Re-Evaluating Key Drivers Of Continuance Intention In Mobile Food Ordering Apps After Covid-19 Pandemic In Indonesia

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ABSTRACT

This study investigates why Indonesian Gen Y and Z users continue using specific mobile food ordering applications (MFOAs) post-pandemic, leading to market dominance by a few platforms. Analyzing 234 users, the research found that while saving time, money, and convenience all contribute to user satisfaction, only time and money savings directly influence the intention to continue using an app. Surprisingly, and contrary to previous literature, convenience does not directly impact user retention. These findings provide new insights for developers on improving long-term engagement by focusing on tangible benefits beyond mere convenience for these generations.

INTRODUCTION

The development of technology encourages people to shift their behavior in the daily life. There are many technologies that change behavior, but mobile technology become main discussion (Kusumapradana & Aisyah, 2022; Putri et al., 2022). Technology changes the habit including how to shop for food (Habib & Hamadneh, 2021). Technology change people from shopping offline to online. This shift was accelerated by the Covid-19 pandemic, which transformed human behavior by driving a transition from offline to online activities (Hossain, 2021). This change has significantly impacted business strategies, particularly in the food and beverage (FnB) sector. During the pandemic, many FnB businesses faced severe challenges, whether they adapt to the new conditions or face bankruptcy. In the past, numerous FnB businesses mostly focused on offline sales methods and limited online sales strategies (Fairlie & Fossen, 2022). They used social media platforms like Facebook and Instagram for marketing purposes. To avoid the bankruptcy, FnB adopted a new approach by building or registering their business on mobile food ordering applications (MFOA) (Ramli, 2019). Business owner believes that if they register their business, then consumer will know more about their product. MFOA give some advantages to the business owner gained popularity due to its ability to effectively address customer challenges across multiple domains (Tambe et al., 2022). The primary advantage of MFOA is its provision of convenience and simplicity in online food buying, time-saving capabilities, and attractive prices (F. Xu et al., 2019).

Despite the Covid-19 pandemic decreased, the practice of purchasing food online continues to endure among customers. Consumers enjoy to use MFOA as their preferred method of shopping for food due to the ability of these applications to create a user experience that aligns with the specific situations encountered by users.

In Indonesia, with over 270 million people, about 66.5% of Indonesians an internet access (katadata, 2024). This data driven the explosive growth of MFOAs, with three major players MFOA's company dominate the market (Hidranto, 2023). They can grab high market shares. The successes of these MFOAs are juxtaposed with the struggles of many smaller MFOAs that have not been able to sustain their user base and thus exited the market (Annur, 2023; Mukharomah et al., 2023). This has raised serious concern about increasing concentration of market power. If only these three companies dominate the market, competition will be severely hampered, prices cannot be controlled, innovation will be stifled, and there will be fewer choices for consumers. Oligopoly can also easily lead to much more severe anti-competitive practices (Muhammad Yasin et al., 2023; Setiawati et al., 2019). In addition, oligopoly in the MFOA market has an impact on the declining quality of MFOA services. This phenomenon has important implications because it is related to several other MFOAs, which are not included in the three major MFOAs. Although almost all MFOAs have the same facilities, consumers still choose the three major MFOAs. We see this as a problem that must be analyzed, especially regarding the continuance intention to use MFOAs.

There are several previous studies that discuss MFOAs, it turns out that these studies have not been able to solve the problems that exist in the market, so the research gap on the use of MFOAs is still very wide. The discussion of MFOAs is still not in-depth so that further discussion is needed to explain why users still use some MFOAs and ignore others. The novelty of the study looks at the phenomenon of MFOAs use that occurs in the Indonesian market. This study tries to investigate this area by studying the situation with the help of several key variables, such as time saving, money saving, convenience, privacy issues, and user satisfaction.

