



AI Marketing Impact on Consumer Behavior: An SOR Model Analysis of Online Food Delivery Services

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Abstract

Today's world thrives on artificial intelligence's (AI) ability to unlock new and exciting ways to engage customers. By powering innovative offerings and personalized experiences, AI strengthens the bond between brands and their consumers, setting them apart from the competition. According to the Stimulus–Organism–Response (SOR) model, this study aims to analyze how stimulus factors in Artificial Intelligence (AI) marketing efforts impact consumer behavior in food delivery service applications. This research uses a quantitative, descriptive, and cross-sectional survey approach. Structural Equation Model (SEM) was used to analyze 412 responses from a questionnaire survey of Generation Y and Z subjects who used food delivery service applications from 2 leading platforms in the industry, such as *Gojek (GoFood)* and *Grab (GrabFood)*. The results showed that all stimulus factors in AI marketing efforts affect brand experience, while only information and interaction affect brand equity. Both brand experience and equity significantly influence responses (brand preference and reuse intention). Implications of this study can activate academia and business practitioners to understand the influence of AI on user experiences and provide a guide for the development of marketing and branding strategies to strive for customer satisfaction by offering online service.

Dampak Pemasaran AI terhadap Perilaku Konsumen: Analisis Model SOR untuk Layanan Pesan Antar Makanan Online

Abstrak

Dunia saat ini berkembang pesat dengan kemampuan kecerdasan buatan (AI) untuk membuka cara-cara baru dan menarik untuk melibatkan pelanggan. Dengan memberikan penawaran inovatif dan pengalaman yang dipersonalisasi, AI memperkuat ikatan antara merek dan konsumen mereka, sehingga membedakan mereka dari para pesaing. Berdasarkan model Stimulus-Organism-Response (SOR), penelitian ini bertujuan untuk menganalisis bagaimana faktor stimulus dalam upaya pemasaran Artificial Intelligence (AI) berdampak pada perilaku konsumen pada aplikasi layanan pesan antar makanan. Penelitian ini menggunakan pendekatan kuantitatif, deskriptif, dan survei cross-sectional. Structural Equation Model (SEM) digunakan untuk menganalisis 412 tanggapan dari survei kuesioner terhadap subjek Generasi Y dan Z yang menggunakan aplikasi pesan-antar makanan dari 2 platform terkemuka di industri ini, yaitu *Gojek (GoFood)* dan *Grab (GrabFood)*. Hasil penelitian menunjukkan bahwa semua faktor stimulus dalam upaya pemasaran AI memengaruhi pengalaman merek, sementara hanya informasi dan interaksi yang memengaruhi ekuitas merek. Pengalaman dan ekuitas merek secara signifikan mempengaruhi tanggapan (preferensi merek dan niat penggunaan ulang). Implikasi dari penelitian ini dapat memungkinkan akademisi dan praktisi bisnis untuk memahami pengaruh AI terhadap pengalaman pengguna dan memberikan panduan untuk pengembangan strategi pemasaran dan branding untuk mengupayakan kepuasan pelanggan dengan menawarkan layanan online.

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INTRODUCTION

Artificial Intelligence (AI), also known as machine intelligence, has revolutionized various business industries by sparking innovation across diverse areas and unlocking new potential (Cheng & Jiang, 2022). In digital marketing, AI refers to practices that leverage various digital communication channels (websites, search engines, digital advertising, social media, email, and mobile) to achieve marketing objectives (Kietzmann & Pitt, 2020). The effort of AI-based marketing can affect the response and decision-making of customers (Libai et al., 2020; Chen et al., 2022). AI can bridge physical and temporal customer distances by providing simple access to information on products or services. (Chung et al., 2020). Currently, implementing AI in marketing has become a driving force and a critical component in creating a competitive environment. One industry that has adopted AI implementation is the food delivery service. Food delivery service applications are online to offline services offering two-way benefits for restaurant providers and consumers by utilizing online ordering services and efficient offline delivery processes (Zhao & Bacao, 2020). This online technology uses a platform or online application that allows consumers to order their food to arrive at their desired location (Dazmin & Min Yoong, 2019).

