International Journal of Business, Law, and Education
E-ISSN : 2747-134X
Publisher: IJBLE Scientific Publications Community Inc.
Volume 5, Number 2, 2024
https://ijble.com/index.php/journal/index

From Screen to Table: Understanding Customer Intentions in GrabFood Adoption

Oky Puspita Sandra[1], Muhammad Dharma Tuah Putra Nasution[1], and Ramadhan Harahap[1]
Department of Management, Faculty of Social Sciences, Universitas Pembangunan Panca Budi, Medan, North Sumatera, Indonesia[1]
Corresponding author (dharmatuah@gmail.com)

ABSTRACT
This study investigates how perceived usefulness, perceived convenience, and various food choices impact customers' intentions to adopt food delivery services via the GrabFood application. The research methodology involved a survey utilizing questionnaires for data collection. Regression analysis findings reveal that perceived usefulness, perceived convenience, and various food choices significantly influence customer intentions. Both perceived usefulness and convenience positively and significantly affect customer intentions, while various food choices also wield a notable influence. These results contribute to theoretical comprehension by furnishing empirical evidence of the interaction among these factors and customer intentions, thereby advancing the theoretical framework of technology acceptance and consumer behavior. The practical implications are outlined within this study.

Keywords:
perceived usefulness, perceived convenience, various food choices, customer intentions to adopt, food delivery services application

INTRODUCTION

The application of food delivery services is becoming increasingly popular, and understanding the factors influencing customers' intention to use such services is crucial for businesses in this industry. For example, GrabFood is a food delivery service offered by Grab. Customers simply need to open the Grab app, select the GrabFood service, choose food categories or explore nearby dining options, select their desired food items, enter the delivery address, and proceed to payment. Grab then searches for a nearby driver to fulfill the order. The utility of GrabFood assists and facilitates customers in purchasing food.

Several factors have been identified to influence customers' intention, including perceived usefulness, perceived convenience, and various food options. Research indicates that perceived usefulness and perceived convenience have a direct positive relationship with purchase intention (Tan, 2022). Additionally, the impact of perceptions on satisfaction and the integration of perceptions with preferences and mobile wallet usage have been studied, highlighting the importance of understanding customer perceptions in shaping their intentions (Singh et al., 2017). Furthermore, the influence of control and convenience on customers' intention to use self-service technology has been examined, emphasizing the mediating role of constructs such as transaction speed, exploration, and trust (Collier & Sherrell, 2009).

Moreover, food quality and perceptions of price, service, and physical environment have been shown to positively impact customer satisfaction, indicating the importance of these factors in shaping customer intention (Zhong & Moon, 2020). Additionally, the influence of complexity on mass-customized product adoption and the influence of customer trust on mobile banking intention further underscore the importance of understanding customer perceptions and trust in shaping their

intentions (Dellaert & Stremersch, 2005; Ramos et al., 2018). Additionally, the impact of customer readiness and perceptions of functional value on intention to upgrade and brand loyalty has been studied, highlighting the mediating role of customer value in shaping customer intention (Poushneh & Vasquez-Parraga, 2019).

In the context of food choices, research indicates that consumers' taste perceptions mediate the interaction effect between food customization and consumer expertise on purchase intention, demonstrating the influence of food customization and consumer expertise on customer intention (Li et al., 2022). Furthermore, the role of store image, perceived value, and customer satisfaction as mediating variables in strengthening the influence of store image on repurchase intention further emphasizes the importance of these factors in shaping customer intention (Ananda et al., 2021).

Various studies have identified factors influencing repurchase intention in online food delivery services. Amin et al. (2021) found that satisfaction, perceived task-technology fit, trust, performance expectations, social influence, and confirmation are significant factors explaining users' intention to continue using food delivery apps, with trust being highlighted as a key factor influencing consumers' repurchase intention (Sang-Ihn et al., 2021). Additionally, Candra et al. (2022) emphasized the influence of product quality, service quality, and timeliness of delivery on repurchase intention. Hidayah and Djakasaputra (2021) found that company reputation and cost-effectiveness significantly influence repurchase intention among online food delivery consumers. They identified trust as the key factor in the preferences of Generation Z consumers for online food ordering apps, emphasizing that these factors result in long-term consumer loyalty. They also studied the factors influencing delivery time preferences and repurchase intention for e-tailing sites. Hence, the research questions of this study are as follows:

1. RQ1: How does perceived usefulness influence customers' intention to adopt the GrabFood delivery service app?
2. RQ2: How does perceived convenience influence customers' intention to adopt the GrabFood delivery service app?
3. RQ3: What is the impact of various food choices on customers' intention to adopt the GrabFood delivery service app?
4. RQ4: How do perceived usefulness, perceived convenience, and various food choices influence customers' intention to adopt the GrabFood delivery service app?

This study aims to fill the gap in the literature by examining how perceived usefulness and perceived convenience influence customer intention and how various food choices affect customer intention. The main objective of this research is to enrich our understanding of the factors influencing customer intention in the context of online food delivery services.

Literature review and Hypotheses development

1. Customers Intentions

Customer intention refers to the cognitive and emotional processes that prompt individuals to undertake specific actions, particularly related to buying and loyalty. It's shaped by factors like perceived risk, satisfaction, and perceived value. For instance, Quan et al. (2022) discovered a meaningful positive correlation between customer satisfaction and behavioral intention, suggesting that content customers are more inclined to express favorable intentions towards a brand or

product. Similarly, Nguyen et al. (2020) underscore the role of intention as a driver of purchasing behavior, emphasizing its impact on customer choices. Ieva and Ziliani (2018) stress the significance of customer experience touchpoints in influencing loyalty intentions, highlighting the link between experience and customer intention. Meanwhile, Hansen et al. (2013) delve into customer loyalty intentions, indicating that customer loyalty primarily reflects the intention of customers to remain loyal to the company.

Various factors shape customer purchasing behavior, spanning dimensions like customer satisfaction, perceived benefits, convenience, security, perceived risk, service quality, trust, technology acceptance, and social media influence. For instance, Tandon et al. (2017) illustrate the substantial influence of service quality dimensions on customer satisfaction and the intention to repurchase. Additionally, Mpinganjira (2015) identifies the notable direct impact of service convenience on utilitarian customer satisfaction and the intention to repurchase.

2. Perceived usefulness

Perceived usefulness is defined as the extent to which an individual believes that using a particular system or technology will enhance their performance (Mukerjee et al., 2018). High perceived usefulness indicates a positive relationship between technology usage and its impact on performance. Additionally, prior research indicates that perceived ease of use and perceived benefits play significant roles in determining the intention to use technology (Luik & Taimalu, 2021).

Research suggests that factors such as perceived ease of use, product involvement, perceived risk, and overall satisfaction with the quality of service provided by online transportation service providers play crucial roles in influencing the intention to use online transportation (Indriyarti & Wijihastuti, 2021). Additionally, the influence of family, colleagues, school friends, and individual social environment also plays a significant role in influencing their decisions in choosing transportation modes (Rahadianto et al., 2019). Furthermore, the perception of e-shopping value, defined as consumers' overall view of product usefulness based on perceived benefits provided, also affects the perceived usefulness of online services (Riorini et al., 2022).