Time saving is the first and foremost important feature because people are looking for efficiency in today's life. On average, MFOAs—with user-friendly interfaces and imaginative navigation features for easy and smooth ordering—save consumers who need to get things done quickly in their busy routines (Dirsehan & Cankat, 2021). The ultimate goal of user-friendly architecture and interfaces is a convenient service, ensuring that the service can be called easy and intuitive to use (Ali et al., 2018). Therefore, an easy-to-use application will produce happy consumers who reuse the application (Shah et al., 2022). Cost savings are another important success factor (Savitha et al., 2022). In a price-sensitive market like Indonesia, users will be attracted to apps that offer financial rewards through discounts, promotions, and loyalty schemes. Such items are commonly used when attracting and trying to attract customers. These privacy-related concerns also act as a motivator for users (Chan & Saqib, 2021). Conclusion Therefore, users in this digital security era will continue to use apps that are considered trustworthy and secure regarding their personal and financial information being stored properly. All this will lead to user satisfaction, which acts as a mediator variable between the targeted variables and the desired goals. High levels of user satisfaction with the app will persist, resulting in high retention rates (Alalwan, 2020). This in turn can be said to be one of the key indicators of success that differentiates successful MFOAs from those that fail to retain their user base.

Some reasons about why this study is important because it will provide insights into what makes consumers loyal when using the MFOA. This study will make economic policy makers very aware and include fair competition provisions to prevent market domination by certain companies. This study helps the industry in determining strategies to retain customers as well as strategies that will make customers happy, as these are two elements that need to be seen as keys to competitive success in today's fast-paced digital market. This study provides advice to companies on how to structure services or help design better loyalty programs in building trust-based relationships with their customers. The findings will guide app

developers in creating apps with more human-friendly features that relate to consumer tastes and thereby enhance user experience. Human-friendly concepts related to usability, security, and value for money will be developed in apps by developers to attract new users and retain them in the long run. The implications of the current study for countries like Indonesia, with a large population and widespread smartphone usage, will be enormous. The results discussed in this paper have significant significance for economic policies, industrial strategies, and app development that will affect millions of consumers and determine the future of the MFOA industry in the country.

LITERATURE REVIEW AND HYPOTHESIS

In the food and beverage (FnB) industry, saving time is an important advantage for consumers, although its impact on consumer behavior still needs to be fully understood. Mobile Food Ordering Applications (MFOA) are considered an essential element for FnB business actors because of their ability to speed up customer access to information, such as choosing a menu, choosing food, and checking prices (Brewer & Sebby, 2021). This MFOA concept encourages consumers to use the same method in the future. Another study emphasized that when people use mobile applications and are able to make time more effective, they feel satisfied and feel that there is added value offered to customers. Empirically, Yeo et al (2017) also noted that purchasing food through mobile applications provides advantages compared to direct purchases at restaurants, one of which is saving time so that users will use MFOAs in the future. This explanation means that saving time positively affects customer satisfaction and intention to continue using the service.

Hypothesis_1a: Time saving positively affects m-satisfaction in using MFOA

Hypothesis_1b: Time saving positively affects continuance intention to use MFOA.

Saving money, in general, is one of the main features closely related to the use of MFOAs and being a differentiator from offline food shopping. In South Korea, food delivery applications often provide discounts to their customers (Choi et al., 2020). Offering lower prices significantly encourages people to switch from traditional purchasing methods to online methods (Talwar et al., 2021). In certain situations, someone will continue to use MFOAs because they are satisfied with attractive information, such as price offers or vouchers provided by the platform (Gunden et al., 2020). Based on the theories and previous research above, we develop several hypotheses about the relationship between money-saving, satisfaction, and consumer intention in using MFOA.

Hypothesis_2a: Money saving positively affects m-satisfaction in using MFOA

Hypothesis_2b: Money saving positively affects continuance intention to use MFOA.

Convenience is classified into six categories: time usage, availability, portability, accuracy, ease of use, and avoiding unpleasant experiences (X. Xu & Huang, 2019). Convenience is an important element that contributes to perceived advantage in technology adoption. In the context of MFOAs, convenience becomes a very relevant aspect of understanding consumer behavior (X. (Cara) Wang et al., 2021). The importance of convenience in MFOAs is also reflected in its relationship with user satisfaction. The convenience provided by application developers can increase user satisfaction so that users continue to use the application (Taufiq-Hail et al., 2023). Convenience plays a crucial role in consumers' decisions to order food online, especially in the US (Pillai et al., 2022). Convenience becomes a major supporting factor in technology adoption decisions when applied within the Technology Acceptance Theory (TAM) framework (Duy Phuong et al., 2020). R. Wang & Peters (2023) also confirms that perceived convenience greatly influences users' decisions to continue adopting the MFOA for ordering food.