Gojek and Grab are two of the most popular online platforms in Indonesia. These super apps offer a wide range of services, including online transportation, food delivery, payment, goods delivery, daily necessities like ordering groceries, household items, and other daily necessities. Gojek's food delivery service is Gofood, while Grab's is Grabfood. Based on a survey conducted Statista (2019), 75% of respondents in Indonesia choose to use GoFood services. These results also show

intense competition for GrabFood services, with 57% of respondents using it.

Research conducted by Ho & Chow (2023) explains that marketing efforts from AI technology can influence consumer response and decision-making, especially in using online applications from retail banks in Hong Kong. The study used the Stimulus-Organism-Response (SOR) model to explain how AI (stimulus) contributes to Brand Experience (organism), which in turn impacts Brand Preference and Reuse intention (response). Based on Cheng & Jiang's (2022) study, AI marketing endeavors encompass five dimensions, including information, interaction, customization, accessibility, and entertainment. The SOR model has been widely applied in consumer behavior research, especially in retail and delivery services in physical and online environments (Shah et al., 2023; Yen, 2023). This model is also helpful in stating that the atmosphere of an online store influences shopping behavior through affective and cognitive states, which impact the tendency to approach or avoid (Khosasih & Lisana, 2023).

Based on the existing literature and phenomena, this study aims to analyze the influence of SOR factors that can influence consumer behavior on food delivery service applications, namely Grab (Grabfood) and Gojek (Gofood). This study uses stimulus influence factors (interaction, information, accessibility, and customization) on the organism (brand experience and brand equity) and the influence of the organism on its response (brand preference and reuse intention). In addition, this study also analyzes the effect of brand preference with reuse intention on marketing efforts. Thus, this study is expected to contribute rigorous insight into influencing factors that affect consumer loyalty to digital services, with the utilization of AI contributing to this respect. This research focuses specifically on the food delivery

app industry, as this industry has grown rapidly in recent years, driven by increasing internet and smartphone penetration, as well as changes in people's lifestyles.

Based on a survey conducted by Nielsen Singapore Report published by Kata-data (2019) 58% of Indonesians choose to buy food through online applications via smartphones, while as many as 80% of respondents still choose to buy food directly at food vendors. Furthermore, the survey identified several reasons consumers choose to use food delivery applications, including 39% of respondents arguing that it can save energy for queuing and waiting. Meanwhile, 37% of respondents answered that using food delivery applications can save time or energy when traveling to buy food. As for the 33% of respondents, this food delivery application can provide more attractive promotions or offers. In addition, practical payment options and attractive cash discounts also encourage people to buy food online (21% of respondents). The variety of choices from the food menu is the fifth reason 17% of respondents chose.

Several popular companies in Indonesia provide application-based food delivery services, such as Gojek and Grab. Gojek is a startup company in Indonesia that provides various application-based transportation services, such as food delivery and delivery services (Windasari et al., 2017). The service is called GoFood, and it was introduced in 2015. It is not only Gojek but also Grab, an online transportation service provider in Indonesia. Now, Grab has other services such as purchasing and delivering food (GrabFood), delivering goods (GrabExpress), payments, and others, all of which can be accessed through mobile application (Mutaqin et al., 2023; Teoh et al., 2024). The two services represent almost 93% of Indonesia's online food delivery market, with 550,000 restaurant partners nation-

wide. Of Indonesia's 93% market share, Grabfood holds 49%, and Gofood holds 44% (Momentum Works, 2023).

The Effect of Interaction, Information, Accessibility, and Customization on Brand Experience

Brand experience describes interactions with people, objects, processes, and the environment, generating cognitive, emotional, sensory, and behavioral responses (Ho & Chow, 2023). Brand experience can be influenced by five dimensions of AI marketing activities, including interaction, information, accessibility, and customization (Ho & Chow, 2023). Interaction leads to a relationship between a customer and a brand's AI agent (Cheng & Jiang, 2021; Ho & Chow, 2023). Information means providing AI information to customers about the product or service or the brand itself (Anbumathi, 2023). Accessibility encompasses assessing and responding to information provided by customers in real-time through AI-based technology (Lee and Han, 2022). Furthermore, customization means that services are personalized to the customer's needs.

