Adoption of the Gofood application: the role of perceived usefulness, perceived ease of use, subjective norms, and it adoption intention

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Abstract

The purpose of this study is to identify factors that influence consumer behavioral intentions in the actual use of adopting the GoFood food delivery application. Based on TAM (Technology Acceptance Model) theory, we examined the influence of perceived usefulness, perceived ease of use, subjective norms, and behavioral intentions on actual use in the context of using GoFood OFD. Data was collected from 119 users and analyzed using the SEM-PLS (Structural Equation Modeling-Partial Least Squares) method. The results showed that perceived usefulness, perceived ease of use, subjective norms have an effect on behavioral intentions, but perceived ease of use, subjective norms have no effect on actual use, while perceived usefulness has a direct effect on actual use. In addition, behavioral intentions successfully mediate the influence of perceived usefulness, perceived ease of use, subjective norms, and behavioral intentions on actual use in the context of using OFD GoFood. This study has novelty by adding the subjective norms variable, where this variable has not been widely used in research on the use of OFD GoFood. The limitations and implications based on the findings to demonstrate the importance of the variables relationship are also discussed in this study.

Keywords:
Online Food Delivery (OFD); Subjective norm; Technology Acceptance Model (TAM).

JEL Code: O33, M31, D12

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INTRODUCTION

Starting from the 18th century, the industrial revolution became an important factor in the development of technology and information in every line of industry (Fernando & Fahruddin, 2023). The use of technology has facilitated various industries to increase output with fewer resources and minimum raw materials (Yeo *et al*., 2021). Information is needed to process the necessary actions for both companies and consumers. Increased access to information is characterized by an increase in the number of internet users (Hargittai *et al*., 2019), this is reinforced by the increase in Indonesian internet users every year from 2018 to 2024. The highest increase of 24.6% was recorded in 2018. As of January 2024, Indonesia's internet users reached 185.3 million. This number increased by 0.8% compared to the previous year (Rizti, 2024).

The impact of increasing internet access is in the form of consumer behavior that has begun to move towards online digitalization (Martinez-Ruiz & Moser, 2019), the type of online service commonly used by the public is Online Food Delivery (OFD) (Huang & Siao, 2023). OFD is an online food and beverage purchase-delivery service through mobile phones or other electronic devices that can be connected online (Safira & Chikaraishi, 2023). The presence of OFD makes it easier for food and beverage merchants and consumers in terms of culinary delivery. This is in line with the increasing number of OFD service users in Indonesia, so that Indonesia is the first country in ASEAN with OFD service transactions (Mutia Annur, 2024)Based on research conducted by Southeast Strategics in 2022 entitled "Survey of Perceptions and Consumption Behavior of Online Food Delivery in Indonesia" states that 41% of consumers have more than two food delivery applications on their smartphones including GoFood, GrabFood, and Shopee Food. This shows that the three digital platforms are currently competing fiercely in the food delivery service industry (Kusumawardhani, 2022).

GoFood is a food delivery service that is first remembered by Indonesians, with a percentage of 50% followed by ShopeeFood with a percentage of 28%, then ranked third is GrabFood with a percentage of 22% (Kusumawardhani, 2022). However, over time GoFood has experienced a decrease in transaction value, namely in 2022 it has a percentage of transactions of 44% with a value of 1.98 billion USD, which has decreased in 2023, namely with a percentage of 38% with a value of 1.75 billion USD, this is inversely proportional to the OFD service competitor GrabFood and ShopeeFood, namely for GrabFood in 2022 it has a percentage of transactions of 49% with a value of 2, 2 billion USD increased in 2023, namely with a percentage of 50% with a value of 2.3 billion USD, and ShopeeFood in 2022 had a percentage of transactions of 7% with a value of 315 million USD also increased in 2023,

namely with a percentage of 12% with a value of 552 million USD (Mutia Annur, 2024).

There are several previous studies regarding the analysis of TAM theory on OFD application users and making perceived usefulness and ease of use as the dependent variables (Ray *et al*., 2019; Roh & Park, 2019), but there are still not many studies that make subjective norms as one of the variables that influence behavioral intention and actual usage (Al Amin *et al*., 2021). Therefore, the purpose of this study is to answer what factors are strong drivers for OFD service users to become regular and intense users and specifically, this study adds subjective norms as a dependent variable that can increase the likelihood of actually using OFD services.

There are several problem statements that want to be known in this study, including: (1) What are the main factors that influence the use and adoption of OFD applications for users, (2) Does the subjective norm factor have a positive influence on the use of OFD applications, and (3) Can behavioral intention act as a mediator between the variables of perceived usefulness, ease of use, and subjective norms on actual usage.