Hypothesis_3a: Convenience positively affects m-satisfaction in using MFOA

Hypothesis_3b: Convenience positively affects continuance intention to use MFOA

Behavioral intention is a strong predictor of actual behavior. When someone feels satisfied with a technology, they are more likely to continue using it (Hoang & Le Tan, 2023). In the context of MFOAs, when someone feels comfortable and satisfied with a particular application, they are more likely to continue using it until they reach the highest utility point (Tavitiyaman et al., 2024).

Hypothesis_4: Satisfaction positively affects continuance intention to use MFOA

RESEARCH METHOD *(sub-chapters and numbering not displayed)*

This study is a quantitative approach. The population in this study is vast, so the population is considered infinite. Therefore, the ratio of observations to variables of 5:1 is used to determine the minimum sample size. According to (Osborne & Costello, 2004), a ratio of 15:1 is good, but a ratio of 20:1 is better for determining the minimum sample size. The number of variables in this study is seven, so the minimum sample size is 140. We collected more than 140 pieces of data to get more accurate results. The sampling technique in this study is non-probability sampling with a purposive sampling method. The sample criteria are people who have used MFOA at least once. The questionnaire distribution technique uses an online survey. We get responses from respondents by sending a link to the web survey. As a result, 260 respondents have filled out the survey. After collecting the survey results, we selected the existing data by selecting duplicate respondent answers. Based on the selection, several respondents sent the same survey results more than once. After the selection, the final result was that 234 respondents (87.12%) completed the survey perfectly.

Table 1. Demographic Information

		Percentage
Gender	Male	101 (43,2%)
	Female	133 (56,8%)
Generation	Y	72 (30.8%)
	Z	162 (69.2%)
Occupation	Private sector employee	34 (14,5%)
	Student	165 (70,5%)
	Business Owner	20 (8,5%)
	Civil Cervant	15 (6,4%)
Monthly Food Allowance	Less than Rp 500.000,-	57 (24,4%)
	Rp 500.000,- sd Rp 1.000.000,-	112 (47,9%)
	Rp 1.000.000,- sd Rp 1.500.000,-	40 (17,1%)
	Rp 1.500.000,- sd Rp 2.000.000,-	12 (5,1%)
	More than Rp 2.000.000,-	13 (5,6 %)

Source: Author's own work

Table 1 shows the demographic information. There were 101 male participants and 133 female respondents. In general, this study was dominated by Generation Z with 162 respondents, while the other 72 respondents were from Generation Y. When we explored the respondents' work background, it was found that the majority of them (around 70.5%) were students, followed by private employees, entrepreneurs, and civil servants. Furthermore, when respondents were asked to share information about their monthly expenses, almost half (47.9%) reported spending between IDR 500,000 and IDR 1,000,000 monthly to buy food online. At the same time, the others spent less than IDR 500,000 per month or more than IDR 1,000,000 per month. Based on the data above, this study was dominated by women and Generation Z, active users of digital technology and food ordering applications because they prioritize convenience and efficiency. As the majority group of respondents, students are more interested in using this application because of its flexibility and various promotions that suit their budget. Their online food

shopping habits reflect their financial capabilities and daily consumption patterns influenced by urban life and easy access to digital services. This trend illustrates how young people and students in Indonesia are utilizing technology to support their lifestyles.

A questionnaire was distributed to measure participants' intentions to visit Indonesian cultural heritage sites using VR as the stimulus. The questionnaire comprised 21 items, each measured on a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The variables time saving, money saving, and convenience were adapted from Xu et al (2019), Satisfaction based on Zhao & Bacao (2020), Parasuraman et al (2005), and Continuance Intention from Wedel et al (2020). This study uses SPSS 25 to test descriptive statistics and SmartPLS for the research model. This study also uses PLS-SEM to estimate a complex causal network model with latent variables (Cepeda-Carrion et al., 2019). The PLS-SEM technique through SmartPLS is suitable for this study because it tests the relationship between the causes and effects proposed in the research model.