Moreover, perceived usefulness has been shown to have a positive impact on attitudes and intentions towards online shopping (Esa et al., 2023). Evidence suggests that perceived usefulness significantly influences online purchasing behavior in various contexts, such as in Malaysia (Oke & Ramachandran, 2021). Furthermore, perceived credibility also positively influences the perceived usefulness of online information, emphasizing the importance of trust and credibility in shaping the perceived usefulness of online services (Pramudhita et al., 2021).

Perceived usefulness encompasses various dimensions that significantly influence the acceptance and adoption of technology and innovation. Research has highlighted the influence of perceived ease of use on the usefulness of technological innovation, emphasizing the importance of user-friendly interfaces and processes (Ramli et al., 2022). Additionally, the dimension of perceived benefits has been associated with factors such as perceived value, service quality, and customer satisfaction, which collectively contribute to overall perceived benefits and subsequent technology adoption (Slack et al., 2020).

3. Perceived Convenience

Perceived convenience is a crucial concept across various domains, including transportation services, mobile payment technologies, online shopping, and self-service technologies. In transportation services, perceived convenience is defined as the ease and time-saving benefits provided by using a particular card, facilitating intermodal travel (Prayoonphan & Xu, 2019). In mobile payment technology, compatibility enhances perceived convenience by making transactions quicker and easier for customers (Ozturk et al., 2017). Similarly, in online shopping, the ability to effortlessly place orders contributes to perceived convenience (Yo et al., 2021). In self-service technologies, perceived control and convenience are key variables linked to customer experience value (Collier & Sherrell, 2009).

Ho (2022) identified perceived usefulness, perceived convenience, social influence, price value, trust, and perceived enjoyment as influential factors affecting consumers' online purchasing intentions through cashback and reward applications. Faisal (2021) emphasized the impact of convenience on customer satisfaction and online purchasing behavior, highlighting its significant role in shaping consumer attitudes and behaviors online.

Research has shown that perceived convenience significantly influences consumers' intention to use ride-sharing services (Fu et al., 2022). Elements such as easy payment systems and the ability to track journeys and transactions enhance the convenience of ride-sharing services (Hoque & Saumi, 2021). The convenience offered by ride-sharing services is also a key factor in providing flexible and efficient urban transportation solutions, especially during peak hours when traditional taxi services are insufficient (Albishari et al., 2023). The dimensions of perceived convenience in online transportation encompass time-saving, ease of use, flexibility, and efficiency, which are crucial in shaping consumer attitudes and behaviors in using online transportation services.

4. Various Food Choices

The concept of food choice in the context of online transportation is influenced by various factors such as consumer behavior, environmental impact, and technological advancements. Yeo et al. (2017) emphasize the importance of perceived usefulness and convenience in motivating customers' behavioral intentions to adopt online food delivery services, highlighting the crucial role of consumer preferences in shaping food choices within the online transportation sector. Additionally, the influence of digital nudges on online food choices is investigated by Jannach and Gula (2021), who elucidate the potential of digital interventions in steering food selection and consumer behavior in the online domain.

Juni et al. (2021) underscore the importance of perceived benefits as the most influential factor affecting customers' decisions to use online food delivery services, further emphasizing the crucial role of consumer preferences. Akhmadi et al. (2021) found that trust, convenience, and promotions are the main factors influencing consumer preferences for specific online food ordering applications.

The dimensions of various food choices in the context of online transportation encompass the multifaceted interaction between cultural heritage, sustainability, consumer behavior, and market dynamics. Kapelari et al. (2020) highlight the importance of cultural knowledge in shaping sustainable food choices, emphasizing the role of food heritage as a cultural construct. Galati et al. (2022) investigate consumers' willingness to pay for agricultural food products delivered by electric

vehicles, highlighting the economic dimension of food choices in online transportation. Guo et al. (2023) explore the impact of perceived risk on online takeout food packaging, highlighting the behavioral and economic dimensions influencing consumer choices in online food delivery.

5. Perceived usefulness and customer intentions

Perceived usefulness plays a crucial role in shaping customers' behavioral intentions. Several studies have highlighted the importance of perceived benefits in influencing customer intentions. For instance, Ryu et al. (2012) emphasized the impact of perceived customer value on behavioral intentions in the restaurant industry. Similarly, Ramadhani et al. (2022) found that perceived usefulness indirectly influences the intention to use mobile banking through customer trust. Additionally, Niroula and Gyanwali (2020) demonstrated that perceived usefulness and perceived ease of use collectively affect attitudes toward usage, which directly impacts customer satisfaction and online shopping. Furthermore, Poushneh and Vasquez-Parraga (2019) suggested that perceived functional value mediates the influence of customer readiness on upgrade intentions. Putri et al. (2021) also supported the positive impact of perceived customer value on purchase intentions. These findings collectively underscore the significant role of perceived benefits in shaping customers' behavioral intentions across various industries. Thus, this study posits: H1: Perceived usefulness has a positive and significant relationship with customer intentions to adopt the GrabFood delivery service apps.

6. Perceived convenience and customer intentions

Perceived convenience is a crucial factor in shaping customer intentions. According to Yo et al. (2021), having informative and easily comprehensible product descriptions, along with effective presentation components, can significantly enhance customers' perceived convenience. Johan et al. (2020) also noted that the convenience of electronic services has a substantial impact on customer satisfaction and repurchase intentions, highlighting the critical role of convenience in influencing customer behavior. Collier and Sherrell (2009) explored the role of control and convenience in self-service environments, underscoring the importance of perceived convenience as a key differentiator for customers.

Further research into the factors affecting consumer purchase intentions has identified perceived convenience as a pivotal element (Tan, 2022). Studies by Singh et al. (2017) found that elements such as security, convenience, and trust significantly influence consumer intentions, emphasizing the role of convenience in consumer behavior. Additionally, the Technology Acceptance Model (TAM) has shown that convenience plays a significant role in influencing online purchase intentions (Leong & Chaichi, 2021). These findings collectively highlight the critical importance of convenience in shaping customer intentions and behaviors. Consequently, this study proposes the following hypothesis: H2: Perceived convenience has a positive and significant relationship with customer intentions to adopt the GrabFood delivery service apps.

7. Various food choices and customer intentions

The impact of various food choices on customer intentions is a multifaceted phenomenon influenced by numerous factors. Customer satisfaction is a key determinant of customers' intentions to purchase food products, with factors such as food quality, service quality, and pricing playing critical roles in shaping satisfaction and the likelihood of repeat visits (Li & Adam, 2021). Furthermore, the interaction

between food customization and consumer expertise has been found to influence purchase intentions, with taste perception serving as a mediating factor in this relationship (Li et al., 2022). Environmental and health motivations also significantly influence consumer food choices, with intentions and behaviors regarding sustainable food consumption being guided by broader behavioral theories, such as the theory of planned behavior (Alam et al., 2020). These findings highlight the complex interaction of various factors in shaping customer intentions related to food choices. Thus, this study posits: H3: Various food choices have a positive and significant relationship with customer intentions to adopt the GrabFood delivery service apps.