These AI marketing activities can influence customer responses and decision-making, belonging to the organism aspect of the SOR model (Libai et al., 2020; Cheng & Jiang, 2022). Customer responses and decision-making are made due to the brand experience they perceive. This study adopts brand experience from research conducted by Wasan (2018), which returns to consumers' collective personal feelings, perceptions, and attitudes toward the process of decision-making and consumption.

This research model only adopts four stimulus dimensions in AI marketing efforts taken from the services provided by Gojek and Grab food delivery service applications; namely, the stimulus elements used are interaction, information,

accessibility, and customization. Interaction describes to the communication and information provision between customers and AI agents, such as chatbots, which is essential for the customer brand experience (Godey et al., 2016). Customers prefer information from AI because it can provide relevant and organized information, allowing them to make informed decisions (Brill et al., 2019; Ostmann & Dorobantu, 2021). In addition, it is essential to focus on food quality, convenient services, and ease of access to create a good brand experience (Hwang & Lee, 2018). In AI marketing, accessibility provides a positive experience with efficient and time-saving services (Arviollisa et al., 2021). In addition to accessibility, customization provides personalized assistance to customers, allowing them to express their individuality and build strong brand loyalty (Pekpazar et al., 2023). Furthermore, customization improves the brand experience by fulfilling customers' needs based on their preferences (Ho & Chow, 2023).

According to existing literature, this study makes the following hypotheses:

H1a: Interaction positively affects brand experience.

H1b: Information positively affects brand experience.

H1c: Accessibility positively affects brand experience.

H1d: Customization positively affects brand experience.

The Effect of Interaction, Information, Accessibility, and Customization on Brand Equity

Brand equity represents the brand's value in the view of consumers and is an essential aspect of marketing. Brand equity includes elements such as brand awareness and brand image (Piriyakul et al., 2024). In AI marketing, interaction with AI agents is critical to brand equity (Godey et al., 2016). AI marketing is similar

to social media marketing efforts in that it is essential to creating user-generated content. These conditions caused by social media interaction and its applications fundamentally change the communication between brands and customers, significantly impacting brand equity (Hsiao et al., 2021; Tomar et al., 2022).

AI marketing also provides customer service that is available 24/7, ensuring customers get quality information and services. These conditions make AI marketing more preferable to customers, positively affecting brand equity (Brill et al., 2019; Sharma et al., 2022). Customers also prefer AI technologies because they are easily accessible and provide timely responses. These conditions include AI's ability to understand customer questions and requests and provide relevant answers or solutions quickly and efficiently. With easy accessibility, companies can build strong brand equity (Sultan & Wong, 2019). In addition, the customization level on the web can also affect brand equity (Godey et al., 2016). By customizing websites, brands can express individuality and build stronger brand bonds and loyalty (Nunes et al., 2024).

Based on the existing literature, this study makes the following hypotheses:

H2a: Interaction positively affects brand equity.

H2b: Information positively affects brand equity.

H2c: Accessibility positively affects brand equity.

H2d: Customization positively affects brand equity.

The Effect of Brand Experience on Brand Preference and Reuse Intention

Brand preference and reuse intention can be influenced by the brand experience felt by the customer. Brand preference leads to a natural propensity of consumers for certain brands, which reflects how they

process information and make choices based on their perceptions and preferences regarding the brand (Li et al., 2021). Reuse intention is the consumer's desire to repurchase the brand, considering the current situation (Ho & Chow, 2023).

The experience consumers get during the transaction process contributes to consumer preferences, making the brand experience very important for understanding consumer preferences and purchase decisions (Ho & Chow, 2023). In addition, a study by Yasri et al. (2020) showed a positive and significant relationship between brand experience and preference. In addition, consumers' brand experience is the first step in repurchase intentions, as proper experiences and memories are linked to brand purchases (Ho & Chow, 2023). Consumers with direct experience with brands in repurchase situations (reuse intentions) use this experience as a source of decision-making (Sullivan & Kim, 2018). Diallo & Siqueira's (2017) research showed that brand experience positively influences consumers' purchase and reuse intentions. Therefore, the proposed hypothesis in this study are:

H3a: Brand experience positively affects brand preference

H3b: Brand experience positively affects reuse intention.

