

FACTORS THAT INFLUENCE THE INTENTION TO CONTINUE WITH OFD

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Abstract

The implementation of OFD is very widespread and widely used in Indonesia and is very helpful for the Indonesian people. The focus of this research is to determine what influences continuance intention mediated by attitude. Distributing surveys and assessing a specific population or sample with quantitative data is a key component of quantitative research procedures, which often include random sampling techniques. People residing in Batam and utilizing the Online Food Delivery app constitute the target population of the study. Three hundred respondents fall within the target demographic of the study. The results indicate that Subjective Norms, Time Saving, Perceived Behavioral Control, And Product Involvement has a positive and significant influence on Attitude, while Price Saving has a negative and significant influence on Attitude. Furthermore, the variables Perceived Behavioral Control, Product Involvement, And Attitude has a positive and significant influence on Continuance Intention. However, Subjective Norm And Price Saving does not have a significant influence on Continuance Intention. Besides that, Attitude proven to mediate the influence Subjective Norm, Price Saving, Time Saving, Perceived Behavioral Control, and Product Involvement to Continuance Intention, although Perceived Behavioral Control shows a negative influence in this relationship.

Keywords: *Subjective Norm, Time Saving, Perceived Behavioral Control, Product Involvement, Attitude, Continuance Intention.*

INTRODUCTION

Online food delivery (OFD) services in Indonesia have experienced rapid growth in recent years, driven by the adoption of digital technology and changes in people's lifestyles. Jia et al. (2023) The value of OFD transactions in Indonesia reached USD 4.5 billion in 2022, with significant contributions from internet and smartphone users. Changes in people's lifestyles, particularly among the younger generation who increasingly prioritize convenience, have also driven the popularity of this service. Studies Kokila (2020) Research shows that OFD usage significantly influences consumer behavior, contributing 46.2%. Furthermore, promotions and discounts offered by the OFD platform further enhance consumer interest in using the service. Combining technology and a convenient lifestyle, OFD has become a popular solution for modern Indonesians.

Online food delivery (OFD) services in Indonesia have become an integral part of modern society. However, several issues have emerged with their growth. One identified issue is the impact of OFD services on consumer consumption behavior. According to Noor et al. (2020), the use of the OFD platform has a significant influence on increasing consumer behavior among students, with a contribution of 46.2%. In addition, research by Song and Jo (2023) The results showed that OFD services had a 73.6% impact on increasing culinary business sales, which can encourage consumer behavior in society. Another issue that emerged was related to the e-service quality of OFD applications. E-service quality is a crucial indicator for food delivery application developers in serving consumers, which in turn influences consumer satisfaction and loyalty. This condition requires service providers to continuously improve the quality of their e-services to meet consumer expectations. Therefore, although OFD offers convenience, attention needs to be paid to potential negative impacts, such as increased consumer behavior and challenges in maintaining e-service quality. (Mabkhot et al., 2023).

Subjective norms refer to an individual's perception of social pressure to perform or not perform a behavior. In the context of OFD, if an individual perceives that significant others support the use of the service, their intention to use it will increase. Research has shown that subjective norms significantly influence consumers' intention to use OFD services.(Jia et al., 2023).

Price savings is a significant factor influencing consumers' decisions to use OFD services. Discounts and promotions offered by OFD platforms can increase consumer purchase intentions. Studies show that consumers' perceptions of cost savings play a role in their decisions to use OFD services.(Kokila, 2020).

Time savings is one of the main reasons consumers choose OFD services. The convenience of ordering food without having to visit a restaurant in person provides added value for consumers with busy schedules. Research shows that the perception of time savings positively contributes to OFD usage intentions.(Mabkhot et al., 2023).

Perceived behavioral control refers to an individual's belief about the ease or difficulty of performing a behavior. In the context of OFD, if consumers perceive they have the ability and resources to use the service, their intention to use it will be higher. Studies show that perceived behavioral control has a significant influence on OFD usage intentions.(Wen et al., 2021).

Product involvement refers to the extent to which consumers are interested in and engaged with a particular product or service. In OFD, highly involved consumers tend to use the service more frequently and have stronger intentions to purchase. Research shows that product involvement moderates the relationship between TPB factors and OFD usage intentions.(Nguyen et al., 2023).

The Transparency-Based Model (TPB) is a framework used to understand individual intentions and behavior based on three main components: attitude toward the behavior, subjective norm, and perceived behavioral control. In the context of OFD, the TPB helps explain how factors such as subjective norm, perceived behavioral control, and product involvement influence consumers' intention to use these services. Empirical studies have confirmed the relevance of the TPB in predicting OFD usage intentions.(Nguyen & Dao, 2024).

