

DAFTAR PUSTAKA

- An, S., Eck, T., & Yim, H. (2023). Understanding Consumers' Acceptance Intention to Use Mobile Food Delivery Applications through an Extended Technology Acceptance Model. *Sustainability*, 15(1), 832.
<https://doi.org/10.3390/su15010832>
- Banyaknya Minat Pemesanan Makanan Online Di Era Gen Z. (2022).
<https://communication.binus.ac.id/2022/11/04/banyaknya-minat-pemesanan-makanan-online-di-era-gen-z/>
- Harris, M (2021). Era Digital dan Dampak Perkembangan Teknologi yang Pesat!.
<https://www.gramedia.com/literasi/era-digital/>
- Aulia, D. D. (2022). Riset: Tren Layanan Pesan-Antar Makanan Meningkat, GoFood Jadi Nomor 1. Detikfood. <https://food.detik.com/berita-boga/d-6130873/riset-tren-layanan-pesan-antar-makanan-meningkat-gofood-jadi-nomor-1>
- Goal 1: No poverty - the global goals. (2024, January 23). The Global Goals.
<https://globalgoals.org/goals/1-no-poverty/>
- Agnez, Z. Y. (2025). Penjualan makanan online makin digemari warga Indonesia. GoodStats.
<https://goodstats.id/article/penjualan-makanan-online-makin-digemari-warga-indonesia-K6tLG>
- Wahyunanda, K. P., et al (2021). Gojek dan Grab Harap Waspada, ShopeeFood Siap Ekspansi di Indonesia. KOMPAS.com. <https://tekno.kompas.com/read/2021/01/14/09410017/gojek-dan-grab-harap-waspada-shopeefood-siap-ekspansi-di-indonesia>

- Rezkisari, I. (2018). Nadiem Makarim Bagi Cerita Soal Awal Mula Gofood. *Republika Online*. https://ameera.republika.co.id/berita/p2fro6328/nadiem-mak%20arim-bagi-cerita-soal-awal-mula-gofood#google_vignette
- Cahyu. (2019). Kisah Perjalanan Grab dari Lahir Hingga Jadi Decacorn. *liputan6.com*.
<https://www.liputan6.com/tekno/read/3912922/kisah-perjalanan-grab-dari-lahir-hingga-jadi-decacorn>
- Dwi,W. (2021). Aplikasi Pesan-Antar Makanan Banyak Digunakan Konsumen dan Merchant di Indonesia, Siapa Pemenangnya. <https://mix.co.id/marcomm/news-trend/aplikasi-pesan-antar-makanan-banyak-digunakan-konsumen-dan-merchant-di-indonesia-siapa-pemenangnya/>
- kumparan. (2025). Survei Jakpat: GoFood Terpopuler, Ungguli ShopeeFood dan GrabFood. *Kumparan*. <https://m.kumparan.com/millennial/survei-jakpat-gofood-terpopuler-ungguli-shopeefood-dan-grabfood-251r9JlI66u/3>
- Junida, A. I. (2022). Riset: GoFood pilihan utama, ShopeeFood beri harga paling kompetitif. *Antara News*. <https://m.antaranews.com/berita/2940405/riset-gofood-pilihan-utama-shopeefood-beri-harga-paling-kompetitif>
- Muslimawati, N. (2021). Persaingan Delivery Food: GoFood hingga ShopeeFood, Konsumen Pilih Mana? *Kumparan*. <https://m.kumparan.com/amp/kumparanbisnis/persaingan-delivery-food-gofood-hingga-shopeefood-konsumen-pilih-mana-1wu3g7Yow3u>

Azis, Y. A. (2024). *Manajemen Pemasaran: Pengertian, Fungsi dan Tujuan*.

Deepublish Store.

https://deepublishstore.com/blog/materi/manajemen-pemasaran/?srsltid=AfmBOooJ8Zu5GGn2upNiLnIXevQ4RK2tcgaW8EJPEkyxm_eFORPqWIDb&utm#Pengertian_Manajemen_Pemasaran_Menurut_Para_Ahli

American Marketing Association. *Marketing Management Archives*.

<https://www.ama.org/topics/marketing-management/>

Qotrun, A. *Desain Penelitian: Pengertian, Fungsi, Klasifikasi, dan Bentuknya*.

https://www.gramedia.com/literasi/desain-penelitian/#2_Desain_Penelitian_Cross-Sectional

Malhotra, N. (2020). *Malhotra, 2020 - Marketing Research an Applied Orientation 7th Edition*.

Willie, M.M. (2023). *Defining the Population and Target Population in Clinical Studies: Clarifying Terminology and Enhancing Study Validity*.

Kumar, R. (2019). *Research Methodology: A Step-by-Step Guide for Beginners* (5th ed.). SAGE.

Hair, J. (2022.). *A PRIMER ON PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING (PLS-SEM)* Third Edition.

Makhlouf et al. (2024). *Intentions to Use Mobile Food Delivery Application: A Theory of Planned Behavior and Technology Acceptance Model Approaches*.