

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Review**

##### **2.1.1 E-grocery**

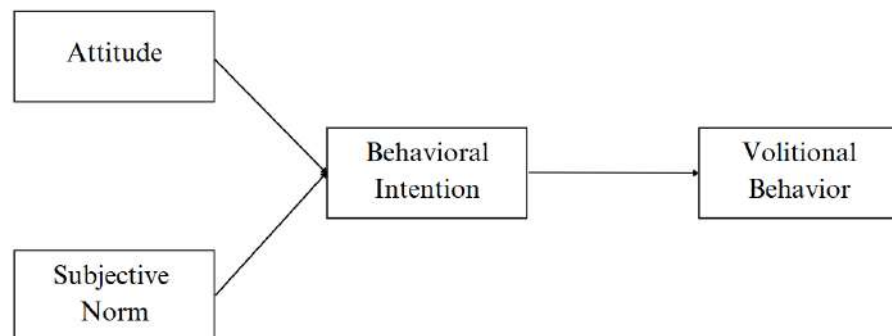
E-grocery is a form of business-to-consumer e-commerce with the primary goal of selling daily grocery products online, focused on providing added value for consumers, shopping convenience, and fast delivery directly to customers (Ryadi et al., 2021). E-grocery falls under the concept of quick commerce, a type of on-demand product delivery service that guarantees fast delivery to customers in less than an hour (Huang & Yen, 2021). The e-grocery concept offers a time-saving solution for busy urban consumers by providing easy access to a wide selection of daily necessities (Monoarfa et al., 2024).

Based on these various definitions, e-grocery is a form of e-commerce that enables retail businesses, both online and offline, to sell daily necessities online. E-grocery is designed to provide convenience, quick delivery tailored to consumer needs, and easy access to a wide range of products. The e-grocery concept highlights the practicality of online shopping experiences in today's rapidly advancing digital era. In the context of Titipku, traditional wet market merchants, who primarily operate offline, are involved in marketing their products online through the app platform. This allows consumers, who may have previously shopped for daily needs directly at the wet markets, to easily shop from the same market merchants online through the Titipku app.

##### **2.1.2 Theory of Reasoned Action**

The Theory of Reasoned Action, developed by Martin Fishbein and Icek Ajzen in the 1960s, is a theory that posits specific behaviors can be

predicted by a person's intention to engage in those behaviors, where this intention is shaped by two main factors: specific attitudes toward the behavior and subjective norms that influence the individual's intention (Thompson et al., 2012). Theory of Reasoned Action explains that a person's behavioral intention is the strongest predictor of consciously performed behavior. This theory suggests that an individual's intention to perform an action is influenced by their experiences and social norms (Tewari, 2023). According to this theory, if a person has a positive attitude toward a behavior and believes that others want them to perform it, their intention to carry out the behavior increases, making it more likely that they will engage in it (Mimiaga et al., 2009). The basic components of the Theory of Reasoned Action are shown in the **Figure 2.1**.

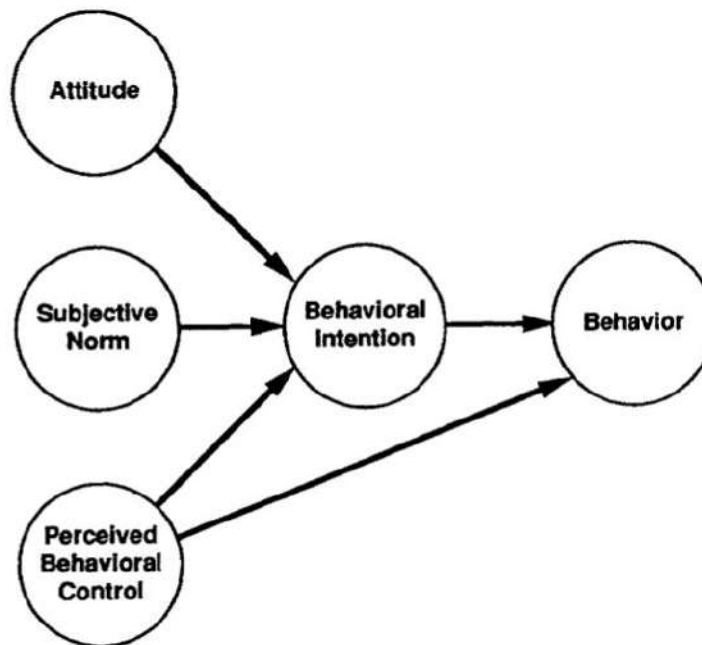


**Figure 2.1 Theory of Reasoned Action Model**

Source : Hale et al. (2003)