The Effect of Brand Equity on Brand Preference and Reuse Intention

Despite the debate on brand equity benefits, most experts agree that strong brand equity helps to enhance brand preference, willingness to pay premium prices, and customer loyalty (Hansopaheluwakan et al., 2020; Malarvizhi et al., 2022; Troiville, 2024). Consumers tend to choose a specific brand among several competing brands in the market. This tendency is influenced by consumers' knowledge and experience towards the brand as their

preference (Ebrahim et al., 2016). In addition, Husain et al. (2022) revealed that brand equity created by marketing activities is positively related to future purchasing behavior or intentions. Reuse intention is the subjective side of consumers to continue buying products from the same seller, which represents consumer acknowledgment, satisfaction, and loyalty to the product or platform (Al Fatah et al., 2023). For subjective probabilities, this intention describes how consumers repurchase products or services from the same company (Can & Erdil, 2018; Langga et al., 2021).

Based on the existing literature, this study makes the following hypotheses:

H4a: Brand equity positively affects brand preference

H4b: Brand equity positively affects reuse intention.

The Effect of Brand Preference on Reuse Intention

For customers, reuse or repurchase intention are defined as a consumer's desire to visit, even to buy a specific brand, with their current conditions (Ho & Chow, 2023). According to Kim et al. (2020), consumers will only choose to rebuy a product from the brand and repeat the experience of making that purchase if they have a positive tendency towards that brand. The processing of information customers receive also affects consumer decisions when purchasing products. In other studies, it has also been found that brand preference reflects information processing, which influences consumers' decisions to repurchase products (Yasri et al., 2020). The research framework of this study can be seen in Figure 1.

Based on the existing literature, this study makes the following hypotheses:

H5: Brand preference positively affects reuse intention.

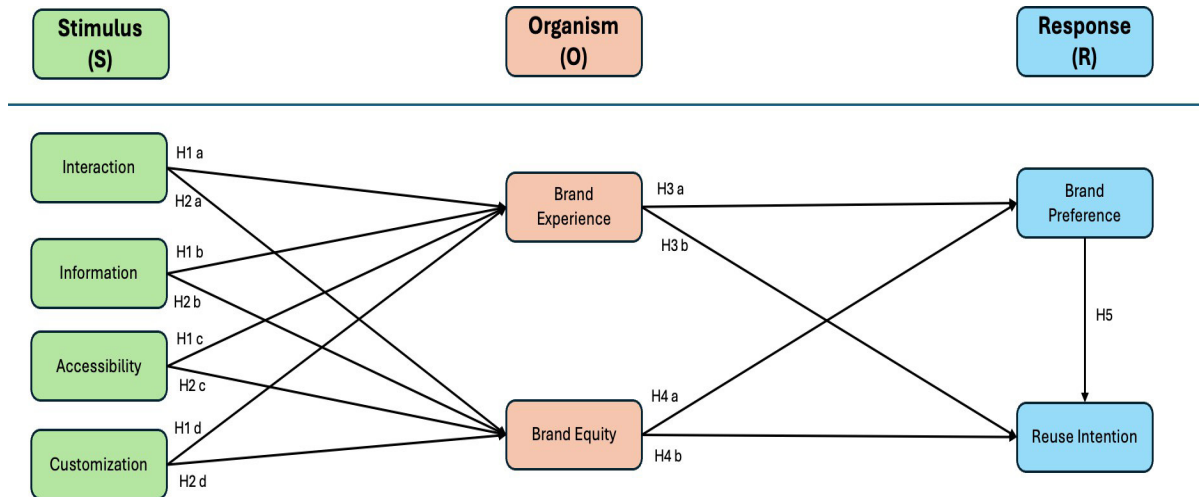


Figure 1. Research Framework

METHOD

This research uses descriptive quantitative research and cross-sectional surveys. The primary data collection technique involves the use of structured online questionnaires. The questionnaire consists of three types of questions and is divided into four sections, namely the opener, screening questions, core questions, and respondent profiles. For the scaled question type, this study used core questions measured by a 7-point Likert scale.