LITERATURE REVIEW

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), introduced by Davis in 1985 and published in 1989, has been crucial in studying user acceptance and utilization of technology. According to TAM, the key factors influencing technology acceptance are perceived usefulness (PU) and perceived ease of use (PEOU) (Greener, 2022). TAM aims to identify the factors that influence the acceptance of information-based technology overall and to understand the behavior of end-users with diverse characteristics. This model serves as a foundation for examining how external factors impact users' psychological responses to technology (Banjarnahor, 2021). In addition to perceived usefulness and ease of use, we also added subjective norms variables as shown in Figure 1.

Perceived usefulness, behavioral intention, and actual usage

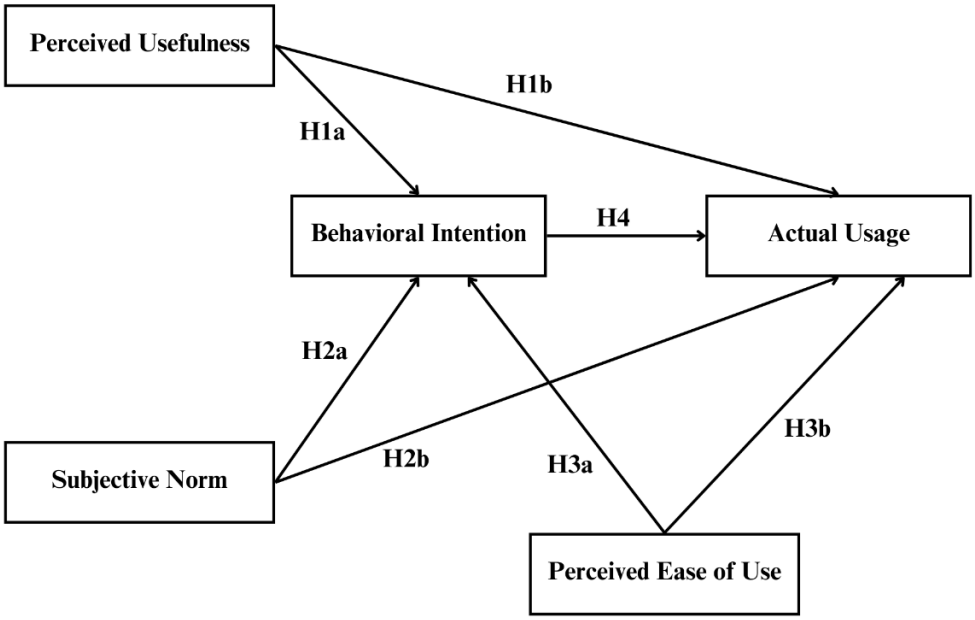
Perceived usefulness as a subjective assessment of prospective users that running a particular application system will improve their job performance (Choi, 2020; Davis *et al*., 1989). The definition of perceived usefulness indicates that the extent to which users believe that using Online Food Delivery will provide benefits (Davis *et al*., 1989). Several studies on Online Food Delivery have indicated perceived usefulness can positively influence behavioral intentions (Bregashtian & S.E., M.M., CFP2, 2021; Fu *et al*., 2018; Roh & Park, 2019; Samsuryaningrum & Rahayu, 2022; Zhou *et al*., 2021). Perceived usefulness with actual usage has a positive influence in several

recent studies (Alkhawaja *et al*., 2022; Choi, 2020; Yudantara & Yasa, 2020). The hypothesis put forward:
H1a: Perceived usefulness positively influences behavioral intention
H1b: Perceived usefulness positively influences actual usage

Perceived ease of use, behavioral intention, and actual usage

Perceived ease of use refers to the ease of use of a service in an application or technological innovation (Davis *et al*., 1989; Ray *et al*., 2019). Ease of use in the context of OFD leads to ease of ordering, comfort in using features, and ease of tracking orders. When customers have a positive sense of ease of use of the OFD application, they will tend to have high behavioral intention as well (Pertiwi *et al*., 2022; Putra H., 2018; Ray *et al*., 2019; Roh & Park, 2019; Samsuryaningrum & Rahayu, 2022; Yudantara & Yasa, 2020). Actual usage will increase if perceived ease of use also increases (Fahrizal, 2023; Samsuryaningrum & Rahayu, 2022; Yudantara & Yasa, 2020). Through these studies, the hypothesis is put forward:
H2a: Perceived ease of use positively influences behavioral intention
H2b: Perceived ease of use positively influences actual usage

