RINGKASAN

Pandemi COVID-19 mengubah model bisnis F&B ke arah digital. Transformasi digital membentuk tatanan baru terlebih dalam industri bisnis F&B. Aplikasi layanan pesan antar makanan atau *online food delivery* (OFD) sudah menjadi gaya hidup ditengah masyarakat saat ini. Di Indonesia terdapat 3 platform terbesar yang menyediakan layanan OFD. Perubahan gaya hidup yang baru tentunya mengubah cara perilaku konsumen dalam melakukan pembelian khususnya secara *online*. Tujuan dari penelitian untuk: 1) Mengidentifikasi perilaku konsumen disetiap *platform* Gofood, Grabfood, dan Shopeefood. 2) Analisis komparatif perilaku konsumen disetiap *platform* Gofood, Grabfood dan Shopeefood.

Pengambilan data dilakukan dengan teknik *non-probability* sampling berjenis *convenience sampling, purposive sampling,* dan sensus. Variabel yang digunakan adalah rating, jumlah pembeli, jarak, waktu, harga. Batasan-batasan dalam penelitian meliputi : 1) Rating restoran dalam rentang 4,5 - 5. 2) Jumlah pembeli restoran minimal 500 orang. 3) Harga diambil dari menu yang banyak dibeli. 4) Jarak restoran kurang dari sama dengan 5 kilometer dari titik penelitian. Analisis data menggunakan analisis deskriptif, analisis bivariate berjenis korelasi Spearman, dan *K-Means clustering*. Metodologi *data mining* menggunakan metodologi *Cross-Industry Standard Process for Data Mining* atau CRISP-DM.

Hasil penelitian menunjukkan bahwa: 1) Perilaku konsumen Gofood, Grabfood, Shopeefood saat membeli dipengaruhi oleh jarak, harga, harga. 2) Prefrensi harga konsumen pada Gofood dari Rp 20.000 – Rp 40.000, Grabfood dari Rp 25.000 – Rp 50.000, Shopeefood dari Rp 20.000 – Rp 40.000. 3) Pada *platform* Gofood terdapat 2 segemntasi konsumen, Grabfood 3 segmentasi konsumen, dan Shopeefood 3 segmentasi konsumen.

Kata kunci : Perilaku Konsumen, Transformasi Digital, Online Food Delivery (OFD), Analisis Komparatif, Segmentasi Konsumen.

SUMMARY

The COVID-19 pandemic has transformed the F&B business model towards digitalization. Digital transformation has established a new order, particularly in the F&B business industry. Online food delivery (OFD) applications have become a lifestyle among society today. In Indonesia, there are three major platforms that provide OFD services. The new lifestyle change has certainly altered consumer behavior in making purchases, especially online. The objectives of this research are to: 1) Identify consumer behavior on each platform, namely GoFood, GrabFood, and ShopeeFood. 2) Conduct a comparative analysis of consumer behavior on the Gofood, Grabfood, And Shopeefood platforms.

Data collection was carried out using non-probability sampling techniques, including convenience sampling, purposive sampling, and census. The variables used in this research are rating, number of buyers, distance, time, price, and transaction volume. The research limitations include: 1) Restaurant ratings ranging from 4.5 to 5. 2) The number of restaurant buyers is at least 500 people. 3) Prices are taken from the most purchased menu items. 4) The restaurant is located within 5 kilometers from the research point. Data analysis was conducted using descriptive analysis, bivariate analysis with Spearman correlation, and K-Means clustering. The data mining methodology used was the Cross-Industry Standard Process for Data Mining (CRISP-DM).

The research findings indicate that: 1) Consumer behavior on Gofood, Grabfood, and Shopeefood when making purchases is influenced by distance, price, and price. 2) The preferred price range for consumers is IDR 20,000 – IDR 40,000 on Gofood, IDR 25,000 – IDR 50,000 on Grabfood, and IDR 20,000 – IDR 40,000 on Shopeefood. 3) There are 2 consumer segments on the Gofood platform, 3 on Grabfood and Shopeefood.

Keywords: Consumer Behavior, Digital Transformation, Online Food Delivery (OFD), Comparative Analysis, Consumer Segmentation.