The Theory of Reasoned Action was extended into the Theory of Planned Behavior by Ajzen in 1985, incorporating perceived behavioral control into the model, as shown in **Figure 2.2** (Madden et al., 1992). Perceived behavioral control in the Theory of Planned Behavior refers to an individual's belief in having the necessary resources and opportunities to perform a behavior (Ajzen, 1985). The Theory of Planned Behavior acknowledges that when individuals perceive a lack of resources or opportunities, their intentions to perform the behavior may be weak, even

if they have positive attitudes or subjective norms. This feature allows the Theory of Planned Behavior to better predict behavior in situations where individuals lack complete control. In contrast, the Theory of Reasoned Action is more applicable when the behavior is under volitional control (Madden et al., 1992). Therefore, in the context of online grocery shopping, the Theory of Reasoned Action is adopted because it assumes that consumers have a high degree of control over their decision to purchase grocery products online, with their behavior influenced primarily by attitudes.



**Figure 2.2 Theory of Planned Behavior Model**

Source : Madden et al. (1992)

In previous research, Zhao et al. (2023) integrated the Theory of Reasoned Action with the Multi-attribute Attitude Model to examine the relationship between service attributes, attitudes, and continuous purchase intention in the context of online grocery shopping in China. In that study, the variable Continuous Purchase Intention represents the Theory of Reasoned Action concept, as it indicates an individual's

intention to perform a specific behavior, namely continuous purchasing. Therefore, the Continuous Purchase Intention variable from this previous research is adopted for use in this study.

### **2.1.3 Multi-Attribute Attitude Model**

The multi-attribute attitude model is a theory that explains how consumer behavior toward an object, such as a product or brand, is determined by the consumer's attitude toward various attributes evaluated from that object. According to Safrizal et al. (2022), this theory emphasizes that consumer attitudes are influenced by the level of importance they assign to each attribute associated with a particular object. Putri (2019) describes the multi-attribute attitude model as a valuable tool for studying attitude formation and predicting attitudes. Additionally, Sasmaya et al. in Kosasih et al. (2021), suggest that analyzing multi-attribute attitudes can provide valuable information for planning and developing new products, as consumers perceive a product as a collection of attributes, each with varying levels of importance across different products.

In previous research, Zhao et al. (2023) integrated the Theory of Reasoned Action with the multi-attribute attitude model to examine the relationship between service attributes, attitudes, and continuous purchase intention in the context of online grocery shopping in China. In that study, variables such as Product Quality, Product Assortment, Customer Service, Price Value, Convenience, and Instant Delivery are used as attributes of the online grocery shopping experience, influencing Online Attitude toward Brick-and-Mortar Retailers and Attitude toward Grocery Delivery Platforms. Therefore, some of these attribute variables are adopted in this study to measure Attitude towards an Object in the form of Attitude towards the Titipku App and to measure Attitude towards a Behavior in the form of Attitude towards Grocery Delivery Shopping.

#### **2.1.4 Product Quality**

Product quality can be understood as the fundamental quality and appearance of a specific product, encompassing both subjective and objective elements related to the product itself (Y. B. Zhang & Kim, 2021). Rohmah et al. (2023) define product quality as the overall characteristics of a product or service that affect its ability to meet consumers' needs and desires. Meanwhile, Tjiptono in Lone & Bhat (2023), states that product quality involves a combination of several factors, including the goods or services offered, the people involved, the processes used, and the environment in which the product is provided.

Based on these definitions, the researcher adopts the definition from Zhang & Kim (2021), which states that product quality refers to the fundamental quality and appearance of a specific product, encompassing both subjective and objective elements related to the product itself. In the context of the e-grocery service provided by Titipku, the concept of product quality refers to the freshness and appearance of grocery products offered by wet market merchants on the Titipku app platform, as well as the appearance of the products when received by consumers. This allows consumers to evaluate product quality objectively based on the freshness of the received products and subjectively by assessing whether the appearance of the grocery items meets their expectations when purchasing through the app. To measure the effectiveness of the product quality variable in this study, the researcher uses the following indicators: Product weights delivered as promised, products offered in good condition, and product match its description.

#### **2.1.5 Product Assortment**

Product assortment refers to the entire range of products offered by a business, encompassing both the depth of product lines and the breadth of available product lines (Atmojo, 2020). Meanwhile, Lombart et al.