Figure 1.
Research Framework



Source: Author work (2024)

Subjective norm, behavioral intention, and actual usage

Subjective Norms are defined as an individual's perception of the assumptions of the most important people in his life (family, friends, and colleague) in their community that are important for that person to act in a

certain way (Abdullah & Ward, 2016; Al Amin *et al*., 2021; Belanche & Flavi, 2020; Moorman *et al*., 2022; Sudaryati, 2017). Several studies on Online Food Delivery have indicated that subjective norms can positively influence behavioral intentions (Asyrafi & Hidayat, 2023; Okumus *et al*., 2018; Wijaya *et al*., 2020). Likewise, the relationship between subjective norms and actual usage has positive results in several studies (Al Amin *et al*., 2021; Asyrafi & Hidayat, 2023; Yudantara & Yasa, 2020). The hypothesis put forward:
H3a: Subjective norms positively influence behavioral intention
H3b: Subjective norms positively influence actual usage

Behavioral intention and actual usage

The definition of behavioral intention refers to the probability perceived by a person to perform a certain behavior (Al Amin *et al*., 2021; Tran, 2021). Meanwhile, actual usage is an external psychomotor response measured by a person with actual use (Davis *et al*., 1989; Pertiwi *et al*., 2022). Several studies indicate that behavioral intention has a positive effect on actual usage (Alkhawaja *et al*., 2022; Asyrafi & Hidayat, 2023; Pertiwi *et al*., 2022; Samsuryaningrum & Rahayu, 2022; Tran, 2021; Wijaya *et al*., 2020; Yudantara & Yasa, 2020; Zhou *et al*., 2021).Through the results of previous research, the hypothesis put forward in this study:
H4: Behavioral intention positively influences actual usage

Behavioral intention as a mediator

In the context of OFD applications, it is important to understand whether behavioral intention can act as a good mediator. Previous research has analyzed behavioral intention as a mediator between perceived usefulness and actual usage and perceived ease of use with actual usage (Aliandrina *et al*., 2022; Astiti *et al*., 2023; Samsuryaningrum & Rahayu, 2022), then subjective norms with actual usage (Al Amin *et al*., 2021; Sudaryati, 2017). We argue that there are factors that influence actual usage with behavioral intention as a guide to actual use of the OFD application. Therefore we propose a hypothesis:
H5: Behavioral intention mediates the impact of a) perceived usefulness, b) perceived ease of use, c) subjective norms on actual usage

RESEARCH METHOD

The research was conducted in Surabaya City, where Surabaya is the second ranked area in Indonesia for the highest number of OFD transactions, with a total of 767 thousand transactions (Perdana, 2018). The sample participants were millennials (Y) and generation z, because the largest users of GoFood OFD in Indonesia, gen z (43%) and millennials (39%) (Kusumawardhani, 2022). Because the population size is unknown, this study chose a non-probability sampling method, researchers can determine respondents through the researcher's own subjective judgment (Al Amin *et al*.,

2021). Therefore, the researcher chose to use purposive sampling technique (i.e. judgmental sampling) by determining the respondent's criteria in advance. The questionnaire items were originally in English, then translated into Indonesian to make it easier for respondents to fill out the questionnaire. In accordance with Mouakket's (2015) suggestion, we have conducted a trial distribution of the questionnaire to 15 respondents, then found that all respondents understood the statement items (Mouakket, 2015), the number of samples used was 119, by selecting a multiplier of 7 from a range of 5 to 10 (Hair *et al*., 2022).

This study uses a five-point Likert scale that ranges from 1 (strongly disagree) to 5 (strongly agree). The perceived usefulness item was adapted from (Roh & Park, 2019), the ease of use item was adapted from (Ray *et al*., 2019), the subjective norms item was adapted from (Belanche & Flavi, 2020), the behavioral intention item was adapted from (Yeo *et al*., 2021), and the actual usage item was adapted from (Manaar *et al*., 2023). Appendix 1 shows all items used in this study. Data analysis using Partial Least Square-Structure Equation Modeling (PLS-SEM), is a multivariate data analysis method used to analyze complex relationships between observed and unobserved variables, PLS-SEM emphasizes predictive and explanatory aspects in model estimation, and is often used to confirm measurement models (Hair *et al*., 2022). In Appendix 2 there is a demographic profile of the respondents.

