

Segmentation and Targeting Analysis of Food Delivery Apps

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ABSTRACT

This study examines the segmentation and targeting strategies employed by food delivery app providers in Jakarta. It aims to identify the key factors influencing consumers' intentions to continue using these services across different market segments. A cluster analysis modeling approach is applied to group consumers based on specific characteristics. The findings provide valuable insights for marketers to design strategies that better align with the unique needs of consumers, considering both demographic and psychological factors. This enables marketers to adopt a more targeted approach in effectively addressing the preferences of each consumer segment. Additionally, the study highlights the importance of understanding the dynamics of the evolving demand within Indonesia's food delivery service sector. Ultimately, the research not only supports app providers in enhancing customer satisfaction but also fosters stronger loyalty towards their services. By leveraging a data-driven approach and more precise segmentation, food delivery app providers can refine their marketing strategies to engage consumers in a more relevant and sustainable manner.

Keywords: Cluster analysis; customer loyalty; market segmentation; targeting

ABSTRACT

Studi ini berfokus pada strategi segmentasi dan targeting yang digunakan oleh penyedia aplikasi pengantaran makanan di Jakarta. Penelitian bertujuan memahami faktor-faktor utama yang memengaruhi niat konsumen untuk terus menggunakan layanan tersebut di berbagai segmen pasar. Pendekatan pemodelan analisis kluster digunakan untuk mengelompokkan konsumen berdasarkan karakteristik tertentu. Hasil penelitian ini memberikan wawasan penting bagi pemasar untuk menciptakan strategi yang lebih sesuai dengan kebutuhan unik konsumen, baik dari segi demografis maupun psikologis. Dengan demikian, pemasar dapat mengembangkan pendekatan yang lebih terarah untuk memenuhi preferensi setiap segmen konsumen secara efektif. Temuan ini juga menekankan pentingnya memahami dinamika permintaan yang terus berkembang di sektor layanan pengantaran makanan di Indonesia. Pada akhirnya, penelitian ini tidak hanya membantu penyedia aplikasi dalam meningkatkan kepuasan pelanggan, tetapi juga memperkuat loyalitas mereka terhadap layanan yang ditawarkan. Melalui pendekatan

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yang berbasis data dan segmentasi yang lebih spesifik, penyedia aplikasi pengantaran makanan dapat mengoptimalkan strategi pemasaran mereka untuk menjangkau konsumen dengan cara yang lebih relevan dan berkelanjutan.

Keywords: Analisis cluster; loyalitas pelanggan; segmentasi pasar; targeting

INTRODUCTION

The COVID-19 crisis has increased the speed of digital transformation globally, especially the growth of the Food Delivery App (FDA) in the culinary service industry (Atulkar & Singh, 2021). The impact of Covid-19 has made it difficult for culinary entrepreneurs to carry out their food services, culinary entrepreneurs are forced to adopt FDA to survive (Francioni et al., 2022). The pandemic has spurred a trend of working by residence & a number of food couriers (Francioni et al., 2022). This has resulted in an increase in short-distance deliveries (Hillyer et al., 2021). These favorable conditions have resulted in high delivery of food delivery services.

The current popular FDA in Jakarta has not been able to fully meet the needs and preferences of different consumer segments. While these apps provide a wide range of features and services, there is still a lack of understanding of the factors that drive continuance usage intention among different consumer segments (Nguyen et al., 2023). According to a report from Databoks, as shown in Figure 1, Indonesia has one of the highest adoption rates of digital food delivery services in the world. The growth of this industry is driven by a large population, rapid urbanization, and the widespread adoption of digital technology in all walks of life.



Source: Databoks (2024)

Figure 1. Online market rankings in Southeast Asia

Several important factors influence the intention to continue using FDA, such as information quality, system quality, perceived usefulness, perceived enjoyment, and satisfaction (Zhao & Bacao 2022). However, these studies have not deeply investigated how these factors differ in importance among different consumer segments (Nguyen et al., 2023). The limited understanding of FDA user segmentation has hindered service providers and food retailers from providing more personalized and effective services.

To address the research gaps identified above, we first explored the key antecedents of FDA user intentions. In doing so, the researcher built a research model based on the Error Correction Model (ECM) (Bhattacharjee, 2001) to study FDA users' intention to continue using through factors related to technology and psychology. This research also aimed to segment the market for FDA users. Several segments of FDA users were found and formed according to their perception of the importance of key antecedents of FDA user intentions.