The sampling method employed in this research is purposive sampling with judgmental sampling, where sample participants had to meet certain criteria to become research respondents. A total of 421 respondents who meet the criteria are 18-43 years old, have a food delivery application (Gofood or Grabfood), and have made transactions on the application in the last three months, as well as respondents who understand the explanation of the application of Artificial Intelligence (AI) in the food delivery application platform. The demographics of the authors are shown in the appendix (Appendix 1). In addition, the variables measured in this research are interaction, information, ac-

cessibility, customization, brand experience, brand equity, brand preference, and reuse intention. Table 1 presents the definitions of each variable and its sources.

In addition, the method employed in this study is Structural Equation Modeling (SEM). This SEM was chosen as the analysis method because it is ideal for this study. This is because SEM allows simultaneous analysis of complex relationships between multiple variables and accounts for measurement error and ensures accurate estimates. As a result, SEM can be used to analyze the effect of AI marketing efforts on consumer loyalty behavior through the Stimulus-Organism-Response model. In the Structural Equation Model (SEM), the validity test is carried out by seeing the standardized loading factor (SLF), and the t-value of each indicator or variable observed. In Hair et al. (2009), the path coefficient value is between -1 and +1. This test is conducted to see whether the relationship in the structural model is significant or not, which can be seen from the t-value and p-value. The confidence level in this study is 95% with a significance level of 5%. If the $t\text{-value} > 1.96$ and $p\text{-value} < 0.05$, it can be considered significant.

Table 1. Variables Definition

Variable	Definition	Source
Interaction	Interaction refers to the communication between customers and AI agents of a brand.	(Cheng and Jiang, 2021); (Ho & Chow, 2023)
Information	Information refers to providing AI information to customers about the product or service or the brand itself	(Ho & Chow, 2023); (Anbumathi et al., 2023)
Accessibility	Accessibility refers to assessing and responding to information provided by customers in a timely manner through the application of AI-based technologies.	(Lee and Han, 2022); (Ho & Chow, 2023)
Customization	Customization refers to assistance customized according to customer needs.	(Ho & Chow, 2023); (Anbumathi et al., 2023)
Brand Experience	Brand experience refers to a series of interactions with people, things, processes, and the environment, resulting in cognitive, emotional, sensory, and behavioral responses.	(Ho & Chow, 2023)
Brand Equity	Brand equity refers to brand awareness and brand image.	Godey et al. (2016)
Brand Preference	Brand preference is the tendency of consumers to prefer one brand based on what they know and feel about the brand.	(Ho & Chow, 2023)
Reuse Intention	The consumer's desire to repurchase the brand, taking into account his current situation	(Ho & Chow, 2023)

RESULT AND DISCUSSION

Validity and Reliability test

After processing the data, this study conducted Validity and Reliability tests. This study tested validity on eight constructs: interaction, information, accessibility, customization, brand experience, brand equity, brand preference, and reuse intention. Additionally, Convergent validity was evaluated by inspecting factor loadings and the average variance extracted (AVE), with all factor loadings exceeding 0.50 (Hair et al., 2021). For each construct, the AVE values exceeded 0.5, demonstrating strong internal consistency and a high level of convergence. Afterwards, this study conducted a reliability test using the Composite Reliability (CR) criterion evaluation whose required

value is greater than 0.7, as well as the Cronbach's Alpha value evaluation with a required value greater than 0.7 (Hair et al., 2009; Maholtra, 2017). The research results revealed that the Composite Reliability (CR) and Cronbach's Alpha values fulfilled the criteria. Therefore, it is considered reliable because it meets the standard criteria set. This finding proves that variables are consistent when measuring each variable.