FINDINGS AND DISCUSSION

Measurement model

To analyze the measurement model, we used reliability, convergent validity, and discriminant validity tests. The reliability of the model constructs was evaluated by rho_A (CR Alpha), composite reliability (CR), and Cronbach's alpha. Convergent validity was tested using Average Variance Extracted (AVE) and cross-loading. Discriminant validity was assessed by analyzing the Fornell and Lacker criteria by considering the procedure proposed by (Hair *et al*., 2022).

Construct reliability

The composite reliability value should not be less than 0.7, the minimum required value for Cronbach's Alpha and CR alpha is 0.7, to represent the internal consistency of the model (Hair *et al*., 2022). All criteria (Cronbach's Alpha, CR Alpha and CR) have been met as provided in Table 1.

Convergent validity

The AVE value should exceed 0.5, and each item should have outer loadings of more than 0.7 (Hair *et al*., 2022). In the cross-loading test, factors

were obtained with a range of 0.708 to 894. Table 1 displays AVE values that are in the range of 0.550 to 0.710.

Discriminant validity

Discriminant validity is also used to validate the measurement model. The results of Fornell-Lacker data processing obtained a diagonal value (square root of AVE) greater than the value outside the diagonal (correlations among variables) (Hair *et al*., 2022). Therefore, the measurement model can be considered valid (Troise *et al*., 2021).

Table 1.

Indicator and construct reliability, convergent validity and construct's R^2

Construct	Item	Outer loading	Cronbach's Alpha	CR Alpha	CR	AVE	R^2
Perceived Usefulness (PU)	PU1	0.728	0.728	0.760	0.846	0.649	
	PU2	0.746					
	PU3	0.722					
	PU4	0.718					
Perceived Ese of Use (PEU)	PEU1	0.780	0.796	0.796	0.880	0.710	
	PEU2	0.753					
	PEU3	0.724					
	PEU4	0.708					
Subjective Norm (SN)	SN1	0.756	0.728	0.733	0.830	0.550	
	SN2	0.785					
	SN3	0.841					
Behavioral Intention (BI)	BI1	0.824	0.705	0.705	0.819	0.531	0.775
	BI2	0.858					
	BI3	0.844					
Actual Usage (AU)	AU1	0.804	0.707	0.709	0.837	0.632	0.716
	AU2	0.709					
	AU3	0.894					

CR = Composite Reliability, AVE = Average Variance Extracted

Source: Author work (2024)

Structural model

Validation of the structural model can be done through the coefficient of determination (R^2) the strength of the effect (f^2), and the significance level of the path co-efficient (Hair *et al*., 2022). To test all hypotheses, we used the bootstrap method with 5000 resamples and calculated the t-statistic value to test the path coefficient (Henseler *et al*., 2016).

Coefficient of determinations

The squared multiple correlations are presented in Table 1, showing that coefficient of determinations (R^2) for BI is 0.775. The independent variables (PU, PEU, SN, and BI) account for 71.6% of the variance in the dependent variable (AU) in the model, with an adjusted R^2 value of 0.706.

Strength of effect

The effect sizes (f^2) were evaluated to determine the representative impact of various constructs within a single model (Henseler *et al*., 2015). f^2 value of 0.02 indicates a small effect, 0.15 a medium effect, and 0.35 a large effect. As shown in Appendix 3, the effect sizes ranged from 0.023 to 0.438. Additionally, we assessed the predictive power of the parameters in partial least squares SEM (PLS-SEM) using blindfolding-based cross-validated redundancy (Q^2). Q^2 value greater than zero for a specific endogenous construct indicates the overall path model's predictive relevance. The Q^2 results in Table 2 met this criterion.

Hypotheses testing

Bootstrapping with 5000 resamples was used to test the proposed hypotheses. Table 2 shows that BI ($\beta = 0.454$, t-statistics = 5.714, $p < 0.000$) and AU ($\beta = 0.223$, t-statistics =2.126, $p < 0.034$) were positively influenced by PU. Therefore, H1a and H1b were accepted. For H2a and H2b, it was predicted that PEU would influence both BI and AU. The results indicated that PEU did affect BIU ($\beta = 0.229$, t-statistics = 2.608, $p < 0.009$), but it did not significantly affect AU ($\beta = 0.183$, t-statistics = 1.837, $p < 0.066$), hence H2a was supported, while H2b was not supported. The findings in Table 2 indicated that SN had a positive effect on BI ($\beta = 0.289$, t-statistics = 3.863, $p < 0.000$), thus supporting H3a. Conversely, the relationship between SN and AU was not significant ($\beta = 0.136$, t-statistics = .745, $p < 0.081$), leading to the rejection of H3b. Finally, Table 2 demonstrated that BI positively influenced AU ($\beta = 0.381$, t-statistics = 2.847, $p < 0.004$), supporting H4.