This study has several key differences compared to previous studies on Online Food Delivery (OFD) services. This study integrates various factors such as subjective norms, price savings, time savings, perceived behavioral control, product involvement, and the Theory of Planned Behavior (TPB) to understand the intention to use OFD services. This focus provides a more comprehensive perspective than previous studies, which typically only discuss a few factors separately. For example, the study by Noor et al. (2020) only tested the combination of the TPB with the Technology Acceptance Model (TAM), without considering product involvement. Without considering product involvement, comparisons between the Indonesian market and developed markets may be inaccurate. Product involvement influences how consumers respond to factors such as digital adoption, subjective norms, and preferences for promotions and discounts. For example, high-involvement products (such as electronics or vehicles) tend to involve a more complex decision-making process than low-involvement products (such as daily necessities). If this factor is ignored, the observed differences between the Indonesian market and developed markets may stem from the type of product studied, rather than solely from cultural differences or consumer habits. Therefore, product involvement is crucial in the analysis to ensure the research results are more valid and relevant.(Purwianti et al., 2024).

This research focuses on the Indonesian market, which has unique dynamics such as high digital adoption rates, a collectivist culture that influences subjective norms, and consumer preferences for promotions and discounts. This differs from previous research,

such as Jia et al. (2023), which focuses more on developed country markets with different consumer characteristics.

This study offers a unique approach in understanding the continuance intention of Online Food Delivery (OFD) services with a comprehensive approach in the Indonesian market. Most previous studies have focused on factors such as subjective norms, attitudes, and behavioral control, while this study adds variables such as time savings, price savings, and product involvement, which have not been widely explored, especially in Indonesia. This study also combines the Theory of Planned Behavior (TPB) with other theories to explore how external factors such as promotions and social influence can influence consumers' decisions to continue using OFD services. This approach provides a novel contribution by examining the interaction of these factors in the context of the Indonesian market, which has unique characteristics. (Purwianti et al., 2025).

There has been extensive research on continuance intention in using Online Food Delivery (OFD) services, but several gaps remain that require further exploration. Most previous studies, such as Alalwan (2020), have focused more on initial factors influencing continuance intention, such as attitudes toward technology, subjective norms, and perceived behavioral control. However, studies on factors influencing continuance intention, such as e-service quality, prior user experience, and emotional engagement with the brand, are still relatively limited, particularly in emerging markets like Indonesia. (Razak et al., 2024). In addition, research on continuance intention often ignores the role of price savings and time savings in influencing consumers' decisions to continue using OFD services. (Kokila, 2020). Meanwhile, Indonesian consumers' preferences, which tend to be sensitive to promotions and financial incentives, may be important factors distinguishing this market from other markets. This creates a theoretical gap to explore how these factors interact with other aspects, such as product involvement and customer experience. Furthermore, although the TPB is often used as an analytical framework, previous research rarely considers the moderating effects of certain variables, such as local culture and rapidly evolving technology, in influencing continuance intention. Therefore, this study aims to fill this gap by exploring a broader combination of variables, including time savings, price savings, and product involvement, in influencing consumer continuance intention towards OFD services in Indonesia. (Mabkhot et al., 2023).

The contribution of continuance intention to online food delivery (OFD) in Batam has significant economic, social, and technological impacts. Economically, high user intention to continue using OFD services drives the growth of the local culinary industry. (Song & Jo, 2023) Restaurants, food stalls, and food MSMEs in Batam gain a platform to reach a wider audience, thereby increasing revenue and expanding their customer base. Socially, OFD services help improve convenience and efficiency in daily life, especially for individuals with high mobility or limited time to purchase food in person. (Thi et al., 2019). Furthermore, the contribution of technology is evident in the accelerated adoption of digital services in the Batam community. The use of OFD applications promotes digital literacy and helps people become more accustomed to online transactions. On a larger scale, continuance intention also contributes to the development of Batam's digital ecosystem, strengthening the city's competitiveness as a center of economic growth in Indonesia. The combination of these positive impacts demonstrates that the continued use of OFD significantly contributes to various aspects of life in Batam. (Jia et al., 2023).

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

According to the Theory of Planned Behavior (TPB), attitudes, subjective norms, and perceptions all influence an individual's behavioral intentions. The Theory of Reasoned Action (TRA), applied to consumer behavior, is the foundation of TPB. TPB offers a

number of advantages and goals, such as: Predicting and understanding how motivation influences behavior, Finding methods to change behavior (Razak et al., 2024), explains actual human behavior. The variable of perceived behavioral control was added by the TPB to clarify that one has influence over one's behavior, rather than being unrestricted. (Liu and Lin, 2020). Some of the variables used in TPB are: Attitude, Subjective Norm, Perceived Behavioral Control, and Trust.