This study makes several important contributions to related researchers and practitioners. First, our study enriches the FDA research stream by using a segment

analysis method approach, to identify key antecedents of FDA continuation intentions and provide a detailed description of FDA user segment profiles. Thus, this study serves as a premise for researchers studying the differences in user segments' likelihood of continuation intentions in other contexts. Secondly, this study provides guidelines for food retailers and FDA providers to upgrade existing FDA services into core value services by focusing on the key factors that influence continuation intentions in the post-pandemic phase. In addition, by identifying subgroups of FDA users through cluster segmentation techniques, this study directs food services/retailers to become customer-centric businesses and improve the ability to reach the right consumers, from which highly focused and feasible marketing strategies are designed. Finally, the findings of this study can serve as a reference for food retailers to use an optimized version of FDA Tech which can be a game changer in the food retail industry to execute their omnichannel strategies and meet the demand for home delivery in the new normal era. These advancements can be seen as technology-based barriers to enhance FDA's current competitiveness against new entrants.

LITERATURE REVIEW

Food Delivery Application (FDA) is a technological innovation that utilizes mobile applications to order food online and arrange for direct pickup through delivery drivers (Kumar & Shah, 2021; Pal et al., 2022). FDA being part of the digitization of food services, falls into two main categories (Zhao & Bacao, 2020). First, apps developed and owned by the restaurants themselves, such as KFC, Pizza Hut, and Domino's. Second, third-party platforms that act as intermediaries between food providers or retailers and consumers (Wang, 2024). Examples of third-party platforms include DoorDash, Uber Eats, Foodpanda, and GrabFood. In the context of the pandemic, the digitization of restaurants through the FDA plays a significant role. Before the COVID-19 pandemic, large restaurants had offered online ordering services through their websites or apps (Patsiotis et al., 2020). However, with the spread of COVID-19, the need to establish partnerships with third-party FDAs increased dramatically. This is mainly due to physical restrictions that force restaurants to maintain operations by relying on delivery services. These partnerships are particularly beneficial for small to medium-sized restaurants that can utilize the delivery infrastructure, drivers, and online platforms provided by third-party FDAs (Cocco & De-Juan-Vigaray, 2022; Traynor et al., 2022).

The increasing trend of using third-party FDAs triggered various studies in different countries. Several studies highlighted how FDAs helped restaurants survive during the pandemic, particularly in the small and medium-sized sector (Francioni et al., 2022; Kumar & Shah, 2021; Zhao & Bacao, 2020). In Taiwan, for example, third-party FDAs such as Foodpanda and Uber Eats have become extremely popular during the pandemic. These two platforms largely collaborated with small to medium-sized restaurants, making them key actors in the transformation of food services during the period (Tsai & Lin, 2022). Therefore, the Taiwanese market is considered relevant for further research, as it reflects the dynamics of the FDA market globally. The use of FDA not only reflects the changes caused by the pandemic but also indicates broader changes in consumer behavior. After the pandemic, predictions suggest that this trend will continue to evolve, driven by new consumer needs (Hendrawan et al., 2023; Poon & Tung, 2024; Saputra et al., 2024). For example, the rise of the household economy has given rise to demand for more personalized food products and streamlined service packages (Ashish et al., 2024). This transformation suggests that consumers are seeking not only convenience, but also a dining experience that better suits individual preferences (Iyengar & Venkatesh, 2024).

Previous studies, such as those conducted by Zanetta et al. (2021) and Francioni et al. (2022), emphasize the importance of understanding FDA user behavior, particularly in the post-pandemic phase. These changes open up opportunities for FDA providers to improve their services through a more customer-centric approach. Further research is needed to explore the factors that influence users' intention to continue using FDA. Some aspects to consider are ease of use, service efficiency, and the level of

personalization offered by the platform. Digitalization through FDA has had a significant impact on the food industry, not only in terms of maintaining operations during the pandemic but also in reshaping the relationship between consumers and food service providers (Barile et al., 2024; Mukti & Isa, 2024). Restaurants large and small are required to adapt quickly to changes in consumer behavior. Partnerships with third-party platforms allow restaurants to stay relevant and competitive in a changing market (Guillén, 2021).

These changes are also driving increased collaboration between academics and practitioners in understanding emerging trends. Studies conducted in various countries show that third-party FDAs have great potential to continue to thrive, even in post-pandemic conditions (Chen et al., 2022; Poon & Tung, 2024). In Taiwan, for example, the success of Foodpanda and Uber Eats shows how strategic partnerships can benefit all parties involved. Food Delivery Application is an innovation that not only serves as a digital tool but also as a catalyst for change in the food industry. Its ability to bridge the gap between consumers and food service providers makes it a key element in the modern digitalization landscape. Further studies in this area are important to understand the dynamics of consumer behavior as well as to provide strategic recommendations for FDA providers in the face of evolving market needs.

