2	Switch to other services in the future
	Intention as desire	Y3	Desire to move to other services
		Y4	Have the intention of switching from existing services to other services in the future
	Intention as a plan	Y5	Have a mature plan to move to other services
		Y6	Will definitely switch to another service in the future

Data Analysis Technique

In this study, PLS-SEM was used to test the measurements and structural models in this research. This research uses PLS-SEM because it does not overly restrict the distribution of variables Shiau, (2019), while covariance-based structure modelling (CB-SEM) requires more stringent related assumptions. The PLS-SEM technique is more suitable for research where the objective is to conduct exploratory research (Gefen & Straub, 2011). PLS-SEM analysis usually consists of two sub-models. The first sub-model is a measurement model often called an outer model, which consists of a convergent validity test by adopting the assessment criteria proposed by (Fornell & Larcker, 1981): convergent validity is achieved if the factor loading value is more significant than 0.7, and the average variance extracted (AVE) is more significant than 0.5. Next, in the discriminant validity test, calculate the AVE with factor loadings from the standard path coefficients produced by Confirmatory Factor Analysis (CFA). Suppose the square root of the AVE of the concept in question is higher than the correlation coefficient between that concept and other concepts. In that case, the variance is better explained by that concept and has discriminant validity. Meanwhile, the reliability test uses Cronbach's alpha and composite reliability, which can be reliable if the value is above 0.7 (Hair et al., 2019) The second sub-model is the structural model, often called the inner model. The measurement model shows how manifest or observed variables represent the latent variables to be measured. Meanwhile, the structural model shows the strength of estimates between latent variables and constructs (Wong, 2013).

RESULTS

Respondent Description

Based on data from 135 respondents filling out the questionnaire, it shows that most respondents were male with a total of 74 people (54.8%), in the largest age category in the 17-25year range with a total of 96 people (71.1%). Most respondents live in the Jakarta area, with 85 people (63%), and the majority are students with 75 people (55.6%). The majority of respondents are interested in switching to using ShopeeFood services because of the attractive discounts, with a total of 53 people (39%).

Assessment of Measurement Model

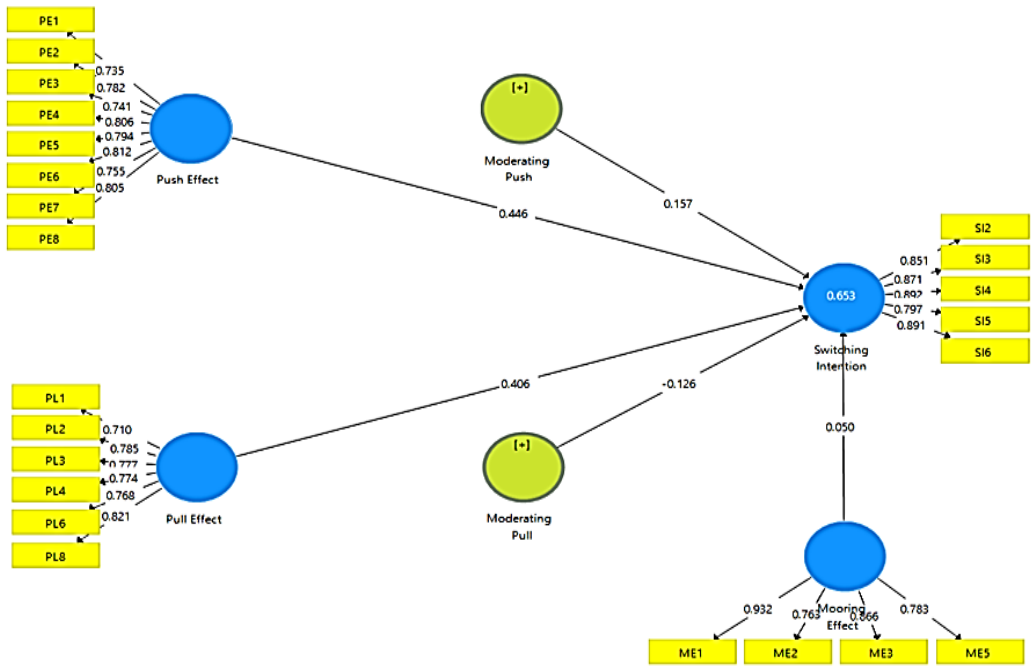

Figure 2. PLS SEM output display

Based on the results that have been observed from the Outer Loading table, it shows that all the Push Effect variables from 8 statements are declared valid, the Pull Effect from 8 statements only 6 are declared valid, the mooring effect from 5 statements only 4 are valid, and the Switching Intention from 6 statements only 5 are valid. valid. Of the 27 existing statements, only 23 statements can be declared valid with the Figure 2 model explanation.