Ajzen first proposed the Theory of Planned Behavior (TPB), which remains the foundation for a significant amount of current research aimed at understanding and predicting human behavior. According to Ajzen (2020), the TPB is a framework that adds perceived behavioral control as an important component to help explain the relationship between beliefs, attitudes, intentions, and actual behavior. Other researchers, including Yzer (2020) When creating health messages, use the TPB to highlight how intentions influenced by perceived behavioral control, attitudes toward the action, and subjective norms can influence behavior change. Related to consumer behavior, Madden, Ellen, and Ajzen (2020) By taking into account perceived behavioral control, the TPB is able to make more accurate predictions than the Theory of Reasoned Action. Conner and Norman (2020) integrating TPB into social cognition models to predict health behavior, while Fishbein and Ajzen (2020) outlines the reasoned action approach that underlies the TPB. Montano and Kasprzyk (2020) broaden the application of TPB in a public health context by demonstrating the theory's relevance in promoting healthy behaviors. However, criticism of TPB has also emerged, as expressed by Sniehotta, Preece, and Araújo-Soares (2020), who raised concerns about whether the TPB is still relevant for contemporary study settings given the dynamic elements in human behavior. Ajzen and Kruglanski (2020) TPB is integrated with motivation theory, highlighting the role of intention in goal achievement. Sheeran and Webb (2020) explores the difference between intentions and actual behavior, also called the "intention-behavior gap," which suggests that other elements such as habits and the surrounding environment must be taken into account. Finally, Armitage and Conner (2020), Although its efficacy may vary depending on the setting, meta-analytic studies have shown that the TPB has substantial predictive validity across the spectrum of social behavior. Although its current use presents challenges, the TPB is a useful tool for understanding human behavior in the face of these changes.

RESEARCH METHODS

Before conducting research to draw conclusions about the population, this study used respondents, or individuals familiar with the community of online food delivery app users residing in Batam. The target population for this study was 300 respondents. According to Sugiyono, (2019) A sample is a subset of the entire population and its characteristics. If the population is large and the interviewer cannot know everything about the population, the interviewer can use a sample from that population. Therefore, sampling must be accurate. If all members of the population are sampled, the saturated sampling method is a sampling technique. The number of samples taken from all OFD users in Batam who will be sampled is 300 people. The sample calculation uses the Hair et al. $n \times 10$ method. The variables studied are subjective norms, perceived behavioral control, product involvement, attitudes, and intentions to continue. Each statement was measured using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Before distribution, the questionnaire was piloted on 30 respondents to test its validity and reliability.

The impact of the independent variables subjective norms, perceived behavioral control, and product involvement on the dependent variable, namely continuance intention, was examined using inferential statistical techniques, specifically the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, with attitude as the mediating variable.

This method was chosen because of its ability to test complex models and simultaneously assess direct and indirect correlations between variables.(Hair et al., 2019)Before conducting the regression analysis, the research instrument was first tested for validity and reliability using Cronbach's Alpha, Average Variance Extracted (AVE), Composite Reliability, and Outer Loading to ensure that the questionnaire met the requirements as a valid and reliable measuring instrument.(Hair et al., 2019)The operational definition of each variable in this study is as follows: Subjective norms are measured by a person's perception of social pressure from important people in their life, such as friends, family, or coworkers, when using online food delivery services.(Gultom et al., 2020; Jia et al., 2023)User perceptions of the ease or limitations of using OFD services, including resource availability, technical skills, and assistance, are represented by perceived behavioral control.(Hutabarat et al., 2021; Teo et al., 2024)Product engagement describes how interested and emotionally involved consumers are in an OFD application, taking into account features, frequency of use, and relevance to everyday life.(Vera & Espinosa, 2019; Wirya & Syah, 2022)Based on previous experience, level of satisfaction, and perceived benefits, user attitude is their assessment of the OFD application, whether it is profitable or not.(Liu & Lin, 2020; Raman & Aashish, 2021)According to(Amin et al., 2021; Razak et al., 2024)Following a satisfying experience with the OFD app, a user's intention to continue using it in the future is known as continuance intention. Data were collected from 300 OFD users in Batam City using a saturated sample. A five-point Likert scale was used to assess each issue in the survey, with 1 representing "strongly disagree" and 5 representing "strongly agree."

RESULTS AND DISCUSSION

RESULTS

Table 1 Respondent Demographics

Characteristics	Type	N	Percentage
Gender	Man	194	48.50%
	Woman	206	51.50%
Age	17-25 years	220	55.00%
	26-35 years old	114	28.50%
	36-45 years old	38	9.50%
	>46 years	28	7.00%
Work	Not working yet	40	10.00%
	Housewife	32	8.00%
	Employee/Entrepreneur	201	50.25%
	Student	127	31.75%
Number of service application usage	1-5 Times	253	63.25%
	6-10 Times	108	27.00%
	11-15 Times	27	6.75%
	>16 Times	12	3.00%

Source: Primary Data Processed (2025).

The demographics of survey respondents provide important insights into their social and professional backgrounds. According to the data, 51.5% of respondents were female and 48.5% were male, indicating a balanced gender distribution. The majority of respondents (55%) were aged 17-25, followed by 28.5% aged 26-35. Only 7% were over 46, with 9.5% aged 36-45, reflecting the age diversity that influences app usage. In terms of occupation, 50.3% of respondents were workers or business owners, 31.8% were students, 8% were housewives, and 10% were unemployed. The majority (63.3%) used app usage 1-5 times,

while 27% used it 6-10 times, and only 6.8% used it more than 10 times. This data provides a basis for analyzing the relationship between demographics and app usage behavior.