METHODS

This research uses a descriptive method. Descriptive research is research that uses a set of scientific methods and procedures to design, collect data that describes the characteristics of objects, events, or situations (Sekaran & Bougie, 2016). This research aims to describe segmentation and target markets at the FDA. A successful segmentation analysis can not only identify homogeneous groups, but can also make these homogeneous groups have distinctive characteristics so that they are easy to identify (Hair et al., 2019). The data used in this study uses primary data, which is obtained directly from the original source. The unit of analysis used in this study is individuals in the form of people who have used the FDA at least 3 times a month. Based on the time period, the data collected in this study is Cross Sectional. According to Sekaran & Bougie (2016) states that with *Cross Sectional* data a study can be done by collecting data only once, within a certain period of time to find answers to research questions.

RESULTS

This descriptive analysis is based on the research data that has been collected, in the form of the results of questionnaire responses obtained from 44 respondents. The data is processed in tabular form. The following are the characteristics of the respondents:

Table 1. Respondent Characteristics

Variable	Gender	Frequency	Percent (%)
Gender	Male	19	43,2%
	Female	25	56,8%
Age	15 - 25	30	68,2%
	26 - 45	7	15,9%
	46 - 60	7	15,9%
Average Expenditure	Less than Rp.50,000	2	4,5%
	Rp.50,000 - Rp.100,000	15	34,1%
	Rp.100,000 - Rp.200,000	10	22,7%
	More than Rp.200,000	17	38,6%

Source: Data Processing (2024)

Based on Table 1, there are two types of respondents, namely male and female. The results show that the majority of respondents are female as many as 25 respondents with a percentage of 56.8%. There are three age ranges of respondents ranging from 15 years to 60 years. The results showed that the majority of respondents were in the age range of 15-25 years as many as 30 respondents with a percentage of 68.2%. The average

expenditure of respondents is divided into four categories. The results showed that the majority of respondents had an average expenditure of more than Rp 200,000 as many as 17 respondents with a percentage of 38.6%.

Table 2. Segmentation Test Results

Stage	Cluster 1	Cluster 2	Coefficients	Difference in Coefficients
34	5	26	11783	556
35	5	10	13667	1884
36	5	40	14538	871
37	1	18	15800	1262
38	5	44	16704	904
39	5	7	17107	403
40	1	5	17790	683
41	21	22	22500	4710
42	1	41	31275	8775
43	1	21	36081	4806

Source: Data Processing (2024)

Based on Table 2, the largest difference obtained is in the calculation with 2 clusters. The next largest result is in 2 clusters with a value of 8.775. And if you look further up that the number obtained is getting smaller. Therefore, this study chose 2 market segments for the FDA in Jakarta.

Table 3. Targeting Test Results

	Cluster	
	1	2
Product1	4	4
Product2	4	4
Product3	4	4
Product4	4	3
Place1	4	4
Process1	4	4
Process2	4	3
Process3	4	4
Process4	4	3
Process5	4	4
People1	4	4
People2	4	3
People3	4	3
People4	4	3
People5	4	3
PhysicalEvidence1	4	4
PhysicalEvidence2	4	4
PhysicalEvidence3	4	4

Source: Data Processing (2024)

Based on Table 3, the most profitable segment and can be used as a target market is cluster 2. This is because cluster 2 has the highest mean value for the Process 3 variable which is a key question for consumers who want to use FDA services, In addition, cluster 2 also has a mean value of 4 for the process 3 variable, much higher than the product3 and process1 variables. This shows that the process aspect is a major concern for consumers in this segment. We chose cluster 2 as a strategic target market for the company because if we chose cluster 1, the numbers would be the same and would be biased. Thus, cluster 2 is the most profitable segment and can be used as a strategic target market for the company.

