



INFLUENCE OF MOBILE APPS ATTRIBUTE OF CONSUMER CONVERSION
TOWARDS GRABFOOD

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ABSTRACT

GrabFood mobile apps has been introduced by Grab Company to serve their consumers for food delivery. There is issues come out throughout the search the regarding the service of GrabFood mobile apps. The main objective of this study was to identify the Influence of mobile app attribute towards consumer conversion in ordering food online. Hence, This study shows that overall for the independent variables consist of quality of visual design, information design, navigational design and collaboration design have significantly affects towards consumer conversion. Subsequent regression analyses demonstrated that the independent variable influence consumer conversion through the factors that affecting the customers. However, this study is to investigate the most effective factors influencing consumer conversion in ordering food online towards GrabFood.

Keyword: Consumer Conversion, Visual Design, Information Design, Navigational Design, Collaboration Design.