The result of validity and reliability test data are presented in Table 2. Based on the given data, the path coefficient of this study was tested using the bootstrapping method, which aims to see the fit among the construct and the proposed hypothesis (Hair et al., 2021). In bootstrapping, 5,000 subsamples and a significance level 0.05 with a one-tailed type are used. In addi-

Table 2. The Results of the Pre-Test Validity and Reliability Test

Variable	Standardized Factor Loading					AVE	Cronbach's Alpha	Composite Reliability
Interaction	IT1	IT2	IT3	IT4	IT5	.550	.795	.859
	.733	.747	.735	.716	.774			
Information	IF1	IF2	IF3	IF4	IF5	.566	.809	.867
	.718	.740	.768	.774	.761			
Accessibility	A1	A2	A3	A4	A5	.543	.790	.856
	.743	.713	.720	.745	.764			
Customization	C1	C2	C3	C4	C5	.534	.782	.851
	.741	.701	.711	.749	.749			
Brand Experience	BEX1	BEX2	BEX3	BEX4	BEX5	.601	.833	.883
	.789	.808	.800	.732	.744			
Brand Equity	BEQ1	BEQ2	BEQ3	BEQ4	BEQ5	.682	.883	.915
	.803	.876	.830	.847	.770			
Brand Preference	BP1	BP2	BP3	BP4	BP5	.564	.808	.866
	.722	.744	.778	.752	.759			
Reuse Intention	RI1	RI2	RI3	RI4	RI5	.587	.823	.876
	.797	.801	.739	.743	.748			

Source: Data processed (2024)

tion, hypothesis testing requires T-value and P-value to evaluate the statistical significance of the path coefficients between variables in partial least squares path modeling. The correlation between variables is decided to be significant or not by contrasting the T-value with the T-table and the specified value at $\alpha = 0.05$. For example, suppose the T-value is more significant than 1.645. In that case, the relationship between variables is considered positively significant, and conversely, if the T-value is smaller than -1.645, the relationship between variables is considered negatively significant. Thus, to decide whether the null hypothesis (H0) can be rejected, the T-value can be compared with the T-table. Then, to look at the significance of the P-value. If the P-value is less than the significance level (α), the null hypothesis is rejected. (H0), and the alternative hypothesis is accepted (H1).

The hypothesis testing results are showed in Table 3. The result showed that

interaction (H1a), information (H1b), accessibility (H1c), and customization (H1d) have a positive influence on brand experience. Therefore, hypotheses H1a, H1b, H1c, and H1d are accepted. In the context of food delivery apps, the higher the level of interaction perceived by respondents, the higher the brand experience they feel in using them. The utilization of Artificial Intelligence (AI) in food delivery applications provides accurate and well-structured data, enhancing consumers' ability to make informed choices (Ostmann & Dorobantu, 2021). The accessibility dimension as part of AI marketing efforts can provide a positive experience for consumers, especially in getting efficient and time-saving services (Arviollisa et al., 2021). Through tailoring AI-supported services, a brand can assist customers in expressing their unique characteristics, thereby fostering deeper brand connections and loyalty. (Godey et al., 2016).

Table 3. The Result of Hypothesis Testing

Hypothesis	Hypothesis Statement	Path Coefficient	T-Value	P-Value	Results
H1 ^a	Interaction has a positive effect on brand experience	.216	4.223	.000	Accepted
H1 ^b	Information has a positive effect on brand experience	.116	2.375	.009	Accepted
H1 ^c	Accessibility has a positive effect on brand experience	.294	6.184	.000	Accepted
H1 ^d	Customization has a positive effect on brand experience	.310	6.089	.000	Accepted
H2 ^a	Interaction has a positive effect on brand equity	.051	.894	.186	Rejected
H2 ^b	Information has a positive effect on brand equity	.152	2.384	.009	Accepted
H2 ^c	Accessibility has a positive effect on brand equity	.592	12.602	.000	Accepted
H2 ^d	Customization has a positive effect on brand equity	.024	.510	.305	Rejected
H3 ^a	Brand experience has a positive effect on brand preference	.262	3.729	.000	Accepted
H3 ^b	Brand experience has a positive effect on reuse intention	.479	10.938	.000	Accepted
H4 ^a	Brand equity has a positive effect on brand preference	.141	2.152	.016	Accepted
H4 ^b	Brand equity has a positive effect on reuse intention.	.267	6.042	.000	Accepted
H5	Brand preference has a positive effect reuse intention	.187	4.204	.000	Accepted