Table 2 Outer Model Test, Validity, Reliability, and Determination Coefficient

Variable Name	Outer Loading	AVE	Composite Reliability	Cronbach Alpha	R Square Adjusted
<i>Attitude</i>		0.649	0.826	0.818	0.493
<i>Continuation Intentions</i>		0.720	0.879	0.869	0.710
<i>Perceived Behavioral Control</i>		0.892	0.892	0.940	
<i>Price Savings</i>		0.820	0.898	0.890	
<i>Product Engagement</i>		0.775	0.866	0.855	
<i>Subjective Norms</i>		0.705	0.865	0.860	
<i>Saving time</i>		0.698	0.860	0.856	
<i>ATT1 <- Attitude</i>	0.748				
<i>ATT2 <- Attitude</i>	0.847				
<i>ATT3 <- Attitude</i>	0.849				
<i>ATT4 <- Attitude</i>	0.773				
<i>CII <- Continuation Intention</i>	0.787				
<i>CI2 <- Continuation Intention</i>	0.822				
<i>CI3 <- Continuation Intention</i>	0.920				
<i>CI4 <- Continuation Intention</i>	0.861				
<i>PBC1 <- Perceived Behavioral Control</i>	0.931				
<i>PBC2 <- Perceived Behavioral Control</i>	0.960				
<i>PBC3 <- Perceived Behavioral Control</i>	0.942				
<i>PI1 <- Product Engagement</i>	0.909				
<i>PI2 <- Product Engagement</i>	0.903				
<i>PI3 <- Product Engagement</i>	0.827				
<i>PS1 <- Save Price</i>	0.890				
<i>PS2 <- Save Price</i>	0.918				
<i>PS3 <- Save Price</i>	0.908				
<i>SN1 <- Subjective Norm</i>	0.810				
<i>SN2 <- Subjective Norm</i>	0.882				
<i>SN3 <- Subjective Norm</i>	0.805				
<i>SN4 <- Subjective Norms</i>	0.861				
<i>TS1 <- Save Time</i>	0.785				
<i>TS2 <- Save Time</i>	0.835				
<i>TS3 <- Save Time</i>	0.870				
<i>TS4 <- Save Time</i>	0.850				

Source: Primary Data Processed (2025).

This table shows the results of the measurement model analysis using the PLS-SEM method, which includes convergent validity, construct reliability, and model predictive ability. Based on the outer loading results, all indicators have values above 0.70, indicating that these indicators have a strong contribution in explaining the latent variables.(Hair et al., 2019). Furthermore, convergent validity measured through Average Variance Extracted (AVE) shows a value above 0.60 for all variables, which means that more than 60% of the

indicator variance can be explained by the construct.(Fornell and Larcker, 1981). The reliability of the model is also measured from Composite Reliability (CR) and Cronbach's Alpha, where all variables have CR above 0.80, indicating good reliability.(Hair et al., 2019). Meanwhile, Cronbach's Alpha was mostly above 0.70, except for the Attitude variable (0.487), which indicates potential reliability problems.(Nunnally and Bernstein, 1994)In terms of predictive power, the Adjusted R² shows that the Continuance Intention variable can be explained by 71.0% by the factors that influence it, while Attitude has an Adjusted R² value of 49.3%, which still indicates a fairly strong relationship (Chin, 1998). Overall, this model has good measurement quality, but the Attitude variable requires further observation to improve its reliability.

The t-test is used to determine the influence of the independent and dependent variables, with the provision that a p-value < 0.05 means the influence is significant, as shown in the table below:

Table 3 Hypothesis Testing

X → Y	Sample mean	t-statistics	p-value	Conclusion	Information
<i>Subjective Norm -> Attitude</i>	0.697	10,660	0.000	Significant Positive	H1 Accepted
<i>Price Savings -> Attitude</i>	-0.499	7,487	0.000	Significant Negative	H2 Accepted
<i>Saving Time -> Attitude</i>	0.536	7,799	0.000	Significant Positive	H3 Accepted
<i>Perceived Behavioral Control -> Attitude</i>	0.498	8,272	0.000	Significant Positive	H4 Accepted
<i>Product Involvement -> Attitude</i>	0.149	2,004	0.045	Significant Positive	H5 Accepted
<i>Subjective Norm -> Continuation Intention</i>	0.100	1,575	0.115	Not Significant	H6 Accepted
<i>Price Savings -> Continuation Intention</i>	0.077	1,528	0.127	Not Significant	H7 Rejected
<i>Save Time -> Continuation Intention</i>	0.224	2,586	0.010	Significant Positive	H8 Rejected
<i>Perceived Behavioral Control -> Continuation Intention</i>	0.500	6,820	0.000	Significant Positive	H9 Accepted
<i>Product Engagement -> Continuation Intention</i>	0.328	6,979	0.000	Significant Positive	H10 Accepted
<i>Attitude -> Intention to Continue</i>	0.321	6,731	0.000	Significant Positive	H11 Accepted
<i>Subjective Norms -> Attitudes -> Sustainability Intentions</i>	0.224	5,410	0.000	Significant Positive	H12 Accepted
<i>Price Savings -> Attitude -> Continuation Intention</i>	0.160	4,855	0.000	Significant Positive	H13 Accepted
<i>Saving Time -> Attitude -> Intention to Continue</i>	0.172	5,196	0.000	Significant Positive	H14 Accepted
<i>Perceived Behavioral Control -> Attitude -> Continuation Intention</i>	-0.160	5,419	0.000	Significant Negative	H15 Accepted
<i>Product Involvement -> Attitude -> Continuation Intention</i>	0.047	1,967	0.049	Significant Positive	H16 Accepted

Source: Primary Data Processed (2025).