RESULTS AND DISCUSSION

Table 2 summarizes the measurement assessment model. The CR value for all variables is above 0.7, which means the results show that the questionnaire items are well-formed.

Table 2. Measurement Assessment Model

Latent Variables	Item	Loading Factor	CR	Cronbach's Alpha	AVE
Money Saving (MoS)	MoS1	0.821	0.890	0.815	0.730
	MoS2	0.860			
	MoS3	0.882			
Time Saving (TiS)	TiS1	0.869	0.845	0.726	0.646
	TiS2	0.751			
	TiS3	0.785			
Convenience (COV)	COV1	0.793	0.850	0.737	0.655
	COV2	0.797			
	COV3	0.836			
Satisfaction (SAF)	SAF1	0.801	0.902	0.855	0.698
	SAF2	0.879			
	SAF3	0.780			
	SAF4	0.877			
Continuance Intention (CoIn)	CoIn1	0.862	0.908	0.847	0.766
	CoIn2	0.884			
	CoIn3	0.880			

Source: Author's own work

Cronbach's alpha value ranges from 0.726 (Time Saving) to 0.855 (Satisfaction), which means that all variables are at a good level of reliability. The same is true for the Average Variance Extracted (AVE) value in each variable. The range of AVE values in the variables in this study is 0.646 (Time Saving) to 0.766 (Continuation Intention), or more than 0.5, which means the data is reliable.

Table 3. Discriminant Validity

	CoIn	COV	MoS	SAF	TiS
CoIn					
COV	0.517				
MoS	0.814	0.446			
SAF	0.836	0.774	0.747		
TiS	0.716	0.808	0.744	0.848	

Source: Author's own work

Table 3 shows discriminant validity results with the heterotrait-monotrait ratio (HTMT) method. All HTMT values are in the range of 0.000 to 0.90, which means they pass the discriminant validity test.

Table 4 shows the results of the hypothesis testing. The p-value in H1a, which tests the effect of time-saving on Satisfaction, is less than 0.01, so there is an influence on the relationship at a significance level of 1%. In H1b, the value of the influence of time-saving on continuance intention is less than 0.05, which means there is an influence on the relationship between time-saving and continuance intention at a significance level of 5%.

Table 4. Hypothesis Test

Hypothesis	Coef	Correlation	P Value	Conclusion
H1a	0.276	TiS → SAF	0.000**	Supported
H1b	0.186	TiS → CoIn	0.024*	Supported
H2a	0.315	MoS → SAF	0.000**	Supported
H2b	0.462	MoS → CoIn	0.000**	Supported
H3a	0.227	COV → SAF	0.002*	Supported
H3b	0.001	COV → CoIn	0.987	Not Supported
H4	0.432	SAF → CoIn	0.000**	Supported

Source: Author's own work

The values in H2a and H2b are less than 0.01, indicating the influence of money saving on satisfaction and continuance intention with a significance level of 1%. In hypothesis H3a, convenience influences Satisfaction, as evidenced by the p-value of less than 0.01. On the other hand, the p-value is more than 0.05 in H3b, which means there is no influence on the relationship between convenience and continuance intention. Furthermore, H4 shows that there is an influence of Satisfaction on continuance intention ($P < 0.01$).

Hypotheses H1a, H2a, and H3a focus on the relationship between time saving, money saving, and convenience on satisfaction. All results show that all predictor variables affect satisfaction. These results are consistent with previous studies (Hong et al., 2023; Mofokeng, 2021; Ramesh et al., 2023). In this modern era, people work and process faster. This also impacts how consumers respond to buying food, primarily through applications. MFOA provides consumers the advantage of quickly getting product information such as prices, discounts, and menu choices. In addition to saving time, MFOA comes with various promos and discounts that make consumers happy. The convenience of a service system like MFOA is also the main focus for customers so that good service and privacy are maintained, causing consumers to experience satisfaction with the support factor of MFOA.