Source: Data processed (2024)

Nevertheless, the results revealed that interaction (H2a) does not affect brand equity. Since interactions with AI offer limited social interactions, the interactions between AI and customers are different from employee-customer interactions (Huang & Rust, 2021). While technology can streamline transactions for customers, it may also introduce errors and offer limited human support and led to inefficiency and customer dissatisfaction (Park & Zhang, 2022). In addition, the customization (H2d) also does not affect brand equity. In the context of marketing efforts on social media, where in

that study, the customization dimension had a positive effect on brand equity. Interestingly, the findings demonstrate that information (H2b) and accessibility (H2c) positively affect brand equity. The findings of this study align with the research that revealed Artificial Intelligence (AI) plays a vital role in delivering pertinent marketing messages to customers, which is essential for establishing brand recognition and loyalty (Sadek & Redding, 2015).

This research also found the brand experience has a positive effect on brand preference (H3a) and reuse intention (H3b). The consumers select brands ac-

according to their experiences, with positive experiences likely to foster brand preference and repeat purchases. (Ebrahim et al., 2016). Brand experience and the intention to reuse are positively correlated, where the brand experience that consumers have is the first step in making repeat purchases because of clear experiences and memories related to brand purchases. Consumers who have had direct experience with a brand and are faced with a reuse intention situation can use this experience as a source of decision-making for the brand.

Then, there is a positive of the influence of brand equity on brand preference (H4a) and brand equity on reuse intention (H4b). In this case, consumers will choose certain brands among several competing brands. This tendency is influenced by consumers' knowledge and feelings towards the brand. Meanwhile, reuse intention is a consumer's interest in repeating purchasing behavior towards a brand, one of which is influenced by the role of brand equity. This is due to its subjective probability (Can & Erdil, 2018), and this intention shows how consumers repurchase products or services from the same company.

Brand preference has a positive effect on reuse intention (H5). These results align with (Ho & Chow, 2023) research, which explains that if consumers like the brand, they will make a repurchase. The consumers will have the desire to buy the brand with little rational consideration (Yasri et al., 2020). A study conducted by Ebrahim et al. (2016) indicates that brand preference has a positive impact on reuse intention. This is because brand preference reflects information processing, which in turn influences consumer decisions when purchasing products.

Discussion

This research shows that Artificial Intelligence (AI) can play an important role in building brand preference and dri-

ving repeat purchases among retail consumers. This opens up new opportunities for food delivery app companies to increase customer loyalty and drive business growth. This research also aims to address the contention in the IT field that AI activities, while important, do not necessarily result in competitive advantage, suggesting that AI, while useful, is not necessarily the main determining factor in achieving competitive advantage (Hajili et al., 2015; Seric et al., 2016). This research also proves that AI marketing efforts, which include interaction, information provision, accessibility, and customization, have a significant influence on user experience and brand preference.

In this study, brand experience is positively influenced by interaction, information, accessibility, and customization. These results are in line with Libai et al. (2020) and Cheng & Jiang's (2022) research which state that marketing AI refers to factors from the SOR model. In the Gofood and Grabfood systems, AI marketing exists through direct chatbots interaction with customers, making it easier to get the desired service (De Cicco et al., 2021). The interaction that occurs can facilitate access to information, custom questions, and customer needs (Chung et al., 2020). Research related to the influence of AI on brand preference is still rare, so this study was conducted to enrich the research results on the role of AI in customer-brand interaction in the context of food delivery service applications.