Several studies indicate that perceived usefulness, convenience, and a wide variety of food options are pivotal in influencing customer behavior and intentions to use online food delivery services (Jun et al., 2021; Aryani et al., 2022; Kautsar et al., 2023; Chowdhury, 2023; Troise et al., 2020; Aslam et al., 2021; Pitchay et al., 2021). Key determinants of customers' behavioral intentions include factors such as price, quality of information, and social influence (Aryani et al., 2022; Pitchay et al., 2021). Moreover, perceived benefits of the application, trust, and co-creation value significantly impact customers' intentions to adopt online food delivery technology (Kautsar et al., 2023). Additionally, perceived convenience and service quality have been shown to affect consumer attitudes, which subsequently influence their intentions to embrace modern technology (Chowdhury, 2023). Accordingly, this study proposes the following hypothesis: H4: Perceived usefulness, perceived convenience, and various food choice have a simultaneous positive and significant effect on customer intentions to adopt the GrabFood delivery service apps.

METHOD

This study utilizes a quantitative research approach, employing primary data collection methods. Sampling was performed through a questionnaire aimed at assessing consumers' intentions to adopt the GrabFood application. The study focuses on students in Medan, North Sumatera, who are users of GrabFood.

1. Population and Sample

Given the absence of precise population figures, a specific sampling method is necessary. The study draws on Hair et al. (2019), who advocate for non-probability sampling methods characterized by subjective sample selection and varying probabilities of elements being chosen as samples. Following Hair et al. (2019)'s recommendation, the study suggests multiplying the number of items across all variables by 5, resulting in a required sample size of 100 respondents for a questionnaire with 20 items.

The researcher distributed a series of questionnaires to students who utilized the GrabFood app. To address potential incomplete responses, the intended sample size was raised by 20%, resulting in a targeted sample size of 120 participants. Statistical analysis was performed using the SPSS software.

2. Measurement items

The research measurement items were adopted from previous studies. For instance, to assess customers' perceived benefits, 4 items were utilized, adopted from previous studies (Slack et al., 2020; Davis et al., 989). Similarly, to measure perceived convenience, this study adopted 4 items from Ho (2022) and Lu and Wung (2021). In evaluating various food choices, this study adopted 7 items from Kapelari

et al. (2020) and Guiné RPF et al. (2020). Regarding customer intentions, this study adopted the measurement items developed by Tandon et al. (2017) and Kuhlmeier and Knight (2005), which consisted of 5 items assessing various aspects of user intentions. Respondents evaluated different facets of knowledge using a 5-point Likert scale, ranging from 5 for strongly agree to 1 for strongly disagree.

3. Data analysis

In this study, multiple linear regression is employed to model the relationship between the dependent variable, customer intentions, and several independent variables. This technique is particularly useful for understanding how multiple factors influence an outcome and how these factors interact. The regression equation used is: $Y=\alpha+\beta1X1+\beta2X2+\beta3X3+e$, where Y represents customer intentions, $\alpha\alpha$ is the constant coefficient, $X1$ is perceived usefulness, $X2$ is perceived convenience, $X3$ is various food choices, $\beta1$ is the coefficient of perceived usefulness, $\beta2$ is the coefficient of perceived convenience, $\beta3$ is the coefficient of various food choices, and ee represents the error term.

The partial test (T-test) is used to evaluate whether each independent variable significantly affects the dependent variable individually. Specifically, the researchers test if perceived usefulness, perceived convenience, and various food choices have significant impacts on customer intentions. The T-test is conducted at a 5% significance level, with the hypothesis accepted if $P\leq0.05$, indicating a significant effect, and rejected if $P>0.05$, indicating no significant effect.

The simultaneous test (F-test) examines whether the independent variables collectively influence the dependent variable. The researchers test if perceived usefulness, perceived convenience, and various food choices simultaneously impact customer intentions. This test is also conducted at a 5% significance level, with the hypothesis accepted if $P\leq0.05$, indicating a collective significant effect, and rejected if $P>0.05$, indicating no collective significant effect.

Finally, the determination test (R-square) measures how much of the variance in the dependent variable can be explained by the independent variables. The R-square value ranges from 0 to 1, with values closer to 1 indicating that the independent variables provide most of the necessary information for predicting the dependent variable. Data analysis is computed by using the statistical software SPSS.

Results

The respondent characteristics involved in the study, focusing on key demographics such as university affiliation and age. Out of the 120 respondents, the majority, 80 individuals (70%), are students from Universitas Pembangunan Panca Budi. The remaining 40 individuals (30%) are students from other universities. This indicates that a significant portion of the sample is concentrated within a single institution, which may have implications for the generalizability of the study's findings. When considering the age distribution, only 10 respondents (5%) are under the age of 20, whereas the vast majority, 110 respondents (95%), are over the age of 20. This suggests that the respondent pool is primarily composed of older students, which might reflect a population that is further along in their academic or professional journeys.

The analysis of data quality affirms the validation of four key research variables: perceived usefulness, perceived convenience, various food choices, and

customer intentions. All computed values for these variables surpass the critical threshold of 0.179, indicating their validity. Specifically, perceived usefulness consistently surpasses the critical threshold across all items, reinforcing its relationship validity with other variables. Similarly, perceived convenience, various food choices, and customer intentions also exceed the critical threshold, thereby confirming their relationship validity.

Furthermore, the results of the reliability test demonstrate strong reliability levels for perceived usefulness, perceived convenience, various food choices, and customer intentions. Perceived usefulness displays a Cronbach's Alpha of 0.794, signifying good reliability. Perceived convenience exhibits higher reliability with a Cronbach's Alpha of 0.813, while various food choices demonstrate even higher reliability with a Cronbach's Alpha of 0.872. Moreover, customer intentions also demonstrate high reliability with a Cronbach's Alpha of 0.849. These outcomes indicate that the reliability of these variables has undergone rigorous testing and has been confirmed for subsequent analysis or research purposes.

The classical assumption analysis provides insights into the suitability of the dataset for regression analysis. Firstly, the normality test, conducted through the One-Sample Kolmogorov-Smirnov Test, yields a test statistic of 0.176 with an asymptotic significance (2-tailed) of 0.000, indicating a significant departure from normality. However, it's important to note that normality assumptions tend to be less stringent for larger sample sizes (N > 30), where the distribution tends to approximate normality. Hence, despite this significant violation, its impact may be negligible, especially given our sample size.