Based on the test results above, it shows that all hypotheses have a significant influence, but the 3rd hypothesis and the 10th hypothesis do not have a significant influence.

Hypothesis Results (H1)

Subjective norms have been proven to have a significant positive influence on attitudes. Therefore, hypothesis 1 is accepted. The findings inThis research is in line with

research Gultom et al. (2020); Ma et al. (2019); Razak et al. (2024); Amin et al. (2020); Purwianti et al. (2024); Radhia and Tjhin (2021). Research shows that Subjective Norms have been shown to have a significant positive influence on attitudes. This occurs because a person's opinions and expectations of people they consider important in their lives, such as family, friends, or colleagues, often shape their behavior. In this situation, if others around the user frequently suggest or use the OFD application, the user will feel a social urge to follow suit. This desire creates the impression that the social environment accepts and even expects the use of OFD applications. As a result, individuals develop positive attitudes toward OFD applications because they feel that their use aligns with social norms and can increase their social acceptance. This influence is stronger in collectivist cultures, such as Indonesia, where individual decisions are often influenced by social relationships and group norms. Therefore, the higher the subjective norm, the more likely an individual is to have a positive attitude toward the use of OFD applications. (Razak et al., 2024).

Hypothesis Results (H2)

Based on the t-test results, the p-value is $0.000 < 0.05$, meaning that Price Savings has a significant negative effect on Attitude. Therefore, Hypothesis 2 is accepted. This result is inconsistent with the research. Kaur et al. (2020); Wen et al. (2021); Shah et al. (2021); Giningroem et al. (2022); Wiwoho and Reptiono (2022) show that *price savings* has a significant positive effect on attitudes. This occurs because one of the primary motivations for users in choosing a service is the financial benefits it can provide. OFD apps often offer various discounts, promotions, and loyalty programs that allow users to save money compared to traditional food ordering methods. These savings not only provide economic value but also create the perception that the app provides concrete and relevant benefits to their needs. This makes users feel more satisfied and evaluate the app positively. In situations where price is a major factor in decision-making, the OFD app's ability to offer more economical solutions encourages users to have a more favorable attitude toward its use. In other words, the greater the user's perception of the cost-saving benefits (price savings) offered by the app, the more positive their attitude toward it. (Giningroem et al., 2022).

Hypothesis Results (H3)

Based on the t-test results, the p-value is $0.000 < 0.05$, meaning that Time Saving has a significant positive effect on Attitude. Therefore, Hypothesis 3 is accepted. These results are in line with research showing that Time Saving has a significant positive effect on Attitude. This research is in line with research Giningroem et al. (2022); Hapsoro and Kismiatun (2022); Prabowo and Nugroho (2019); Shah et al. (2021); Wiwoho and Reptiono (2022) shows that time savings have a significant positive effect on attitudes. This occurs because time efficiency is one of the main factors sought by users in their daily activities, especially in today's fast-paced modern era. The OFD app allows users to easily order food without having to waste time going to a restaurant, queuing, or waiting long hours for service. The fast ordering process, real-time order tracking features, and convenient payment options provide convenience and reduce time burdens for users. This time savings creates a positive perception that the OFD app provides significant added value, especially for individuals with busy schedules or urgent needs. Therefore, the greater the time-saving benefits perceived by users, the more positive their attitudes toward using the OFD app. This indicates that time efficiency is not only the primary attraction but also reinforces the overall positive experience. (Hapsoro and Kismiatun, 2022).

Hypothesis Results (H4)

Perceived Behavioral Control has been shown to have a significant positive influence on Attitude. Thus, Hypothesis 4 is accepted. This result is in line with research conducted by Hutabarat et al. (2021); Putra and Kurniawan (2022); Teo et al. (2024); Prabowo and

Nugroho (2019)). Research shows that Perceived Behavioral Control has been shown to have a significant positive influence on attitudes. This occurs User sentiment is strongly influenced by the perceived simplicity and usability of an application. People tend to have a favorable opinion of an OFD program when they believe they have adequate resources, capabilities, and access to it, such as ease of navigation, speed of transactions, and adequate technical support. User-friendly features, clear instructions, and prompt customer service contribute to this perception by increasing users' confidence in using the program. Therefore, the more favorable their attitudes toward using an OFD program, the higher their perceived behavioral control—the belief that users can use the application without obstacles. This sense of capacity not only increases comfort but also fosters confidence in the program as a useful and efficient tool. (Teo et al., 2024).

