
A Systematic Literature Review on Customer Purchase Decision of Restaurant Foods through Food Delivery Apps

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Abstract

Purpose - This systematic literature review assesses the factors that influence customer purchase decisions when ordering restaurant food via food delivery applications. This review synthesizes the available literature on the topic and provides an overview of the current research to identify important determinants, theoretical models, and future research opportunities.

Design/methodology/approach - Following PRISMA guidelines, a thorough search was conducted on academic databases including Web of Science, Scopus, Science Direct and Emerald Insight from 2015-2024. The search terms that were used include, "food delivery apps," "online food ordering" "customer purchase decision" and "restaurant delivery platforms." A total of 87 peer-reviewed articles were deemed appropriate to the inclusion criteria for systematic screening.

Findings - The study identifies six major dimensions of factors affecting customers' purchase decisions: (1) Technology related factors (e.g. app usability, interface design, and payment security), (2) Service