Moving on to the multicollinearity test, the Tolerance and Variance Inflation Factor (VIF) statistics are examined. The results show that all variables have Tolerance values exceeding 0.1 and VIF values below 10, indicating no significant multicollinearity issues among the independent variables. This satisfies the basic assumption for regression analysis, suggesting that the independent variables are not significantly correlated with each other.

Finally, the heteroskedasticity test, assessed through Spearman's rho correlation coefficients, indicates no significant correlations between perceived usefulness, perceived convenience, various food choices, and unstandardized residuals. This implies no strong evidence of heteroskedasticity in the multiple linear regression model. Therefore, we can conclude that the assumption of homoscedasticity is met, indicating that the residual variability in the regression model is not dependent on the values of the independent variables. Overall, these findings support the validity of the classical assumptions for regression analysis in this study.

The multiple linear regression analysis investigates the relationship between the dependent variable customers intentions and the independent variables perceived usefulness, perceived convenience, and "various food choices.The findings indicate that perceived usefulness has a regression coefficient of 0.181 with a standard error of 0.076 and a Beta value of 0.122. This suggests that for every one-unit increase in perceived usefulness, there is a corresponding increase of 0.181 units in customers intentions, holding other variables constant.

Similarly, perceived convenience shows a regression coefficient of 0.314 with a standard error of 0.083 and a Beta value of 0.293. This indicates that a one-unit

increase in perceived convenience contributes to a 0.314-unit increase in customers intentions, assuming other variables remain constant.

Lastly, various food choices demonstrate a regression coefficient of 0.404 with a standard error of 0.055 and a Beta value of 0.570. This implies that each one-unit increase in various food choices results in a 0.404-unit increase in customers intentions, without considering the influence of other independent variables in the model. Additionally, all these coefficients have significance values lower than 0.05, indicating that perceived usefulness, perceived convenience, and various food choices significantly influence customers intentions.

Regarding the fitness of the multiple linear regression model, the R-value represents how well the model explains the variability in the data. The R-value is 0.834, suggesting that the model can account for approximately 83.4% of the variability in the data.

Furthermore, the R Square indicates the proportion of variability in the dependent variable explained by the independent variables in the model. The R Square value is 0.696, meaning that around 69.6% of the variability in customers intentions can be explained by perceived usefulness, perceived convenience, and various food choices.

Adjusted R Square adjusts the R Square value to consider the number of independent variables in the model and the sample size. With an Adjusted R Square value of 0.688, it still indicates that approximately 68.8% of the variability in customers intentions can be explained by the model, after considering the number of independent variables and the sample size.

Overall, these results underscore the effectiveness of the multiple linear regression model in explaining and predicting customers intentions based on perceived usefulness, perceived convenience, and various food choices.

Table 1: Summary of Key Statistical Results

Analysis Type	Metric	Remarks
Data Quality Analysis	Perceived Usefulness	Validity confirmed, values surpass critical threshold of 0.179, indicating relationship validity with other variables. Cronbach's Alpha = 0.794, signifying good reliability.
	Perceived Convenience	Validity confirmed, values surpass critical threshold of 0.179, indicating relationship validity with other variables. Cronbach's Alpha = 0.813, showing higher reliability.
	Various Food Choices	Validity confirmed, values surpass critical threshold of 0.179, indicating relationship validity with other variables. Cronbach's Alpha = 0.872, demonstrating high reliability.
	Customer Intentions	Validity confirmed, values surpass critical threshold of 0.179, indicating relationship validity with other variables. Cronbach's Alpha = 0.849, indicating high reliability.
Classical Assumption Analysis	Normality (K-S Test)	Test statistic = 0.176, p = 0.000, indicating significant departure from normality.
	Multicollinearity	Tolerance > 0.1, VIF < 10 for all variables, indicating no significant multicollinearity issues.
	Heteroskedasticity	Low, non-significant correlations between variables and unstandardized residuals, indicating no strong evidence of heteroskedasticity in the regression model.
Multiple Linear Regression Analysis	Perceived Usefulness (β)	Coefficient = 0.181, SE = 0.076, p < 0.05.
	Perceived Convenience (β)	Coefficient = 0.314, SE = 0.083, p < 0.05.

Analysis Type	Metric	Remarks
	Various Food Choices (β)	Coefficient = 0.404, SE = 0.055, $p < 0.05$.
	R-value	R = 0.834, indicating the model explains approximately 83.4% of the variability in the data.
	R Square	R-square = 0.696, suggesting around 69.6% of the variability in customer intentions can be explained by the independent variables.
	Adjusted R Square	Adjusted R-square = 0.688, indicating approximately 68.8% of the variability in customer intentions can be explained by the model.

The analysis conducted on the dataset unveiled significant insights into the factors influencing customers' intentions towards using food delivery services. Each independent variable, including perceived usefulness, perceived convenience, and various food choices, underwent meticulous scrutiny through both partial and simultaneous significance tests.

Firstly, the partial significance test (T-test) demonstrated that perceived usefulness, perceived convenience, and various food choices exerted a significant influence on customers' intentions. Specifically, perceived usefulness exhibited a coefficient of 2.373 with a significance value (Sig.) of 0.019, indicating a substantial impact on customers' intentions. Similarly, perceived convenience and various food choices displayed coefficients of 3.793 and 7.369, respectively, with significance values of 0.000, underlining their significant roles in shaping customers' intentions.

Moreover, the simultaneous significance test (F-test) further solidified the importance of these variables in explaining customers' intentions. The regression model exhibited a highly significant overall effect, with an F-value of 88.353 and a significance level (Sig.) of .000. This implies that collectively, the independent variables significantly contribute to explaining the variance in customers' intentions towards using food delivery services.

In summary, both tests underscored the pivotal role of perceived usefulness, perceived convenience, and various food choices in influencing customers' intentions.

Table 2: Summary of Hypothesis Testing Results

Test Type	Variable	Coefficient	Sig.	Remarks
Partial Significance (T-test)	Perceived Usefulness	2.373	0.019	Supported
	Perceived Convenience	3.793	0.000	Supported
	Various Food Choices	7.369	0.000	Supported
Simultaneous Significance (F-test)	Regression Model	88.353	0.000	Supported

Discussion

The regression analysis results show that perceived usefulness significantly influences customers' intentions, consistent with Ryu et al. (2012) who highlighted how perceived value impacts customer intentions in the restaurant industry. Similarly, Ramadhani et al. (2022) found that perceived usefulness indirectly influences mobile banking intentions. Niroula and Gyanwali (2020) demonstrated how perceived usefulness and ease of use impact attitudes, affecting satisfaction and online shopping.

The results of this study suggest that perceived convenience significantly impacts customers' intentions, aligning with previous studies emphasizing the importance of convenience in influencing customer behavior. Johan et al. (2020)

indicate that factors like informative product descriptions and convenient electronic services enhance customer convenience, thus affecting purchase intentions and satisfaction. Similarly, Collier and Sherrell (2009) stress the critical role of perceived customer convenience in self-service. Further studies by Singh et al. (2017) and Leong and Chaichi (2021) highlight the significance of perceived convenience in shaping purchase intentions and consumer behavior, especially in online shopping and technology usage contexts.