(2018) define product assortment as the quantity of various items within a merchandise category. Amanah & Harahap (2018) describe product assortment as the completeness of products, covering the breadth, depth, quality, and availability of products whenever consumers need them. Product assortment is relevant to product diversity, defined by Pojoh et al. (2019) as the variety of products across several categories that a store or retail business offers.

Based on these definitions, the researcher adopts the definition from Amanah & Harahap (2018), which explains product assortment as the completeness of products, including the breadth, depth, quality, and availability of products whenever consumers need them. In the context of e-grocery services on the Titipku app, product assortment refers to the completeness of grocery types across various product categories, such as meat, vegetables, fruits, and others, that are available on the Titipku platform for consumers to choose and order whenever needed. To measure the effectiveness of the product assortment variable in this study, the researcher uses the following indicators: Always available product selection, plenty of buying options, and diverse products from various sellers.

#### **2.1.6 Customer Service**

Customer service refers to a series of activities involving interactions between clients and an organization, aimed at ensuring customer satisfaction and improving the operational efficiency of the organization (Álvarez-García et al., 2019). Rajendran et al. (2018) define customer service in the context of online shopping as how responsive online businesses are in addressing consumer requests. Meanwhile, Zhao et al. (2023) define customer service as the assistance provided to consumers in resolving issues during a purchase, as well as the quick response that can be given to consumer complaints. This definition is



relevant to the concept of service quality, which Atef in Zygiaris et al. (2022) defines as the ability of a service to meet consumer needs.

Based on these definitions, the researcher adopts the definition from Zhao et al. (2023), which explains customer service as the assistance provided to consumers in resolving issues during a purchase, as well as the quick response that can be given to consumer complaints. In the context of e-grocery services on the Titipku app, customer service refers to how Titipku addresses consumer issues related to the grocery shopping process through the app. For example, customer service could involve resolving problems when consumers receive products that do not meet their expectations, or other situations that deviate from their expectations. To assess the effectiveness of the customer service variable in this study, the researcher uses the following indicators: Complaints handled in a timely manner, friendly customer service staff, and feeling valued by the service.

#### **2.1.7 Price Value**

Price can be understood as the monetary value of a product or service (Cakranegara et al., 2022). Meanwhile, Mahajan (2020) defines customer value as the consumer's perception of how valuable a product or service is compared to other available alternatives. Customer's perceived value can be defined in terms of money, quality, benefits, and social psychology (Kuo et al., 2009). Price Value is the trade-off between the final price paid by the consumer and the goods or benefits received by the consumer (Zhao et al., 2023). Furthermore, Lee et al. (2019) define price value as the benefit perceived by the consumer when using an app compared to the costs incurred to use it. This definition aligns with the definition from Yein & Pal (2021), which defines price value as consumer's consideration of the benefits perceived from a system and the costs that must be paid to use that system.

Based on these definitions, the researcher adopts the definition from Zhao et al. (2023), which defines price value as the consideration between the final price paid by the consumer and the goods or benefits received by the consumer. In the context of this study, price value refers to how users of the Titipku app consider whether the price they need to pay when purchasing grocery products through the Titipku platform is worth the benefits they will receive. To measure how well the price value variable can be used in this study, the researcher uses the following indicators: Reasonable pricing, variety of discount benefits, and satisfaction with final prices.

#### **2.1.8 Convenience**

Convenience is the ability to use something without experiencing difficulties (Ray et al., 2019). Meanwhile, Chowdhury (2023) argues that convenience reflects the perceived benefits felt by consumers, indicating that online shopping is much easier, carries lower risks, offers a wider variety of products, is cheaper, and is more practical compared to conventional shopping. According to Zhao et al. (2023), convenience in the context of online grocery shopping refers to how consumers can use grocery delivery platforms to search for, select nearby stores and desired products, and make payments quickly and easily.

Based on these definitions, the researcher adopts the definition from Zhao et al. (2023), which defines convenience as how consumers can use a grocery delivery platform to search for, select nearby stores and desired products, and make payments quickly and easily. Therefore, the grocery delivery platform in this study is represented by the Titipku app. Relevant convenience in the Titipku app can involve how easily users can search for and select nearby wet market options, find and choose the grocery products they need, and complete the payment process for the items they wish to purchase. To measure how well the convenience variable applies



in this study, the researcher uses indicators: User-friendly app, quickly find desired products, convenient online payment.