Hypothesis Results (H5)

Product Involvement does not have a significant effect on Attitude. Thus, hypothesis 5 is accepted. This research is not in line with research Vera and Espinosa (2019); Wirya and Syah (2022); Kaur et al. (2020); Wen et al. (2021); Muhammad and Taufik (2020) found that Product Involvement has been shown to have a significant positive influence on Attitude. This occurs because a person's level of involvement with a product or service influences how they perceive and respond to it. In the context of OFD, product involvement refers to the extent to which users perceive an OFD application as relevant to their needs, interests, or lifestyle. Users who are highly involved with OFD services, for example because they frequently order food online or are attracted to the various features and offers offered, tend to be more emotionally and cognitively engaged. This encourages them to evaluate the application more positively, as they perceive that the application provides significant and relevant value in their daily lives. The greater the product involvement, the more likely individuals are to develop a positive attitude towards using OFD applications, as they perceive that the application better meets their expectations and needs. (Wirya & Syah, 2022).

Hypothesis Results (H6)

Subjective norms were shown to have a significant positive influence on continuance intention. Thus, hypothesis 6 was rejected. This result is in line with research conducted by Thi et al. (2019); Jia et al. (2023); Liu and Lee (2024); Alwan (2020); Hutabarat et al. (2021) This study shows that subjective norms have a positive effect on the intention to continue using an application. This occurs because the decision to continue using an application is often influenced by the views and encouragement of people who are important to the user. When users perceive that their social environment, such as friends, family, or colleagues, supports or recommends the use of an OFD application, they tend to internalize these expectations as motivation to continue using it. This social pressure can create a sense of comfort or even social satisfaction because their actions are perceived as conforming to group norms. In collectivist cultural contexts, such as in Indonesia, social norms have a significant influence on maintaining certain behaviors, including the use of digital applications. Therefore, the stronger the subjective norms perceived by users, the greater their intention to continue using the OFD application because they believe that these actions are supported and perceived positively by their social environment. (Jia et al., 2023).

Hypothesis Results (H7)

Based on the t-test results, the p-value is $0.127 > 0.05$, meaning that price savings have no significant effect on continuance intention. Therefore, hypothesis 7 is accepted. This result aligns with research. Giningroem et al. (2022); Dazmin (2019); Thi et al. (2019); Jia et al. (2023); Wiwoho and Reptiono (2022) The results show that Price Savings does not significantly influence Continuance Intention. This occurs because customers' decisions to

continue using OFD are not solely based on price, but also on other factors such as service quality, convenience, and user experience. While lower prices may entice customers to try OFD services, this is not always the primary factor driving them to continue using them. Once customers become accustomed to the service, aspects such as delivery speed, availability of favorite restaurants, ease of ordering, and food quality become more important than cost savings. Furthermore, customers accustomed to low-price promotions tend to be sensitive to price changes and are more likely to switch to other platforms offering larger discounts, thus preventing long-term loyalty. Therefore, while lower prices may attract initial interest, they do not necessarily contribute to increasing Continuance Intention, as customers consider various other factors in determining whether or not to continue using OFD.

Hypothesis Results (H8)

Based on the t-test results, the p-value is $0.010 > 0.05$, meaning that Time Saving has a significant positive effect on Continuance Intention. Therefore, Hypothesis 8 is accepted. This result is in line with research. Giningroem et al. (2022); Dazmin (2019); Thi et al. (2019); Jia et al. (2023); Wiwoho and Reptiono (2022) shows that time savings have a positive effect on the intention to continue. This occurs because the time efficiency offered by the app is an added value that is highly valued by users, especially in today's fast-paced modern life. By using the OFD app, users can order food quickly without having to go to a restaurant, queue, or wait long for service, allowing them to allocate time for other, more productive or urgent activities. This positive experience in saving time creates satisfaction and the perception that the OFD app is a practical and efficient solution. This satisfaction encourages users to continue using the app, especially because they feel that the time savings are not easily replaced by other alternatives. The greater the perceived time-saving benefits, the stronger the user's intention to continue using the OFD app as part of their routine. (Dazmin, 2019).

Hypothesis Results (H9)

Based on the t-test results, the p-value is $0.000 < 0.05$, indicating that Perceived Behavioral Control has been shown to have a significant positive influence on Continuance Intention. Thus, hypothesis 9 is accepted. This result is inconsistent with the research. Wen et al. (2021); Shah et al. (2021); Wiwoho and Reptiono (2022); Vera and Espinosa (2019); Wirya and Syah (2022) Research shows that Perceived Behavioral Control has been shown to have a significant negative influence on Continuance Intention. This occurs because when consumers feel they have little control over using a service, they tend to be reluctant to continue using it. If customers experience obstacles such as unstable internet connections, difficult-to-access applications, limited payment methods, or uncertainty in delivery times, they may feel that using OFD is not a practical option. External elements such as unexpected additional costs, limited restaurant choices, or persistent order issues—for example, food that does not meet expectations or late delivery—can further erode their confidence in using the service in the future. These disruptions can decrease customers' desire to continue using OFD services when they believe they do not have full control over their experience, thereby reducing Continuation Intention.