The analysis also reveals that various food choices significantly influence customers' intentions to use food delivery services, aligning with Li and Adam (2021), who emphasize the importance of customer satisfaction in determining their intention to purchase food products. Factors such as food quality, service quality, and pricing play crucial roles in shaping customer satisfaction. Additionally, food product customization and consumer expertise interact to influence consumer purchase intentions, with taste perception mediating this interaction effect (Li et al., 2022). Consistent with Alam et al. (2020), motivations related to environmental and health concerns significantly impact consumers' food choices. These findings underscore the complex interplay of various elements in shaping customers' intentions regarding food choices.

Perceived usefulness, perceived convenience, and various food choices significantly influence customers' intentions to adopt the GrabFood food delivery service application, as revealed by the simultaneous significance test (F-test) for the regression model. The analysis indicates a significant simultaneous effect of the independent variables on the dependent variable, reflected in the significant F-value. These findings align with prior studies that have emphasized the crucial role of perceived usefulness, convenience, and food variety in shaping customer behavior and intentions to use online food delivery services (Jun et al., 2021; Aryani et al., 2022; Kautsar et al., 2023; Chowdhury, 2023; Troise et al., 2020; Aslam et al., 2021; Pitchay et al., 2021). Overall, these findings highlight the complexity of customers' intentions to adopt food delivery service applications, wherein factors related to perceived usefulness, convenience, and food variety significantly influence customer behavior.

Analyses of perceived usefulness, perceived convenience, and various food choices regarding customers' intentions to adopt food delivery services through the GrabFood application yield both theoretical and practical implications. Theoretical contributions lie in advancing technology acceptance theories, affirming that users' perceptions of a technology's usefulness and ease of use impact their adoption intentions. Perceived usefulness and convenience emerge as pivotal factors in understanding user behavior in food delivery app usage, aligning with consumer choice theory's emphasis on food variety's role in shaping preferences. On a practical level, these findings offer valuable guidance for food delivery service providers, such as GrabFood. Leveraging these insights, companies can develop more effective marketing strategies focusing on emphasizing app usability, convenience, and the diversity of food options. Enhancing user experience through continual improvements in app usability and menu variety can boost customer satisfaction and drive adoption. Additionally, prioritizing service quality aligns with customer expectations, fostering increased adoption intentions. Thus, this analysis provides actionable insights for food delivery service companies and similar platforms, aiding their understanding of factors driving customer adoption intentions.

Conclusion

This study aims to contribute to the literature by analyzing the impact of perceived usefulness and perceived convenience on customer intentions, as well as how various food choices influence customer intentions in the context of food delivery services through the GrabFood application.

The research findings confirm that perceived usefulness, perceived convenience, and various food choices significantly influence customer intentions. Perceived usefulness and perceived convenience show a positive and significant effect on customer intentions, indicating that the more useful and convenient the application usage perceived by customers, the higher the likelihood of their usage. Additionally, the availability of a greater variety of food options in the application correlates with higher customer intentions to use it. Simultaneous significance testing results also demonstrate that all three factors collectively significantly affect customer intentions. Thus, it can be concluded that perceived usefulness, perceived convenience, and various food choices play crucial roles in influencing customer intentions to use food delivery services through the GrabFood application.

This study recognizes several limitations that require careful consideration when interpreting its findings. Firstly, the results' generalizability is limited due to the study's exclusive focus on GrabFood application users for food delivery services. As a result, the findings may not directly apply to other platforms offering similar services or to broader contexts within the food delivery industry. Secondly, the measurement methods predominantly utilize quantitative approaches through questionnaires, potentially overlooking nuanced qualitative aspects of user perceptions, such as individual interpretations of app usefulness or convenience. This limitation implies a possible gap in fully grasping users' experiences and preferences. Thirdly, external factors that could influence customer intentions, such as economic conditions, cultural norms, or social dynamics, are not considered in the study. Additionally, certain variables that might impact customer intentions, such as price sensitivity, food quality perceptions, or prior user experiences, were omitted from the analysis. Fourthly, limitations in sample selection might compromise the representativeness of the study's findings, possibly excluding specific user demographics or preferences and limiting the results' broader applicability. Lastly, the study's temporal and contextual constraints should be acknowledged. Conducted within a specific timeframe and setting, the research may not capture longer-term changes or evolving market dynamics that could affect user perceptions and behaviors concerning food delivery apps. Therefore, comprehending these limitations is vital to ensure an accurate interpretation of the findings and to lay the groundwork for further research aimed at addressing these limitations.

Several crucial aspects are encompassed in the suggestions for future research. Firstly, broadening the analysis to consider external factors such as economic, cultural, and social conditions that may influence user intentions is deemed important. Similarly, gaining a deeper insight into user feedback through interviews or focus group discussions is recommended. Moreover, incorporating additional variables like price preferences, food quality, and prior user experiences into the analysis can provide a more comprehensive understanding of the factors influencing user intentions. Additionally, expanding the research scope to involve other food delivery services or similar applications beyond GrabFood is considered vital to compare findings and enhance generalizability. Utilizing more comprehensive

measurement methods that encompass both qualitative and quantitative aspects can also offer a deeper understanding of user perceptions towards the application. Finally, ensuring representative sample selection and considering changes in the research context and timeframe can help understand how the use of food delivery application may evolve over time.

GrabFood is advised to leverage these findings as a basis for developing more effective marketing strategies, with a focus on the usability and user-friendliness of their application, as well as the diversity of food options offered. Enhancing user experience remains a crucial focus, achieved through continuous improvements in the application's usability and convenience, along with an expanded variety of food menus. Improving service quality is also considered a relevant strategy to meet customer expectations and increase their intention to use the service.

References

Aggarwal, R., Kryscynski, D., Midha, V., & Singh, H. (2015). Early to adopt and early to discontinue: the impact of self-perceived and actual it knowledge on technology use behaviors of end users. *Information Systems Research*, 26(1), 127-144. https://doi.org/10.1287/isre.2014.0564

Akhmadi, H., Alfathah, A., & Susanawati, S. (2021). Generation z consumer's preferences for online food ordering application: a study of gofood and grabfood. *E3s Web of Conferences*, 316, 01011. https://doi.org/10.1051/e3sconf/202131601011

Alam, S., Ahmad, M., Ho, Y., Omar, N., & Lin, C. (2020). Applying an extended theory of planned behavior to sustainable food consumption. *Sustainability*, 12(20), 8394. https://doi.org/10.3390/su12208394

Albishari, M., Mozammel, M., & Almeshari, K. (2023). A novel framework optimal passenger dispatch approach using matching based strategy in ride sharing systems.. https://doi.org/10.21203/rs.3.rs-2504590/v1