#### **2.1.9 Instant Delivery**

Instant delivery is a service that allows customers to receive ordered products in a short period of time (Taneja, 2024). Zhang et al. (2019) define instant delivery as the process of delivering an item, product, or package within a short time frame. Instant delivery enables products purchased online to be safely and promptly delivered, meeting consumers' needs to use the product immediately (Ding & Sun, 2020). The concept of instant delivery is relevantly correlated with the timely delivery aspect in the delivery experience concept, which is defined by Anshu et al. (2022) as an experience related to delivery time, route diversion options, as well as aspects such as timely delivery, cash on delivery, returns, and last-mile delivery. Additionally, instant delivery is also related to delivery speed, which Jozuna & Dewi (2020) define as the time gap between when the customer or user places an order and when the product is actually delivered to the designated location.

Based on several definitions, the researcher adopts the definition from Ding & Sun (2020), which states that the concept of instant delivery allows products purchased online by consumers to be delivered safely and on time, thus meeting consumers' need to use the product immediately. Therefore, the concept of instant delivery in the e-grocery service on the Titipku app is related to how Titipku users' orders can be delivered safely and on time, according to the delivery schedule options that users can choose when making a purchase through the Titipku app. To measure how well the instant delivery variable works in this study, the researcher uses the following indicators: Delivery to specified address, flexible delivery time, timely order delivery.

### 2.1.10 Attitude

Attitude can be understood as an overall evaluation by an individual of others, an object, or something (Huajian, 2024). Attitude is related to customer satisfaction, as Surtinah (2022) defines customer satisfaction as a person's attitude toward the experiences they have had, and these experiences can support the development of trust and loyalty in consumers to continue purchasing the products or services offered by a company. Attitude toward a behavior refers to "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991). Meanwhile, attitude toward the object can be understood as "a function of his beliefs about the object (i.e. the probability that the object is associated with other objects, concepts, values, or goals) and the evaluative aspect of those beliefs (i.e. the attitude toward the related objects)" (Fishbein, 1963).

Based on several understandings, the researcher adopts the definition of attitude toward a behavior from Ajzen (1991), which is defined as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question." In the context of this research, attitude toward a behavior refers to attitude towards grocery delivery shopping, which reflects how Titipku app users view or evaluate the activity of shopping for grocery products online. The researcher also adopts the definition of attitude toward the object from Fishbein (1963), which is understood as "a function of his beliefs about the object (i.e., the probability that the object is associated with other objects, concepts, values, or goals) and the evaluative aspect of those beliefs (i.e., the attitude toward the related objects)." The context of attitude toward the object in this research refers to attitude towards the Titipku app, which relates to how users of the Titipku app have perceptions, beliefs, and evaluations of the Titipku app overall as an online grocery shopping platform. This may include aspects such as features, benefits, services,

and the user experience during the shopping process when using the Titipku app. To measure how well the variable attitude toward grocery delivery shopping can be used in this research, the researcher uses the indicators: favorable attitude, wise idea, good idea. Meanwhile, to measure how well the variable attitude toward the Titipku app can be used in this research, the researcher uses the indicators: positive feelings, favorable attitude, satisfaction, pleasant experience.

#### **2.1.11 Continuous Purchase Intention**

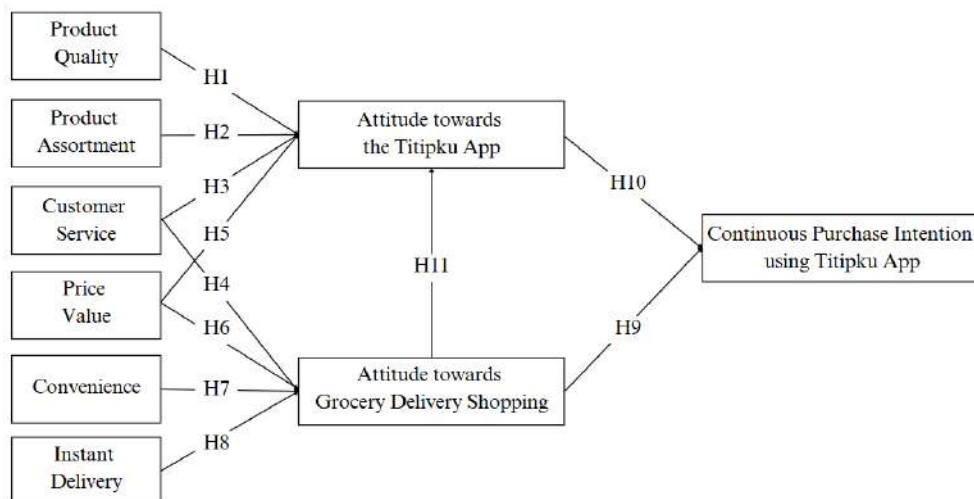
Continuous purchase intention is a concept that indicates how often consumers intend to continue purchasing products from the same seller, as this concept represents consumer knowledge, satisfaction, and loyalty towards a product or a specific platform (Chiu et al. in Lin et al., 2021). Furthermore, Wu & Huang (2023) state that continuous purchase intention is closely related to consumer loyalty and serves as a psychological indicator to predict whether consumers will truly want to make another purchase in the future. Additionally, continuous purchase intention is also relevant to online repurchase intention, which is defined as the consumer's plan to repurchase from the same online retailer in the future (Javed & Wu, 2020).