Hypotheses H1b, H2b, and H3b discuss factors that influence Continuance intention. The results of H1b, which prove that time-saving affect continuance intention, have been proven to strengthen previous studies (Nguyen et al., 2023; Singh, 2020; Verkijika & Neneh, 2021). The food ordering process that only requires a few touches on the application is very time-saving. H2b shows that money-saving affects continuance intention in the use of MFOA. These results are in line with previous studies conducted

by Chakraborty et al (2022), Indrawati & Putri (2018), Pratiwi & Puspawati (2022) which explain that saving money is the main thing in a person's decision to switch to a new system. Surprisingly, the results of H3b show that Convenience does not affect continuance intention. Thus, these results must be consistent with previous research (Bao & Zhu, 2021), which explains that Convenience has an effect on the continuation of the use of the new system. The findings in H3b provide different results. This difference in results is a new finding that can be explained by the adaptation level theory (Helson, 1948), which explains that when someone gets a stimulus repeatedly, their adaptation level increases, and the stimulus becomes less exciting or less noticeable. This occurs at the level of comfort in using MFOA in Indonesia. Previously, many MFOA applications were developed in Indonesia (Statista, 2024). Of the current MFOAs, almost all have these advantages. This triggers a stimulus to a person's adaptation level where if almost all of these advantages are the same repeatedly, then the stimulus is no longer a consideration for someone in choosing something. On this basis, it is possible that someone does not include Convenience as something that needs to be considered in the continuance intention decision to use MFOA.

H4 shows that consumer satisfaction affects continuance intention. These results support similar findings in previous research conducted by (Wiastuti et al., 2022), which stated the same thing. Consumer satisfaction is essential in predicting consumer tendencies to continue using MFOA. As the respondents of this study are Generation Z students who grew up in a digital environment, they have high expectations of perceived advantages that cause them to achieve satisfaction. This satisfaction drives continuance intention because when needs and expectations are met. This phenomenon reflects a positive relationship between the level of consumer satisfaction and their desire to maintain the use of MFOA in the future.

CONCLUSION

According to the result, time saving, money saving, and convenience affect satisfaction. Similar results also show that money-saving and time-saving affect the intention to use MFOA, but convenience does not. This result is interesting because it is different from previous studies' results, in which convenience affected continuance intention in previous studies. The results of this study also illustrate that satisfaction can affect a person's continuance intention in using MFOA.

Highlighting the results, the updated research results are on the effect of convenience on continuance intention which shows insignificant results. In addition to adding to the literature review in the field of technology adoption, these results indicate that the market for food purchases in Indonesia through MFOA is quite large and different from other countries. The appearance of MFOA is no longer a consideration for someone using MFOA because the current display form already provides comfort for users. This factor makes it easier for MFOA developers because they no longer need significant changes in terms of design. However, what needs to be improved is how MFOA can benefit users in terms of saving money and time for users.

Moreover, Indonesia currently has many demographic bonuses, namely generations Y and Z, which are more numerous than previous generations. These generations are the most significant MFOA users in Indonesia. MFOA developers should study the characteristics of these generations and combine them in MFOA development. For example, generations Y and Z like the speed of service and are sensitive to data security. With these characteristics, MFOA developers must develop applications that provide fast and secure services. It is crucial for MFOA developers to always pay attention to details such as the availability of a complete food menu, information on available food, punctuality of delivery, purchase vouchers, and the number of promos given to consumers. If not, as their characteristics who like to move, generations Y and Z will soon move to other MFOAs.

The limitation of this study is that the research was carried out in Indonesia, which is currently a developing country. As a result, the findings of this study are applicable in other developing countries, not developed or undeveloped countries, because it allows for biased user behaviour. As a result, the discussion

in this study is about user behavior in utilizing MFOA with predictors, including money saving, time saving, and convenience. Other predictors should be explored because the predictor variables used in this study are relevant to the phenomena and issues raised. As a result, other studies addressing other challenges will use various predictor factors.

This research topic still needs to be discussed, especially the role of generation in MFOA usage behavior. Each generation has identical behavior, especially regarding technology (Lissitsa & Kol, 2021; Mahardika & Suhari, 2023). Generational cohorts can influence individuals' use and engagement with technology (Bauer & S. Prado, 2020; Saymeh et al., 2021). Therefore, further research would be interesting in comparing user behavior across generations to achieve rich results.

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