Hypothesis Results (H10)

Product Involvement has been shown to have a significant positive influence on Continuance Intention. Thus, hypothesis 10 is accepted. This result is in line with research conducted by Vera and Espinosa (2019); Wirya and Syah (2022); Kaur et al. (2020); Alwan (2020); Shaw and Sergueeva (2019) Research shows that product engagement has a positive effect on continuance intention. This occurs because a person's level of engagement with a

product or service influences how emotionally and functionally connected they feel. Highly engaged OFD app users, such as those who are highly attracted to an app's features, offerings, or practical value, tend to perceive the app as relevant and significant in their daily lives. Users believe that OFD apps offer exceptional value that is difficult to replace with other options, so this high level of engagement fosters loyalty and a desire to continue using the program. Furthermore, strong engagement is usually accompanied by a greater sense of enjoyment than previous experiences, which strengthens their desire to continue using the app. Therefore, the more users interact with an OFD app, the greater their intention to continue using it. (Wirya & Syah, 2022)

Hypothesis Results (H11)

Based on the t-test results, the p-value is $0.000 < 0.05$, which means that attitude has a significant positive effect on continuance intention. Thus, hypothesis 11 is accepted. This research is in line with research Liu and Lin (2020); Raman and Aashish (2021); Cheng (2020); Kumar and Shah (2021); Purwianti et al. (2025); Wirya and Syah (2022) show that Attitudes have been shown to have a significant positive influence on Continuance Intentions. This is because a user's use of an app is directly influenced by their attitude toward it. Users are more likely to continue using an OFD app in the future if they have a favorable attitude toward it, such as being satisfied with the simplicity, convenience, or benefits it offers. These favorable attitudes often result from previous positive experiences, such as time savings, ease of ordering, or high service quality. Users will want to continue using an app if they feel it improves their quality of life because they believe those positive experiences will repeat themselves. Therefore, the more favorable a user's attitude toward OFD software, the more likely they are to have a strong desire to continue using it in the future. (Raman and Aashish, 2021).

Hypothesis Results (H12)

Subjective norms have been shown to have a significant positive influence on continuance intentions mediated by attitudes. Thus, hypothesis 12 is accepted. This research is in line with research conducted by Gultom et al. (2020); Ma et al. (2019); Raman and Aashish (2021); Cheng (2020); Alwan (2020) shows that Subjective Norms are proven to be able to provide a significant positive influence on Continuation Intentions mediated by Attitudes. This occurs because social impact can change users' perceptions of the program, which then influences their desire to continue using it. Users who believe that friends, family, or coworkers support or recommend the use of an OFD app are more likely to support it. Public pressure or the desire to meet public expectations leads to this supportive attitude, which ultimately strengthens their desire to continue using the program. Subjective norms in this situation are a factor that influences users' attitudes; these favorable attitudes then drive continuation intentions. Thus, strong social impact can increase users' desire to continue using an OFD app through attitude modification influenced by surrounding social norms. (Raman and Aashish, 2021).

Hypothesis Results (H13)

Based on the t-test results, the p-value is $0.000 < 0.05$, meaning that price savings have a significant positive effect on continuance intention, mediated by attitude. Therefore, hypothesis 13 is accepted. This result is in line with research. Wen et al. (2021); Shah et al. (2021); Wiwoho and Reptiono (2022); Vera and Espinosa (2019); Wirya and Syah (2022) shows that Price Saving has a significant positive effect on Continuance Intention which is mediated by Attitude. This occurs because perceived cost savings can shape positive attitudes toward the app, which in turn increases their intention to continue using it. When users perceive that they can save money through promotions, discounts, or special offers provided by the OFD app, they tend to perceive the app as providing significant added value. These cost savings create a sense of satisfaction and comfort, which fosters a positive

attitude toward the app. This positive attitude will strengthen their intention to continue using the app, as users perceive that the OFD app provides better benefits compared to other alternatives. Therefore, price savings not only directly influence continuance intentions but also through changes in attitudes influenced by perceived cost savings.(Shah et al., 2021).

Hypothesis Results (H14)

Based on the t-test results, the p-value is $0.000 < 0.05$, meaning that Time Saving has a significant positive effect on Continuance Intention, mediated by Attitude. Therefore, Hypothesis 14 is accepted. These results are in line with research showing that Time Saving has a significant positive effect on Continuance Intention, mediated by Attitude. This research is in line with researchPrabowo and Nugroho (2019); Shah et al. (2021); Wiwoho and Reptiono (2022); Vera and Espinosa (2019); Wirya and Syah (2022) shows that Time Saving has a significant positive effect on Continuance Intention which is mediated by Attitude. This occursbecause the time savings perceived by users can form a positive attitude toward the app, which in turn increases their intention to continue using it. The OFD app allows users to order food quickly and efficiently without having to spend time going to a restaurant or waiting in line. This time saving provides convenience and efficiency that users value, ultimately creating a positive attitude toward the app. This positive attitude encourages users to continue using the app, as they perceive that the OFD app provides significant value in their daily lives. Thus, time saving not only directly influences the intention to continue but also through changes in attitude that are influenced by the duration of the time savings perceived by users.(Shah et al., 2021).