Based on several definitions, the researcher adopts the definition from Chiu et al. in Lin et al. (2021), which defines continuous purchase intention as a concept that indicates how often consumers intend to continue purchasing products from the same seller, as this concept represents consumer knowledge, satisfaction, and loyalty towards a specific product or platform. In the context of this study, continuous purchase intention using the Titipku app refers to the intention of Titipku users to continue shopping for grocery products online through the Titipku app in the future. To measure the effectiveness of the continuous purchase intention variable for use in this study, the researcher uses the

following indicators: Future purchase, planning to reorder, repeat purchase of similar products.

## 2.2 Conceptual Framework

This study adopts the model from a previous study by Zhao et al. (2023), titled "How Brick-and-Mortar Retailers and Grocery Delivery Platforms Influence Purchase Intention?". Therefore, the model used in this study is presented in **Figure 2.3**.



**Figure 2.3 Research Model**

## 2.3 Hypothesis

### 2.3.1 Product Quality towards Attitude towards the Titipku App

In the study conducted by Zhao et al. (2023), product quality is found to have a positive impact on online attitude towards brick-and-mortar retailers. Additionally, Wijaya & Wahyudi (2023) demonstrated through their research that product quality positively influences consumer attitudes. Furthermore, product quality has also been shown to significantly affect customer satisfaction (Liu et al., 2023). Based on this, the researcher formulated the following hypothesis:

H1: Product quality positively influence Attitude towards the Titipku App.

### **2.3.2 Product Assortment towards Attitude towards the Titipku App**

In the study conducted by Zhao et al. (2023), product assortment was found to have a positive impact on online attitude towards brick-and-mortar retailers. Meanwhile, Amadea et al. (2022) demonstrated in their research that assortment positively influences customer satisfaction. This finding is supported by the research conducted by Shriedeh et al. (2024), which showed that product assortment positively affects customer happiness, which is relevant to customer satisfaction and also related to attitude. Furthermore, Azhari et al. (2023) also demonstrated in their study that product diversity has a positive impact on customer satisfaction. Based on these previous studies, the researcher formulated the following hypothesis:

H2 : Product assortment positively influence Attitude towards the Titipku App

### **2.3.3 Customer Service towards Attitude towards the Titipku App**

Based on the research conducted by Zhao et al. (2023), customer service was found to have a positive impact on online attitudes towards brick-and-mortar retailers. Additionally, Fahim & Sidartha (2023) in their study also discovered that customer service has a significant effect on attitude towards the website of PT Farah Oriental Karpel. Furthermore, Diallo & Seck (2018) in their research stated that service quality has a positive effect on attitude towards store brands in Brazil. Based on these findings, the researcher formulated the following hypothesis:

H3 : Customer service positively influence Attitude towards the Titipku App



#### **2.3.4 Customer Service towards Attitude towards Grocery Delivery Shopping**

In previous research conducted by Zhao et al. (2023), customer service was found to have a positive impact on attitude towards grocery delivery platforms. Furthermore, Syafarudin (2021) in his study demonstrated that service quality, which is relevant to the concept of customer service, significantly affects customer satisfaction. Additionally, Kusmanto et al. (2023) in their research reinforced that service quality has an impact on customer satisfaction. Based on these previous studies, the researcher formulated the following hypothesis:

H4 : Customer service positively influence Attitude towards Grocery Delivery Shopping

#### **2.3.5 Price Value towards Attitude towards the Titipku App**

In the research conducted by Zhao et al. (2023), it was found that price value has a positive impact on online attitude towards brick-and-mortar retailers. Sarker et al. (2023) in their study also found that price value positively influences consumers' attitude towards social commerce. Furthermore, Han & Han (2023) stated that price value has a positive effect on attitude in medical e-commerce during the COVID-19 pandemic. Meanwhile, the research by Le & Nguyet (2024) indicated that price value does not have a positive impact on customer satisfaction. Based on these previous studies, the researcher formulated the following hypothesis:

H5 : Price value positively influence Attitude towards the Titipku App

### **2.3.6 Price Value towards Attitude towards Grocery Delivery Shopping**

In the research conducted by Zhao et al. (2023), it was found that price value has a positive impact on attitude towards grocery delivery platforms. Zhang et al. (2020) in their study demonstrated that price value positively influences consumers' attitude towards purchasing energy-saving appliances. Furthermore, Lin & Dong (2023) stated that price value has a positive effect on consumers' attitude towards purchasing energy-efficient home appliances. Based on these previous studies, the researcher formulated the following hypothesis:

H6 : Price value positively influence Attitude towards Grocery Delivery Shopping

### **2.3.7 Convenience towards Attitude towards Grocery Delivery Shopping**

Based on the research conducted by Anshu et al. (2022), convenience was found to have a significant impact on attitude towards online grocery shopping. Additionally, another study by Chowdhury (2023) also found that convenience positively influences consumers' attitude towards online food delivery services. However, Zhao et al. (2023) in their research found that convenience does not have a positive impact on attitude towards grocery delivery platforms. Based on these previous studies, the researcher formulated the following hypothesis:

H7 : Convenience positively influence Attitude towards Grocery Delivery Shopping

### **2.3.8 Instant Delivery towards Attitude towards Grocery Delivery Shopping**

Based on the research conducted by Zhao et al. (2023), instant delivery was found to have an impact on attitude towards grocery delivery platforms. Meanwhile, Anshu et al. (2022) in their study found that delivery experience has a positive influence on attitude towards

online grocery shopping. Additionally, Jozuna & Dewi (2020) in their research found that delivery speed does not have an impact on attitude. Based on these previous studies, the researcher formulated the following hypothesis:

H8 : Instant delivery positively influence Attitude towards Grocery Delivery Shopping

### **2.3.9 Attitude towards Grocery Delivery Shopping towards Continuous Purchase Intention using Titipku App**

Zhao et al. (2023) in their study concluded that attitude towards grocery delivery platforms has a significant impact on continuous purchase intention. Furthermore, Asti et al. (2021) in their research proved that attitude towards e-grocery has a positive effect on e-grocery repurchase intention. Anshu et al. (2022) also found in their study that attitude towards online grocery shopping has a positive impact on online grocery repurchase intention. Based on these previous studies, the researcher formulated the following hypothesis:

H9 : Attitude towards Grocery Delivery Shopping positively influence Continuous Purchase Intention using Titipku App

### **2.3.10 Attitude towards the Titipku App towards Continuous Purchase Intention using Titipku App**

In previous research conducted by Haiban & Rimadias (2023), attitude towards the brand was found to have a positive impact on repurchase intention. Then, Nguyen (2020) in their study proved that consumers' attitude, understood as the positive or negative feelings of consumers towards an object or activity, has a positive effect on consumers' repurchase intention. Furthermore, research conducted by Hertaswari & Dewi (2021) also found that attitudes towards online stores have a positive impact on repurchase interest. Additionally, Damayanthi

et al. (2023) in their research stated that attitudes towards the product have a positive influence on repurchase intention. Based on these previous studies, the researcher formulated the following hypothesis:

H10 : Attitude towards the Titipku App positively influence Continuous Purchase Intention using Titipku App

#### **2.3.11 Attitude towards Grocery Delivery Shopping towards Attitude towards the Titipku App**

In previous research conducted by Zhao et al. (2023), attitude towards grocery delivery platforms was found to have a significant impact on online attitude towards brick-and-mortar retailers. Additionally, Çavusoglu et al. (2021) found that attitude towards green behavior positively influences green image. In this study, the context of green image is defined as the perception created by consumers in their minds regarding businesses that demonstrate attention and responsibility towards the environment. Therefore, the context of green image in this study represents consumer attitudes or views relevant to the concept of attitude towards an object. Furthermore, Khoiriyah & Toro (2018) in their research demonstrated that environmental attitude has a positive impact on attitude towards green products. According to Schultz et al., as cited in Shooshtarian et al. (2018), environmental attitude can be defined as a set of beliefs that an individual holds regarding environmentally friendly activities. Thus, the context of environmental attitude in the study by Khoiriyah & Toro (2018) is relevant to the concept of attitude towards a behavior. Based on these previous studies, the researcher formulated the following hypothesis:

H11 : Attitude towards Grocery Delivery Shopping positively influence Attitude towards the Titipku App

## 2.4 Previous Study

This study is conducted to examine the factors that influence continuous purchase intention using the Titipku app. The journal titled “**How Brick-and-Mortar Retailers and Grocery Delivery Platforms Influence Purchase Intention?**” by Zhao et al. (2023) serves as the main reference for the development of this research. That study emphasizes the lack of studies focusing on the relationship between online grocery shopping experience and consumer repurchase behavior. Therefore, the literature gap justifies the need for this study, which seeks to explore how online grocery shopping experiences influence consumer repurchase behavior, specifically within the context of the Titipku app, contributing to a deeper understanding of the e-grocery landscape in the post-pandemic era in Indonesia.

