

Examining the Determinants of Continuance Intention to use Online Food Delivery Service Applications

Lianna Wijaya

Management Department
Faculty of Binus Online Learning
Bina Nusantara University
Jakarta, Indonesia
lianna.wijaya@binus.ac.id

Lourdes Lasian and Noe Enriquez

Industrial Engineering Department
College of Engineering
Adamson University
Manila, Philippines
lourdes.lasian@adamson.edu.ph, noe.enriquez@adamson.edu.ph

Abstract

During the COVID-19 pandemic, the Online Food Delivery Service Applications (OFDSA) has grown tremendously. The applications facilitate online ordering and delivery of food to the users' doorstep. This research investigates the determinant factors that affect the continuance intention to use the OFDSA in the new normal era. The data was collected from an online questionnaire distribution on a sample of 200 OFDSA users in Manila. The collected data was analyzed with the Structural Equation Modeling technique using SmartPLS 3 software. Findings reveal that habit and perceived use of use were significant in determining users' OFDSA attitudes. While the variety of food choices and perceived usefulness do not contribute to the attitude toward behavior. The attitude toward behavior has a positive and significant to continuance intention to use OFDSA. This research contributes to the body of knowledge on consumer behavior toward the continuance intention of OFDSA in the new normal era and also insights for online food delivery service providers to enhance their business and retain users with the support of the application even after the COVID-19 pandemic.

Keywords

Continuance Intention, Online Food Delivery Service Application, Perceived Usefulness, Perceived Ease of Use, Habit

Biographies

Lianna Wijaya is a faculty member in the Management Department of Bina Nusantara Online Learning, Bina Nusantara University. She earned A.Md in Tourism Management at Pelita Harapan Tourism Academy, a bachelor's degree in business management at Bina Nusantara University, and a master's degree in information systems at Bina Nusantara University. She started her career as a practitioner in the hospitality and tourism industry 15 years. Currently pursuing Doctoral Degree in Service Management at Trisakti University. Her research interest includes management, marketing, tourism, hospitality artificial intelligence, the internet of things, and education. She is a member of FMI (Forum Management Indonesia) and an IEOM professional member.

Engr. Lourdes Lasian is an Industrial Engineering Professor at Adamson University, Manila, Philippines. Engr Lasian holds a Bachelor of Science degree in Industrial Engineering from University of Sto Tomas and finished her Master's degree in Business Administration from San Sebastian College-Recoletos Manila. She has 21 years of combined work experience both from Manufacturing and Service Industry. She has taught courses in management, feasibility and other professional course. She has published and presented research papers both local and international. She is currently the Chairperson of Adamson University.

Noe Enriquez. Engr. Noe D. Enriquez is the Director of Institutional Planning and Policy Development Office of Adamson University since 2008 to the present. He finished his degree in Bachelor of Science in Industrial Engineering degree from Adamson University. He later earned his Master of Business Administration in Ateneo de Manila. He also acts as Deputy Quality Management System representative in Adamson University.