Based on the Table 2, it can be seen that the push effect, pull effect, mooring effect and Switching Intention variables have an AVE value > 0.5, so it can be concluded that the convergent validity value in this study is good or meets the requirements of convergent validity. From the table, it can also be seen that all variables have a discriminant validity value of > 0.6, so it can be concluded that all existing variables are declared valid.

Table 2. AVE and discriminant validity

Variable	AVE	Discriminat Validity
Push Effect	0.607	0.744
Pull Effect	0.698	0.767
Mooring Effect	0.704	0.820
Switching Intention	0.742	0.796

Next, a reliability test was carried out to find out whether the indicators for all the research variables used had suitable constructs or not in forming latent variables and based on the calculations, Cronbach's alpha and composite reliability values were > 0.70, so it could be concluded that each of the variables tested was good in forming latent (reliable) variables so that you can carry out the structural testing stage. The results of the construct reliability test for each variable can be seen in the Table 3.

Table 3. Construct reliability

Variable	Cronbach's alpha	Composite reliability
Push Effect	0.908	0.925
Pull Effect	0.866	0.899
Mooring Effect	0.865	0.904
Switching Intention	0.913	0.935

Assessment of Structural Model

Based on the results of the Push Effect analysis, it has a positive effect on Switching Intention with a T-Statistics value of 3.747 > 1.96 with a significance level of ρ-Value of 0.000 < 0.05. This result can mean that the higher the Push Effect consumers feel from GoFood to ShopeeFood, the higher the consumer's Switching Intention (H_1 Accepted). The Pull Effect has a positive effect on Switching Intention with a T-Statistics value of 3.275 > 1.96 with a significance level of ρ-Value of 0.001 < 0.05. This result can mean that the higher the Pull Effect consumers feel from ShopeeFood, the higher the consumer's Switching Intention. (H_2 Accepted). Meanwhile, the Mooring Effect has no positive effect on Switching Intention with a T-Statistics value of 0.804 < 1.96 with a significance level of ρ-Value of 0.423 > 0.05. This result can mean that the Mooring Effect is not a variable that determines consumers' Switching Intention (H_3 Rejected).

The results of the analysis further state that the mooring effect does not strengthen the influence of the push effect on switching intention because it has a T-Statistics value of 1.050 < 1.96 with a significance level of ρ-Value of 0.296 > 0.05. This result shows that the mooring factor does not moderate the relationship between the push effect and switching intention. (H_4 Rejected). The mooring effect does not strengthen the influence of the pull effect on switching intention because it has a T-Statistics value of 0.799 < 1.96 with a significance level of ρ-Value of 0.426 > 0.05. This result shows that the mooring factor does not moderate the relationship between the pull effect and switching intention (H_5 Rejected).

Tabel 4. Summary of hypothesis testing

	Relationship	T Statistics	ρ- Values	Hypothesis Supported
H_1	Push Effect → Switching Intention	3.747	0.000	Acceptance
H_2	Pull Effect → Switching Intention	3.275	0.001	Acceptance
H_3	Mooring Effect → Switching Intention	0.804	0.423	Rejected
H_4	Moderating Effect 1 → Switching Intention	0.149	1.050	Rejected
H_5	Moderating Effect 2 → Switching Intention	0.158	0.799	Rejected

The analysis shows that the push effect influences Switching intention, meaning that the push effect is the basis that encourages customers to switch from Gofood to Shoppefood. Customers intend to switch from GoFood because the prices of food and drinks on the application are relatively expensive compared to others. The results of this research align with research by (Bansal, 2005), which states that price is one of the factors that causes the desire to switch service providers. Price influences customer perceptions. If the price given is increasingly expensive, customers will feel dissatisfied and will choose to use the service and vice versa (Marseto et al., 2019). When customers do not feel comfortable due to the high prices offered by the service providers they currently use, customers will be encouraged to switch to a new service provider. This research is in line with research by Chang & Wong, 2017) who state that the push effect has a positive influence on switching intention; this indicates the consumer's willingness to stop using the service provider currently used to use a new service. Based on the characteristics of the research respondents, most of whom are Generation Z, Generation Z also makes considerations when shopping. The main factor that influences them when shopping is price. They compare prices with one another to get the cheapest price with the same value and when they get it, it will cause them to want to move (Utamanyu & Darmastuti, 2022).