Through their study, Zhao et al. (2023) state that continuous purchase intention is influenced by online attitude towards brick-and-mortar (B&M) retailers, and this variable is affected by product quality, product assortment, customer service, price value, and attitude towards the grocery delivery platform. Meanwhile, attitude towards the grocery delivery platform does not influence continuous purchase intention, as this variable is affected by customer service, price value, convenience, and instant delivery. In addition to the main study conducted by Zhao et al. (2023), several other previous studies are used to develop and support the relationships among the variables in the research model, as shown in **Figure 2.3**. Some of the previous studies used in this research are presented in **Table 2.1** below.



**Table 2.1 Previous Studies**

No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
1	Zhao et al. (2023)	How Brick-and-Mortar Retailers and Grocery Delivery Platforms Influence Purchase Intention?	Relationship between product quality, product assortment, customer service, price value, convenience and instant delivery, attitude towards	Theory of Reasoned Action and Multi-attribute Attitude Model	Continuous purchase intention	Customer service, price value, and instant delivery influence attitude towards grocery delivery platforms  Product quality, Product assortment, customer service, price value, and instant delivery, and attitude towards grocery delivery platforms influence online attitude toward brick-and-mortar retailers

No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
						Online attitude toward brick-and-mortar retailers influences continuous purchase intention
2	Chowdhury (2023)	Impact of perceived convenience, service quality and security on consumers' behavioural intention towards online food delivery services: the role of attitude as mediator	Relationship between convenience and consumers' attitude towards online food delivery services	Extended Technology Acceptance Model	Consumers' behavioral intention towards online food delivery services	Convenience and service quality significantly influence consumers' attitude and behavioral intention towards online food delivery services

No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
3	Anshu et al. (2022)	Impact of customer experience on attitude and repurchase intention in online grocery retailing: A moderation mechanism of value Co-creation	Relationship between convenience and attitude towards online grocery shopping, Relationship between attitude towards online grocery and online grocery repurchase intention	Multi Attribute Utility Theory and Attitude-Behavior-Context Theory	Online Grocery Repurchase Intention	Convenience significantly influences attitude towards online grocery  Attitude towards online grocery significantly influences online grocery repurchase intention
4	Jozuna & Dewi (2020)	The Influence of Delivery Speed, Tracking Delivery, and Trust, in Creating	Relationship between delivery speed and attitude	-	Online Purchase Intention	Delivery Speed does not significantly influence attitude

No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
		Shopee Express Attitudes and Online Purchase Intentions in Shopee				
5	Wijaya & Wahyudi (2024)	The Effect of Brand Image, Product Quality and Price on Consumer Attitudes	Relationship between product quality and consumer attitudes	Theory of Reasoned Action	Repurchase Intention	Product quality significantly influences consumer attitudes
6	Liu et al. (2023)	Factors influencing consumers' repurchase behavior on fresh food e-commerce platforms: An empirical study	Relationship between product quality and customer satisfaction	Stimulus-Organism-Response Model	Customer repurchase	Product quality positively influences consumer satisfaction
7	Amadea et al. (2022)	The Effect of Product Quality, Service Quality,	Relationship between product		Customer satisfaction	Product assortment does not have a significant

No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
		Environment Quality, and Product Assortment on Customer Loyalty through Customer Satisfaction of BCA Mobile Application	assortment and customer satisfaction		and customer loyalty	effect on customer satisfaction
8	Shriedeh et al. (2024)	Impact of product assortment, perceived service quality, website quality, and customer reviews on customer happiness and word of mouth	Relationship between product assortment and customer happiness	-	Word of Mouth	Product assortment positively influences customer happiness