Table 4. Data measurement indicators

Indicator	Value	Conclusion	Advice
This FDA delivers benefits far beyond my expectations.	4	Consumers feel that food delivery service applications can provide	App designers are advised to create functional features

		benefits	
Overall, this FDA met most of my expectations, providing a good experience and significant benefits.	4	Consumers feel this FDA meets their expectations	App designers are advised to take feedback and evaluate customer needs.
For me, this FDA is useful in supporting my needs	4	For consumers, using food delivery service applications is useful in supporting their needs.	App designers should keep errors to a minimum as well as good maintenance
Using this FDA is fun.	3	consumers feel that using FDAit's fun	App designers are advised to provide fun features
Using this FDA helps me buy food more conveniently.	4	consumers feel that buying food through the application is more convenient than going directly to the restaurant	Application designers are advised to create features that support consumer convenience
The use of this FDA is easy to use.	4	Consumers consider that food delivery service applications are easy to use	The designer of this application is advised to make access easier so that consumers feel practical
The information provided by this app is accurate.	3	Consumers feel that the information provided by the delivery service application is accurate	App designers are advised to design and organize information in as much detail as possible.
The information provided by this application is easy to understand	4	Consumers feel that the information provided by this food delivery service application is easy to understand.	The application designer uses grammar that is easy to understand by many people
The information provided by this app is up-to-date	3	Consumers feel that the information provided by the food delivery service application is always up to date	Application designers are advised to always update their features
Using this FDA helps me buy food more quickly and efficiently	4	Using this FDA makes consumers buy food more quickly and efficiently	App designers are advised to create features that make consumers feel efficient
Using this FDA user provides convenience.	4	Using this FDA provides convenience for consumers	App designers are advised to provide features that are easy to understand
This app provided me with the right and appropriate solution for my findings.	3	Food delivery service applications provide the right and appropriate solution for consumers	Application designers are advised to provide information that is solutive for consumers
The use of this FDA exceeded my expectations, providing a very satisfying experience.	3	Using the food delivery app exceeded expectations and provided a very satisfying experience for consumers	App designers are advised to understand consumers one step ahead to make them feel satisfied
I feel good about using this FDA	3	Consumers are happy to use this FDA service	application designers are advised to make it easy to access the application
If I can, I would like to continue ordering food using this FDA.	3	If possible, consumers want to continue ordering food using FDA services	App designers are advised to create features that can be used by many people
This app looks modern.	4	According to consumers, this food delivery app looks modern	App designers are advised to update its appearance
The app has a great interface to communicate my needs.	4	Consumers feel that the appearance of the food delivery service application can communicate their needs	App designers are advised to create a display that is communicative to consumers
The app has a visually appealing appearance	4	Consumers feel that this food delivery service application has a visually attractive appearance	App designers are advised to create an attractive visual appearance

Source: Data Processing (2024)

Based on Table 4, the majority of indicators show positive assessments of various aspects of the FDA, such as ease of use, convenience, and usefulness of information. Indicators with the highest scores, such as "Using this FDA is easy to use" and "Using this FDA helps me buy food more conveniently," indicate that ease and convenience are the main factors that influence user satisfaction. However, some aspects, such as information accuracy and level of enjoyment, had slightly lower scores, indicating areas

for improvement. It is therefore recommended that app developers continue to improve features that support convenience, update information regularly, and bring in more engaging elements to enhance the user experience.

In this study, the process of determining the target market was carried out by identifying the various segments formed through a non-hierarchical cluster test. Prior to this test, the research has determined a number of important statements that are used as the main reference in the analysis. These statements include aspects of application usability in supporting user needs (3rd indicator on product variables), ease of use of the application (1st indicator on process variables), and ease of understanding the information provided by the application (3rd indicator on process variables). Based on the results of the table analysis, it was found that cluster 2 showed the highest relative value on these important statements. This finding indicates that the market segments in cluster 2 tend to pay special attention to the ease of understanding information provided by food delivery applications. This confirms that the clarity and understandability of information is one of the key factors that influence user experience and satisfaction with the app. This finding is in line with Zhao and Bacao's (2020) study that identified ease of use and information accuracy as important factors in determining FDA user satisfaction. In addition, this finding supports the study of Nguyen et al. (2023), which showed that segmentation based on psychological and technological factors provides deeper insights into user needs.

From the market segments formed, it can be concluded that respondents prioritize features that support ease of interaction and user convenience. Thus, food delivery companies can make the aspect of ease of understanding information a key focus in their service development strategy to increase user attraction and loyalty in relevant market segments. This identification not only provides insight into consumer preferences, but also forms the basis for formulating more effective marketing strategies to reach the desired target market.