Amin, M., Arefin, M., Alam, M., Ahammad, T., Taslim, T., & Hoque, M. (2021). Using mobile food delivery applications during covid-19 pandemic: an extended model of planned behavior. *Journal of Food Products Marketing*, 27(2), 105-126. https://doi.org/10.1080/10454446.2021.1906817

Ananda, A., Mugiono, M., & Hussein, A. (2021). The influence of store image on repurchase intention: the mediation role of perceived value and customer satisfaction. *International Journal of Research in Business and Social Science* (2147-4478), 10(4), 17-27. https://doi.org/10.20525/ijrbs.v10i4.1209

Aryani, D., Singh, P., Khor, Y., Kee, D., Selvia, K., Lee, C., … & Anantharavoo, L. (2022). Factors influencing consumer behavioral intention to use food delivery services: a study of foodpanda. *Journal of the Community Development in Asia*, 5(1), 69-79. https://doi.org/10.32535/jcda.v5i1.1386

Aslam, W., Ham, M., & Arif, I. (2021). Technology at the dining table: linking perceived value, service recovery, and continuous intention to use food delivery applications. *Review of Business Management*, 23(4), 600-618. https://doi.org/10.7819/rbgn.v23i4.4135

Athapaththu, J., & Kulathunga, D. (2018). Factors affecting online purchase intention: effects of technology and social commerce. *International Business Research*, 11(10), 111. https://doi.org/10.5539/ibr.v11n10p111

Candra, F., Sutanto, J., & Sondak, M. (2022). The influence of product quality, service quality, and timeliness of delivery on repurchase intention at cake by tenggilis surabaya. *International Journal of Economics Business and Accounting Research (IJEBAR)*, 6(2), 913. https://doi.org/10.29040/ijebar.v6i2.5396

Chaturvedi, P., & Agnihotri, D. (2019). A study on analysis of factors influencing delivery time preference & customer repurchase intention for e-tailing websites. *International Journal of Management Studies,* VI(1(6)), 57. https://doi.org/10.18843/ijms/v6i1(6)/07

Chou, C., Shen, T., Shen, C., & Hsiao, H. (2019). A investigate of influence factor for tertiary students' m-learning effectiveness: adjust industry 4.0 & 12-year curriculum of basic education. *International Journal of Psychology and Educational Studies*, 6(2), 66-76. https://doi.org/10.17220/ijpes.2019.02.007

Chowdhury, R. (2023). Impact of perceived convenience, service quality and security on consumers' behavioural intention towards online food delivery services: the role of attitude as mediator. *Sn Business & Economics,* 3(1). https://doi.org/10.1007/s43546-023-00422-7

Chun, Z., & James, P. (2020). Assessing the factors influencing customer satisfaction at a specialised boutique restaurant in bangkok. *Business and Economic Research,* 10(4), 50. https://doi.org/10.5296/ber.v10i4.17924

Collier, J., & Sherrell, D. (2009). Examining the influence of control and convenience in a self-service setting. *Journal of the Academy of Marketing Science,* 38(4), 490-509. https://doi.org/10.1007/s11747-009-0179-4

Davis, F. D. (1989). "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology." *MIS Quarterly, 13*(3), 319-340. DOI: 10.2307/249577.

Dellaert, B., & Stremersch, S. (2005). Marketing mass-customized products: striking a balance between utility and complexity. *Journal of Marketing Research*, 42(2), 219-227. https://doi.org/10.1509/jmkr.42.2.219.62293

Dwivedi, A., & Merrilees, B. (2016). Holistic consumer evaluation of retail corporate brands and impact on consumer loyalty intentions. *Australasian Marketing Journal (AMJ), 24*(1), 69-78. https://doi.org/10.1016/j.ausmj.2016.02.002

Eaint, M. (2022). An assessment of e-service quality for online food delivery services in yangon, myanmar. *Suranaree Journal of Social Science*, 18(1), 1-18. https://doi.org/10.55766/fbuy4386

Esa, M., Naseri, R., Idris, N., Muhamad, N., Miskan, N., & Ibrahim, R. (2023). Factors affecting online repurchasing intention. *International Journal of Academic Research in Business and Social Sciences*, 13(3). https://doi.org/10.6007/ijarbss/v13-i3/16414

Faisal, A. (2021). Antecedent of online buying behavior. *Indonesian Management and Accounting Research*, 18(2), 79-104. https://doi.org/10.25105/imar.v18i2.3873

Fu, H., Liu, J., Hong, J., Song, L., He, J., & Qiu, W. (2022). Username matters: an event-related potentials investigation of how male driver username affects female passengers' intention to use ride-sharing service. *Journal of Neuroscience Psychology and Economics*., 15(3), 152-162. https://doi.org/10.1037/npe0000159

Galati, A., Migliore, G., Thrassou, A., Schifani, G., Rizzo, G., Adamashvili, N., … & Crescimanno, M. (2022). Consumers' willingness to pay for agri-food products delivered with electric vehicles in the short supply chains. *Fiib Business Review*, 12(2), 193-207. https://doi.org/10.1177/23197145221112743

Guiné, R. P. F., Bartkiene, E., Szűcs, V., Tarcea, M., Ljubičić, M., Černelič-Bizjak, M., Isoldi, K., EL-Kenawy, A., Ferreira, V., Straumite, E., et al. (2020). Study about food choice determinants according to six types of conditioning motivations in a sample of 11,960 participants. *Foods, 9*(7), 888. https://doi.org/10.3390/foods9070888

Guo, M., Wu, L., Tan, C., Cheah, J., Aziz, Y., Peng, J., … & Ren, R. (2023). The impact of perceived risk of online takeout packaging and the moderating role of educational level. *Humanities and Social Sciences Communications*, 10(1). https://doi.org/10.1057/s41599-023-01732-9

Hair, J.F., Risher, J.J., Sarstedt, M., & Ringle, C.M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31*(1), 2-24. DOI: 10.1108/EBR-11-2018-0203.

Hansen, H., Samuelsen, B., & Sallis, J. (2013). The moderating effects of need for cognition on drivers of customer loyalty. *European Journal of Marketing*, 47(8), 1157-1176. https://doi.org/10.1108/03090561311324264

Hidayah, N., & Djakasaputra, A. (2021). The effects of perception of ease, experience, company's reputation, and cost effectiveness on repurchase intention among online-food-delivery (OFD) consumers in Jakarta. *Advances in Economics, Business and Management Research*, https://doi.org/10.2991/aebmr.k.210507.014.