No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
9	Azhari et al. (2023)	The Effect of Location, Product Diversity, and Store Atmosphere on Increasing Customer Satisfaction	Relationship between product diversity and customer satisfaction	-	Consumer satisfaction	Product diversity significantly influences customer satisfaction
10	Fahim & Sidharta (2023)	Peran Attitude dalam Hubungan Convenience dan Customer Service terhadap Purchase Intention pada Website PT Farah Oriental Karpet	Relationship between customer service and attitude	Technology Acceptance Model	Purchase intention	Customer service significantly influences attitude
11	Diallo & Seck (2018)	How store service quality affects attitude toward store brands in emerging	Relationship between service	Cue Utilization Theory	Attitude toward store brands	Service quality significantly affects

No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
		countries: Effects of brand cues and the cultural context	quality and attitude toward store brands			attitude toward store brands
12	Syafarudin (2021)	The Effect of Product Quality on Customer Satisfaction Implications on Customer Loyalty in the Era Covid-19	Relationship between service quality and customer satisfaction	-	Customer loyalty	Service quality significantly influences customer satisfaction
13	Kusmanto et al. (2023)	The Influence of Service Quality on Customer Satisfaction at PT. Bank Mandiri (Persero) Tbk. KCP Tangerang STPI Curug	Relationship between service quality and customer satisfaction	-	Customer Satisfaction	Service quality positively influences customer satisfaction
14	Sarker et al. (2023)	Investigating Social Commerce Factors:	Relationship between price	Unified Theory Of	Behavioral Intention	Price value positively influences consumer's

No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
		Motivation, Price Value, Habit, Risk and Attitude	value and consumer's attitude towards social commerce	Acceptance And Use Of Technology 2		attitude towards social commerce
15	Han & Han (2023)	The influence of price value on purchase intention among patients with chronic diseases in medical e-commerce during the COVID-19 pandemic in China	Relationship between price value and attitude in medical e-commerce during the COVID-19 pandemic	Extended Theory of Planned Behavior	Purchase Intention	Price value positively influences attitude in medical e-commerce during the COVID-19 pandemic
16	Le & Nguyet (2024)	The impact of perceived value on consumers' positive	Relationship between price	The Cognitive Appraisal	Positive word-of-	Price value does not significantly influence customer satisfaction

No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
		word-of-mouth intention toward energy-efficient appliances	value and customer satisfaction	Theory of Emotions and Consumer Perceived Value Theory	mouth intention	
17	Zhang et al. (2020)	Willingness to pay a price premium for energy-saving appliances: Role of perceived value and energy efficiency labeling	Relationship between price value and consumer's attitude toward purchasing energy-saving appliances	Theory of Planned Behavior	Willingness to pay a price premium	Price value positively influences consumer's attitude toward purchasing energy-saving appliances

No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
18	Lin & Dong (2023)	Exploring Consumers' Purchase Intention on Energy-Efficient Home Appliances: Integrating the Theory of Planned Behavior, Perceived Value Theory, and Environmental Awareness	Relationship between price value and consumer's attitude toward purchasing energy-efficient home appliances	Theory of Planned Behavior and Perceived Value Theory	Purchase Intention	Price value positively influences consumer's attitude toward purchasing energy-efficient home appliances
19	Asti et al. (2021)	Influence of Trust, Perceived Value, and Attitude on Customers' Repurchase Intention for E-Grocery	Relationship between attitude toward e-grocery and e-grocery repurchase intention	-	E-grocery repurchase intention	Attitude toward e-grocery positively influences e-grocery repurchase intention



No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
20	Haiban & Rimadias (2023)	Analysis of Factors Forming Attitude towards Brand and Repurchase Intention by Using Brand Ambassadors on the Shopee Online Shopping Platform	Relationship between attitude towards brand and repurchase intention	-	Repurchase Intention	Attitude towards brand positively influences repurchase intention
21	Nguyen (2020)	Attitudes and Repurchase Intention of Consumers towards Functional Foods in Ho Chi Minh City, Vietnam	Relationship between consumers' attitude and consumers' repurchase intention	Theory of Planned Behavior	Purchase Intention	Consumers' attitude has a positive relationship with consumers' repurchase intention

No	Author	Literature Title	Adopted Insights	Ground Theory	Dependent Variable	Key Findings
22	Hertaswari & Dewi (2021)	Differences In Consumers' Attitude Towards Online Shops Based On Product Types And Consumer Characteristics And Their Influence On Repurchase Interests	Relationship between attitudes toward online shop and repurchase interest	-	Repurchase interest	Attitude toward online shop positively influences repurchase interest
23	Damayanathi et al. (2023)	Korean Beauty Product Repurchase Intention Factors	Relationship between attitudes towards the product and repurchase intention	Theory of Reasoned Action	Repurchase Intention	Attitude towards the product significantly influences repurchase intention