DISCUSSION

This research uses two steps to achieve targeting in the context of food delivery applications, namely through hierarchical cluster analysis to find market segments and non-hierarchical cluster analysis to determine specific target markets. This method is in line with the approach adopted by Cahyana et al. (2020), who also applied a stepwise clustering procedure to identify different market segments. In their study, discriminant analysis was used to validate the clustering results, which shows the importance of comprehensive methods in market segmentation. In addition, research by Pasaribu (2024) showed that a hybrid method that combines these two analyses can provide more accurate results in determining customer clusters.

Based on the market segmentation analysis, this study divides it into two main segments of food delivery app users in Jakarta. This finding is consistent with previous research showing that effective market segmentation can improve understanding of consumer preferences (Kılıç & Akdamar, 2020). In this context, the market segmentation strategy based on the 7P strategy shows that consumers have a very positive perception of various aspects of the app. Research by Pasaribu (2024) confirms that good service quality contributes to user satisfaction, which in turn encourages continued engagement with food delivery apps. This suggests that positive perceptions of the app's products and processes can increase user loyalty.

In terms of Product, consumers rate the application as very useful in meeting their needs and providing significant benefits. This is in line with the findings by Arbol & Ramli (2024), which state that appearance and ease of use are important factors in online food delivery services. In terms of Place, the use of this application is considered to help consumers buy food more comfortably, thus facilitating the buying process to be easier and more practical. Research by Chotigo & Kadono (2021) also shows that a good user experience contributes to the intention to continue using the app, which supports the finding that ease of access is a key factor in user satisfaction.

In terms of Process, the application is considered very easy to use and does not require great effort in its operation. Research by Santoso & Ardianti (2023) shows that e-satisfaction has a positive effect on repurchase intentions, which indicates that the ease of use of the application can increase user satisfaction and intention to return. In addition, the information provided by the application is considered accurate, up-to-date, and reliable, thus helping consumers make better purchasing decisions. This is in line with research by Saputra et al. (2024), which emphasizes that user satisfaction is a reflection of user expectations of food service applications.

Furthermore, in terms of People, consumers feel that this app provides convenience that exceeds their expectations. This increases user satisfaction and encourages them to continue using the application in the future. Research by Gumilang et al. (2024) shows that proper market segmentation can increase the effectiveness of marketing strategies, which supports the importance of understanding consumer preferences to improve user experience. In terms of Physical Evidence, a modern and attractive application design provides a positive user experience, thus increasing their comfort and satisfaction when using the application. Research by Rashid (2012) also shows that cluster analysis can be used to identify different market segments based on user characteristics, which can help in designing apps that better suit user needs.

The corresponding target market was analyzed through non-hierarchical cluster analysis to find more specific clusters. Cluster 2 was chosen as the main target market because it had the highest scores on key indicators, particularly on the Process-3 dimension. Consumers in this cluster prioritize the ease of use of the application as well as the accuracy of the information provided. This finding is in line with previous research which shows that satisfaction with the ease of use of the application can increase the intention to continue using the service (Chotigo & Kadono, 2021).

The implication of these findings is that food delivery service providers need to develop marketing strategies that focus more on the unique needs of each user segment. For segments with a high preference for ease of process and clear information, developing more intuitive app features and improving the quality of information presentation can be prioritized. This strategy not only improves user experience but also strengthens customer loyalty in the long run. This research makes an important contribution by integrating a cluster segmentation approach to understand FDA consumer behavior. It offers practical guidance for academics and practitioners in bridging the gap between theory and practice in the food delivery industry, especially in the post-pandemic period, where demand for these services is expected to continue to increase (Nguyen et al., 2023; Zhao & Bacao, 2022). Thus, this study not only enriches the literature on FDA but also provides strategic insights that can be applied to enhance the competitiveness of food delivery service providers in an increasingly competitive market.

CONCLUSION

This research analyzes the market segmentation and targeting of food delivery apps in Jakarta. The main findings show that the most potential market segment is Cluster 2, which shows a high preference for the app's ease of use, clarity of information, and attractive visual design. The majority of respondents were female (56.8%) with an age range of 15-25 years (68.2%). This study successfully addressed the main objective of identifying the main factors that influence consumer preferences for FDA and determining the most strategic market segments to target. The findings suggest that service providers need to focus on improving features that support user convenience, clarity of information, and visual aspects of the app. This is important to increase user satisfaction and loyalty to the service.

This study provides several recommendations for future research. Future research could expand the scope by involving more respondents and integrating longitudinal analysis to observe changes in consumer preferences over time. Exploration of the cultural and social factors that influence app usage can also provide deeper insights.

With this approach, it is hoped that future research can further enrich the understanding of consumer behavior in the digital services sector.

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