Ho, V. (2022). Motivation impulses customers' online shopping intention via cashback and rewards mobile applications. *Independent Journal of Management & Production*, 13(5), 1235-1255. https://doi.org/10.14807/ijmp.v13i5.1740

Hoque, M., &and Saumi, B. (2021). Sharing economy services in dhaka: a change towards women's perception of commuting. *Rajagiri Management Journal*, 16(2), 144-163. https://doi.org/10.1108/ramj-08-2020-0048

Ieva, M., & Ziliani, C. (2018). The role of customer experience touchpoints in driving loyalty intentions in services. *The TQM Journal*, 30(5), 444-457. https://doi.org/10.1108/tqm-11-2017-0141

Indriyarti, E., & Wijihastuti, S. (2021). Exploring the intention factors of using online transportation in jakarta with multiple regression. *Journal of Business & Applied Management*, 14(1), 001. https://doi.org/10.30813/jbam.v14i1.2680

Jannach, D., & Gula, B. (2021). Digital nudging for online food choices. *Frontiers in Psychology*, 12. https://doi.org/10.3389/fpsyg.2021.729589

Johan, I., Indriyani, R., & Vincēviča-Gaile, Z. (2020). Measuring repurchase intention on fashion online shopping. *SHS Web of Conferences*, 76, 01015. https://doi.org/10.1051/shsconf/20207601015

Jun, K., Yoon, B., Lee, S., & Lee, D. (2021). Factors influencing customer decisions to use online food delivery service during the covid-19 pandemic. *Foods*, 11(1), 64. https://doi.org/10.3390/foods11010064

Kuhlmeier, D., & Knight, G. (2005). Antecedents to internet-based purchasing: A multinational study. *International Marketing Review, 22*(4), 460–473. https://doi.org/10.1108/02651330510608460

Kapelari, S., Alexopoulos, G., Moussouri, T., Sagmeister, K., & Stampfer, F. (2020). Food heritage makes a difference: the importance of cultural knowledge for improving education for sustainable food choices. *Sustainability*, 12(4), 1509. https://doi.org/10.3390/su12041509

Kautsar, F., Siallagan, M., & Palumian, Y. (2023). Customer decisions to use online food delivery services during the covid-19 pandemic. J*ournal of Business Management Review*, 4(1), 017-035. https://doi.org/10.47153/jbmr41.5702023

Lu, H., & Wung, Y.-. (2021). Applying transaction cost theory and push-pull-mooring model to investigate mobile payment switching behaviors with well-established traditional financial infrastructure. *Journal of Theoretical and Applied Electronic Commerce Research, 16*(2), 1–21. https://doi.org/10.4067/S0718-18762021000200102

Leong, M., & Chaichi, K. (2021). The adoption of technology acceptance model (tam) and trust in influencing online purchase intention during the covid-19 pandemic: empirical evidence from malaysia. *International Journal of Academic Research in Business and Social Sciences*, 11(8). https://doi.org/10.6007/ijarbss/v11-i8/10422

Li, C., & Adam, S. (2021). The implementation of decision making on ye xiao canteen second enterprise at cheras, kuala lumpur. *International Journal of Academic Research in Business and Social Sciences*, 11(5). https://doi.org/10.6007/ijarbss/v11-i5/9864

Li, H., Liao, F., & Peng, Q. (2022). How consumer expertise influences preference for customized food. *Foods*, 11(16), 2459. https://doi.org/10.3390/foods11162459

Loan, N., & Hung, N. (2020). Factors affecting satisfaction and reuse intention of customers using online motorbike service. *Proceedings*, 8(2). https://doi.org/10.46223/hcmcoujs.econ.en.8.2.162.2018

Luik, P., & Taimalu, M. (2021). Predicting the intention to use technology in education among student teachers: a path analysis. *Education Sciences*, 11(9), 564. https://doi.org/10.3390/educsci11090564

Mpinganjira, M. (2015). Online store service convenience, customer satisfaction and behavioural intentions: a focus on utilitarian oriented shoppers. *Journal of Economics and Behavioral Studies*, 7(1(J)), 36-49. https://doi.org/10.22610/jebs.v7i1(j).561

Mukerjee, H., Deshmukh, G., & Prasad, U. (2018). Technology readiness and likelihood to use self-checkout services using smartphone in retail grocery stores: empirical evidences from hyderabad, india. *Business Perspectives and Research*, 7(1), 1-15. https://doi.org/10.1177/2278533718800118

Nguyen, T., Nguyen, D., Trinh, V., Tran, T., & Cao, T. (2020). Factors affecting intention to purchase green products in vietnam. J*ournal of Asian Finance Economics and Business*, 7(4), 205-211. https://doi.org/10.13106/jafeb.2020.vol7.no4.205

Niroula, B., & Gyanwali, A. (2020). Customer satisfaction towards online shopping in kathmandu valley. *Patan Pragya*, 7(1), 135-145. https://doi.org/10.3126/pragya.v7i1.35115

Oke, T., & Ramachandran, T. (2021). Determinants of decision to use and continued use of online shopping medium: a bivariate probit approach.. https://doi.org/10.21203/rs.3.rs-217453/v1

Onderwater, M., Boisjoly, G., & El-Geneidy, A. (2019). Influence of travel behavior, personal preferences, and lifestyle on perceived convenience to amenities among calgary residents. *Transportation Research Record Journal of the Transportation Research Board*, 2673(8), 508-522. https://doi.org/10.1177/0361198119844967

Ozturk, A. B., Bilgihan, A., Salehi-Esfahani, S., & Hua, N. (2017). Understanding the mobile payment technology acceptance based on valence theory: A case of restaurant transactions. *International Journal of Contemporary Hospitality Management*, *29*(8), 2027-2049. https://doi.org/10.1108/ijchm-04-2016-0192

Pitchay, A., Ganesan, Y., Zulkifli, N., & Khaliq, A. (2021). Determinants of customers' intention to use online food delivery application through smartphone in malaysia. *British Food Journal*, 124(3), 732-753. https://doi.org/10.1108/bfj-01-2021-0075

Poushneh, A., & Vasquez-Parraga, A. (2019). Emotional bonds with technology: the impact of customer readiness on upgrade intention, brand loyalty, and affective commitment through mediation impact of customer value. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 0-0. https://doi.org/10.4067/s0718-18762019000200108

Pramudhita, R., Fathiha, Z., Aprilianty, F., Sjahrifah, R., & Purwanegara, M. (2021). The influence of local cosmetics video-sharing review on female daily network youtube channel towards viewers purchase intention. *The International Journal of Business & Management*, 9(12). https://doi.org/10.24940/theijbm/2021/v9/i12/bm2112-024

Prayoonphan, F., & Xu, X. (2019). Factors influencing the intention to use the common ticketing system (spider card) in thailand. *Behavioral Sciences*, 9(5), 46. https://doi.org/10.3390/bs9050046

Putri, R., Suarly, T., Alaric, W., & Manaf, P. (2021). Purchase intention on low-cost smartphone in terms of well established smartphone brand users. *Emerging Markets Business and Management Studies Journal*, 8(2), 109-123. https://doi.org/10.33555/embm.v8i2.187

Quan, L., Al-Ansi, A., & Han, H. (2022). Assessing customer financial risk perception and attitude in the hotel industry: exploring the role of protective measures against covid-19. *International Journal of Hospitality Management*, 101, 103123. https://doi.org/10.1016/j.ijhm.2021.103123