Hypothesis Results (H15)

Perceived Behavioral Control has no significant effect on Continuance Intention. It is mediated by Attitude. Therefore, Hypothesis 15 is rejected. This result is inconsistent with research.Hutabarat et al. (2021); Putra and Kurniawan (2022); Shah et al. (2021); Wirya and Syah (2022); Teo et al. (2024) shows that Perceived Behavioral Control is proven to have a significant positive influence on Continuance Intentions mediated by Attitude. This occursBecause when users feel they have sufficient control to use an app easily, they tend to develop positive attitudes toward it. If users feel they can overcome obstacles or difficulties in using the app, such as easy navigation, a smooth payment process, and adequate technical support, they will feel more comfortable and satisfied in using the app. This satisfaction forms a positive attitude toward the OFD app, which ultimately strengthens their intention to continue using it. In other words, the belief that they have good control over the user experience (perceived behavioral control) increases their positive attitude toward the app, which then increases their likelihood of continuing to use the OFD app in the future.(Hutabarat et al., 2021).

Hypothesis Results (H16)

Product Involvement has been shown to have a significant positive influence on Continuance Intention mediated by Attitude. Thus, hypothesis 16 is accepted. This research is inconsistent with the researchAlalwan (2020); Shaw and Sergueeva (2019); Vera and Espinosa (2019); Wirya and Syah (2022); Shaw and Sergueeva (2019) shows that Product Involvement is proven to have a significant positive influence on Continuance Intention mediated by Attitude. This occursUsers' interactions with an app shape their impressions and reactions to it. Highly engaged OFD app users, for example, who frequently use the app to order food, are curious about new features, or appreciate various offers, tend to have a more positive view of the app. This engagement creates a sense of joy and gratitude toward the app, leading users to believe that the OFD app enriches their lives. High engagement creates a positive mindset that will increase their desire to continue using the app in the future. Therefore, product engagement influences the intention to continue using the app, not only

directly, but also through the attitude changes shaped by the user's level of engagement with the OFD app.(Alalwan, 2020).

CONCLUSION AND SUGGESTIONS

Conclusion

Many factors influence how long Online Food Delivery (OFD) service consumers continue to use it, according to the data analysis conducted for this study. First, Subjective Norms have been shown to have a significant impact on Attitude. This implies that social support, such as from friends, family, or significant others, can influence positive sentiments about using the OFD app. Furthermore, users' attitudes toward using the software were positively correlated with their confidence and ease of use, indicating that Perceived Behavioral Control significantly influences attitudes. However, users' level of interest and involvement in the in-app food products is not sufficient to directly influence attitudes, as Product involvement has no significant impact on Attitude. Furthermore, although Subjective Norms do not directly influence Continuation Intention, their influence is strengthened through the mediation of Attitude. This suggests that social influence must first create a favorable mindset before it can encourage app continuance. Conversely, Continuation Intention is directly and significantly influenced by Perceived Behavioral Control and Product Involvement. This implies that users' intention to continue using the app increases with the perceived ease and engagement of the product. Finally, it has been shown that users' own attitudes significantly influence Continuation Intention, highlighting the importance of maintaining a positive attitude in encouraging continued use of OFD programs.(Anggraini & Sumiati, 2022; Nurjanah & Jerico, 2022; Saputra & Zai, 2022).

Suggestion

Based on the conclusions obtained, there are several recommendations that can be given to application developers and OFD service providers to increase the sustainability of their applications. First, companies are advised to increase positive social influence through community-based marketing strategies, collaboration with influencers, and promotions involving customer testimonials. These strategies are expected to strengthen positive social perceptions and shape positive attitudes toward application use. Second, companies need to strengthen perceptions of behavioral control by providing an easy-to-use application interface, providing clear tutorials, and ensuring application speed and stability. These steps will boost users' confidence in their own ability to access the service. Third, although product involvement does not directly influence attitudes, its influence on Continuation Intention is quite significant. Therefore, service providers need to increase consumer interest in the product by offering personalized recommendations, loyalty programs, and attractive promotions. Fourth, it is important for companies to maintain and enhance positive user attitudes through excellent service, a pleasant user experience, and a quick response to complaints and feedback. Positive attitudes have been shown to be key in increasing user intentions to continue using an application. Finally, companies need to design long-term strategies that focus on attitude formation through education, targeted promotional campaigns, and innovations relevant to consumer needs. Since attitude is a major mediating factor in the relationship between social influence and intention to continue using a service, forming a positive attitude is a strategic step that cannot be ignored in efforts to retain users on an ongoing basis.

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