On the other hand, this study also supports previous research that describes in detail how marketing activities influence brand equity, which has an impact on consumer behavior towards brands. In this study, brand equity is positively affected by information, accessibility, and customization, but not interaction. This result is in line with the research of Sultan & Wong (2019) and Sharma et al. (2022), which

states that AI marketing can increase brand equity with information, accessibility, and customization aspects. In the GoFood and Grabfood service systems, AI helps customers quickly get information about the best menus often purchased (based on customers reviews and ratings), and track the delivery time. With the benefits offered, customers automatically have a good experience, which also affects the awareness and image of a brand. According to Priyanku et al. (2024), the increase in awareness and image of a brand also increases the equity of a brand.

In this study, brand experience does not affect brand preference but can affect reuse intention. Regarding brand preference, this study is not in line with Yasri et al. (2020) and Ho & Chow (2023). In their research, a good brand experience felt by customers will encourage them to recommend it to others (WOM / e-WOM), and vice versa. The difference in results with this study is possible in Gofood and Grabfood. There are inconsistencies in brand experience and intense competition with other delivery services. In addition, for the relationship between brand experience and reuse intention results, this study is in line with the research of Diallo & Siqueira (2017) and Ho & Chow (2023). A good experience is a key entry gate in a customer's decision-making that can trigger the purchase or reuse of a service.

In this study, it was found that Brand Equity influences Brand Preference and Reuse Intention. This research aligns with Malarvizhi et al. (2022) and Troiville (2024). Brand equity has elements of brand awareness and brand image closely related to customer decisions when choosing a service. High brand awareness tends to make brands easier for consumers to recognize. In this case, it is confirmed by the findings of Momentum Works (2023) that Grabfood and Gofood account for 93% of the market share of food delivery servi-

ces in Indonesia. Customers in Indonesia trust Grabfood and Gofood, resulting in a high intention to reuse.

Finally, this study found that preference positively influences reuse intention. This research is in accordance with Kim et al. (2020), who state that if customers have a favorable brand preference, it will increase their tendency to buy/use the service. Brand preference reflects the experience received by customers and encourages their desire to use the service repeatedly (Yasri et al., 2020).

This research makes two main contributions, namely explaining the predictive power of AI marketing efforts on brand preference (Nguyen et al., 2021) and identifying AI marketing efforts that influence brand experience, brand equity and brand preference. The findings provide additional insights for practitioners and academics who want to utilize AI to improve customer brand experience and preference.

Overall, interaction and information are two key drivers in AI marketing that have a major influence on brand experience and brand equity in the context of food delivery apps. Friendly and personalized AI interactions can increase customer satisfaction and build positive brand relationships. Chatbots are one such feature that can help customers with queries, ordering, order tracking, and even provide recommendations. In addition, the role of AI in food delivery applications can provide real-time information on the status of orders, including preparation time, delivery time, and driver location. This can increase transparency and customer trust in the brand. Companies can conduct thorough analysis of user data to provide accurate and compelling food recommendations. By effectively utilizing AI, brands can increase customer satisfaction, build strong relationships, and strengthen their brand image.

CONCLUSION AND RECOMMENDATION

The results show that all stimulus factors in AI marketing initiatives impact brand experience, while only information and interaction affect brand equity. Brand experience and equity significantly influence responses (brand preference and reuse intention). The findings of this study can help academics and business professionals comprehend the impact of AI on user experience. It also can provide guidance for developing marketing and branding strategies to strive for customer satisfaction by offering online services. However, Future research can expand upon the current study's focus on brand awareness and brand image within brand equity by incorporating additional dimensions like brand quality and association. This expansion can lead to a re-evaluation of the brand equity creation process. The aim is to increase the significance of the interaction and customization dimensions in AI marketing efforts on brand equity.

The implications of this research suggest that AI can increase brand preference and repeat purchases in food delivery apps, opening up opportunities for increased customer loyalty and business growth. In addition, another implication is that AI improves accessibility and efficiency of operations, although it also poses risks of job loss and data privacy concerns. This study recommends future research to identify respondents who have used AI features and understand the patterns of use of AI features. Therefore, it is important to add a screening question to the questionnaire in the form of a question whether the respondent has used AI features in food delivery service applications such as chatbot or other features. In addition, future research can look at the relationship between brand preference, brand loyalty, and brand equity.

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