The results of further research show that the pull effect has a positive effect on switching intention. This indicates that the higher the pull effect felt by customers from ShopeeFood, the greater the consumer's switching intention. The results of this research are in line with research by C. L. Lin et al., 2021), which states that the pull effect has a positive impact on switching intention. Customers are attracted to ShopeeFood because it offers many attractive discounts, such as discounts of up to 50%, as well as vouchers. With attractive discounts and the relative advantages of substitutes brought by ShoppeFood, customers are more confident in switching (Leong et al., (2022); Jung (2012). The results of this research follow research by Risnanti et.al (2023), which states that 75% of Generation Z choose ShopeeFood, and the remaining 25% choose GoFood. The reasons why Generation Z chooses ShopeeFood online food delivery, apart from attractive discounts, are convenience, practicality, effectiveness and time efficiency, clarity, halal products and varied menu choices.

The following finding is that the mooring effect does not have a positive impact on switching intention. It can be interpreted that the mooring effect is not a factor that inhibits or encourages respondents when switching intentions. The results of this study are not in line with research by Yan et al., (2019) (2017); Ye et al., (2022) stated that the mooring effect has a positive influence on switching intention. The mooring factor cannot be an obstacle or incentive for respondents to be interested in switching to ShopeeFood because customers are already attracted by the various discounts offered, vouchers, free shipping, ease of use of the application, and cheap service costs. The large number of menu choices provided, as well as positive reviews from users. With various exciting things about ShopeeFood, respondents felt that switching to using the ShopeeFood application would not be detrimental (Risnanti et.al, 2023)

The subsequent finding is that the mooring effect does not strengthen the influence of the push effect on switching intention. It can be interpreted that the mooring effect is not a factor that maintains respondents' interest in moving from GoFood to ShopeeFood, but rather the respondents' feelings of disappointment with the services provided by GoFood, so this motivates them to move to ShopeeFood. The results of this study are not in line with research by Dazmin D. & Yoong, 2019), who found that mooring variables such as switching costs and experience moderate the influence of driving variables on individual switching intentions. This research is also not in line with Widodo et al., (2019), which states that the mooring effect will positively moderate the relationship with the push effect on switching intention.

Customers' disappointment with GoFood is because they feel that the price of food/drinks sold on the GoFood application is higher than others, and GoFood drivers are not responsive in responding to messages quickly, so they do not trust the GoFood application. The results of this research are in line with research Pradopo & Adhiansyah, (2019), which states that a service can be said to be wrong, if the company cannot fulfil consumer desires, either through products or through company services.

The final finding is that the mooring effect does not strengthen the influence of the pull effect on switching intention. It can be interpreted that the mooring effect is not a strengthening factor in attracting respondents to switch to using ShopeeFood services compared to GoFood. The results of this study are not in line with research by Matondang et al., (2019); Jiang et al., (2020) states that the mooring effect will significantly moderate the relationship between the pull effect and switching intention so that if the mooring effect is strong, customers will not switch even though the alternative attractiveness is strong. Customers are primarily men aged 17 - 25 years who can be part of the Z generation who like various efficient and effective services as well as various things related to discounts (Risnanti et.al, 2023), which is in line with research by Kim, (2021) which stated that one of the reasons consumers consider switching to alternative services is because the new service has more advantages than the previous service

CONCLUSION

The results of the analysis conclude that the push effect and pull effect influence switching intention. Customers are encouraged to switch because they feel that GoFood prices are more expensive than ShopeeFood, and customers are interested in switching to Shoppefood because it offers many attractive discounts, such as vouchers and satisfactory driver service. Mooring is not a factor that strengthens the push or pull for customers to move. Furthermore, the mooring effect is not a factor that supports customers' interest in switching from GoFood to ShopeeFood and is also not a strengthening factor in attracting customers to switch to using ShopeeFood services compared to GoFood.

The limitation of this research is that the scope of variables is limited to the push effect, pull effect, and mooring effect, even though there are still many other variables that can influence switching intention. Apart from that, the sample size coverage, which on average is in the sample size, still needs to be expanded, so the results of This research cannot be fully generalized to all food delivery customers.

There are suggestions that researchers can give for further research, such as research that should be carried out longitudinally and not just stop at wanting to move. This is to see consumer behaviour in switching services from time to time so that analysis can be carried out in more depth. Apart from that, it is hoped that further research can use other variables that can influence switching intention, such as attitude, subjective norms, and perceived behaviour control and can also use other analytical tools, such as AMOS and Lisrel. The final suggestion is that the distribution of questionnaires should be expanded not only in the Jabodetabek area to get a more significant number of respondents and get better results.

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