Rahadianto, N., Ma'arif, S., & Yuliati, L. (2019). Analysis of intention to use transjakarta bus. *Independent Journal of Management & Production*, 10(1), 301. https://doi.org/10.14807/ijmp.v10i1.748

Rahman, M., Hossain, A., Zaman, M., & Mannan, M. (2020). E-service quality and trust on customer's patronage intention. *Journal of Global Information Management*, 28(1), 39-55. https://doi.org/10.4018/jgim.2020010103

Ramadhani, S., Ekanova, A., & Putri, R. (2022). The effect of perceptions of use, perceptions of ease of use, and security on the intention of millennial customers to use bni mobile banking through customer trust as intervening variables. *International Journal Management and Economic*, 1(3), 45-55. https://doi.org/10.56127/ijme.v1i3.293

Ramli, M., Hasan, H., Saad, Z., Saripin, M., & Zakaria, A. (2022). Innovation diffusion and mobile payment adoption amongst postgraduate students of uitm shah

alam. *International Journal of Academic Research in Business and Social Sciences*, 12(1). https://doi.org/10.6007/ijarbss/v12-i1/12082

Ramli, N., Ghani, F., Nawawi, W., & Majid, H. (2021). Intention to use online food ordering services among universities students during covid-19 pandemic. International Journal of Academic Research in Business and Social Sciences, 11(13). https://doi.org/10.6007/ijarbss/v11-i13/8556

Ramos, F., Ferreira, J., Freitas, A., & Rodrigues, J. (2018). The effect of trust in the intention to use m-banking. *Brazilian Business Review*, 15(2), 175-191. https://doi.org/10.15728/bbr.2018.15.2.5

Rhamdhani, I. (2021). Analisis niat beli konsumen melalui online food delivery di era pandemic covid-19. *Kajian Bisnis Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha*, 29(2), 18-28. https://doi.org/10.32477/jkb.v29i2.242

Riorini, S., Yaputra, H., & Pakpahan, A. (2022). Perception of e-servicescape and its effect on perceived value of e-shopping and repurchase intention. *Proceedings of the 6th EAI International Conference on Management of Manufacturing Systems (MMS 2022)*. https://doi.org/10.4108/eai.3-8-2021.2315148

Ryu, K., Lee, H., & Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223. https://doi.org/10.1108/09596111211206141

Safaeimanesh, F., Kilic, H., Alipour, H., & Safaeimanesh, S. (2021). Self-service technologies (ssts)—the next frontier in service excellence: implications for tourism industry. *Sustainability*, 13(5), 2604. https://doi.org/10.3390/su13052604

Sang-Ihn, Y., Tan, C., Teo, S., & Tan, K. (2021). The role of food apps servitization on repurchase intention: a study of foodpanda. *International Journal of Production Economics*, 234, 108063. https://doi.org/10.1016/j.ijpe.2021.108063

Santini, F., Ladeira, W., Pinto, D., Herter, M., Sampaio, C., & Babin, B. (2020). Customer engagement in social media: a framework and meta-analysis. *Journal of the Academy of Marketing Science*, 48(6), 1211-1228. https://doi.org/10.1007/s11747-020-00731-5

Santoso, E., & Ardianti, R. (2023). The role of e-satisfaction on repurchase and e-wom intention on the costumers of food products by local micro and small businesses on the digital platforms. *Indonesian Journal of Business and Entrepreneurship*. https://doi.org/10.17358/ijbe.9.1.118

Seopela, L., & Zulu, V. (2022). Consumer perceptions on satisfaction and word of mouth in smallholder horticultural stores in an emerging economy. *Management Science Letters*, 12(1), 21-34. https://doi.org/10.5267/j.msl.2021.8.004

Shin, K., Shen, Z., Shin, H., Zhang, S., Chen, K., & Li, L. (2021). The mechanism of how integrated marketing communications influence on the chinese online customer's repurchase intention. *Science Journal of Business and Management*, 9(1), 26. https://doi.org/10.11648/j.sjbm.20210901.13

Silva, A., & Herath, H. (2019). Impact of intrinsic factors and subjective norms that influence purchase intention in sri lankan online retail apparel industry.

Kelaniya Journal of Human Resource Management, 14(2), 16. https://doi.org/10.4038/kjhrm.v14i2.67

Simons, J., Vierboom, C., Klink-Lehmann, J., Härlen, I., & Hartmann, M. (2021). Vegetarianism/veganism: a way to feel good. *Sustainability*, 13(7), 3618. https://doi.org/10.3390/su13073618

Singh, N., Srivastava, S., & Sinha, N. (2017). Consumer preference and satisfaction of m-wallets: a study on north indian consumers. *The International Journal of Bank Marketing*, 35(6), 944-965. https://doi.org/10.1108/ijbm-06-2016-0086

Slack, N., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2020). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, 123(4), 1324-1344. https://doi.org/10.1108/bfj-09-2020-0771

Tan, W., Tan, X., Tan, Y., Tan, W., & Almutairi, R. (2022). Intention to use grabfood during the covid-19 pandemic*. International Journal of Tourism and Hospitality in Asia Pasific*. https://doi.org/10.32535/ijthap.v5i2.1585

Tandon, U., Kiran, R., & Sah, A. (2017). Customer satisfaction as mediator between website service quality and repurchase intention: an emerging economy case. *Service Science*, 9(2), 106-120. https://doi.org/10.1287/serv.2016.0159

Tran, V. (2021). Using mobile food delivery applications during the covid-19 pandemic: applying the theory of planned behavior to examine continuance behavior. *Sustainability*, 13(21), 12066. https://doi.org/10.3390/su132112066

Troise, C., O'Driscoll, A., Tani, M., & Prisco, A. (2020). Online food delivery services and behavioural intention – a test of an integrated tam and tpb framework. *British Food Journal*, 123(2), 664-683. https://doi.org/10.1108/bfj-05-2020-0418

Wongprawmas, R., Mora, C., Pellegrini, N., Guiné, R., Carini, E., Sogari, G., … & Vittadini, E. (2021). Food choice determinants and perceptions of a healthy diet among italian consumers. *Foods*, 10(2), 318. https://doi.org/10.3390/foods10020318

Xu, Y. (2020). The impact of network literature website service quality on reader loyalty based on technology acceptance model. *Advances in Economics, Business and Management Research, KES 2020 Smart Innovation, Systems and Technologies, 201*https://doi.org/10.2991/aebmr.k.200908.023

Yo, P., Kee, D., Yu, J., Hu, M., Jong, Y., Ahmed, Z., … & Nair, R. (2021). The influencing factors of customer satisfaction: a case study of shopee in malaysia*. Studies of Applied Economics*, 39(12). https://doi.org/10.25115/eea.v39i12.6839

Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services, 35*, 150-162.

Zhong, Y., & Moon, H. (2020). What drives customer satisfaction, loyalty, and happiness in fast-food restaurants in china? perceived price, service quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 460. https://doi.org/10.3390/foods9040460