

Riset ini bertujuan untuk memahami perspektif konsumen terhadap performa layanan logistik makanan *last-mile online* serta memperluas wawasan terhadap aspek-aspek penting yang dinilai oleh konsumen. Riset ini juga bertujuan untuk memahami perbedaan preferensi konsumen terhadap layanan logistik makanan *last-mile online* yang dimiliki oleh pihak *in-house* serta *third-party* di Indonesia menggunakan faktor kesuksesan utama yang telah teridentifikasi dan alasan mengapa model layanan tersebut menjadi preferensi konsumen. Riset ini menggunakan survei online dan telah mendapatkan 104 responden. Responden dari riset ini adalah konsumen aktif layanan logistik makanan *last-mile online* yang telah mencoba kedua jenis model layanan baik *in-house* maupun *third-party* setidaknya dua kali semenjak pandemi COVID-19 dimulai. Sampel didalam riset ini telah diproses menggunakan uji Wilcoxon Signed Rank. Hasil riset telah menunjukkan bahwa ada kecenderungan dalam dalam preferensi konsumen serta adanya perbedaan dan persamaan dalam performa penyedia layanan logistik makanan *last-mile online* di Indonesia.

Kata kunci: *COVID-19, Online Food Last-mile Logistics, Customer Preference, Customer-Driven Critical Success Factor, Performance Measurement, Performance Comparison.*

This research aims to understand the customers perspective on performance within food last-mile logistics and gain insight from notable different aspects rated by the consumers. This research also aims to understand the consumers preference in using in-house or third-party food last-mile logistics in Indonesia using the identified customer-driven critical success factors and the reasoning on why a particular service model is more preferred. This research utilizes an online survey and has gained 104 respondents. The respondents are active consumers of online food last-mile logistics services that have tried both in-house and third-party food last-mile logistics at least twice since the COVID-19 pandemic started. The samples within this research have been processed using the Wilcoxon Signed Rank Test. A definite customer preference was shown within the results and shows that there are differences in the performance of in-house and third-party food last-mile logistics service providers in Indonesia as well as similarities in some variables.

**Key Words:** COVID-19, Online Food Last-mile Logistics, Customer Preference, Customer-Driven Critical Success Factor, Performance Measurement, Performance Comparison.