Table 2.
Path coefficient and hypotheses test results

Hypotheses	Relationships	Path coef.	Std. Dev	t-stat.	VIF	P Values	Remarks
H1a	PU -> BI	0.454	0.079	5.714	2.879	0.000	Supported
H1b	PU -> AU	0.223	0.105	2.126	3.793	0.034	Supported
H2a	PEU -> BI	0.229	0.088	2.608	2.876	0.009	Supported
H2b	PEU -> AU	0.183	0.100	1.837	3.109	0.066	Not supported
H3a	SN -> BI	0.289	0.075	3.863	2.141	0.000	Supported
H3b	SN -> AU	0.136	0.078	1.745	2.512	0.081	Not supported
H4	BI -> AU	0.381	0.134	2.847	4.447	0.004	Supported

N.B. Blindfolding-Based Cross-Validated Redundancy (Q2), BI = 0.660, AU = 0.760.
Source: Author work (2024)

We evaluated the variance inflation factor (VIF) to check for lateral collinearity effects before validating the structural model. VIF values exceeding 5 suggest lateral multicollinearity issues among constructs, with the ideal VIF value being below or close to 3,00. We confirmed that no lateral VIF issues were present (Hair *et al*., 2022). Table 2 presents the VIF values for causal relationships, which range from 2.876 to 4.447, indicating no collinearity concerns.

We evaluate the model fit indices for the structural model, including the standardized root mean square residual (SRMR). The recommended SRMR value should be less than 0.10 or 0.08 (Henseler *et al*., 2015). Our research model satisfies this recommended threshold with an SRMR value of 0.096. The structural model of this study is illustrated in Figure 2.

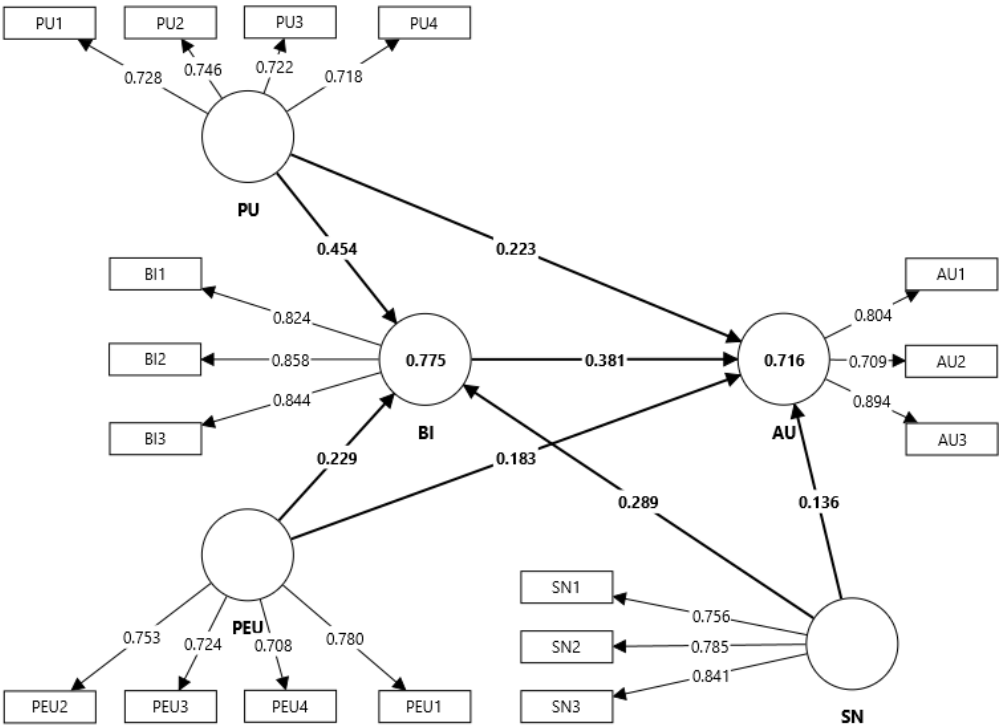
Mediation analysis

We assessed the indirect effects using 5000 bootstrap samples to explore the mediation effect of BI. Furthermore, the mediation effect was evaluated through asymmetric confidence intervals (CI) (Hair *et al*., 2022)

The findings presented in Table 3 revealed significant indirect effects between AU and PU (b = 0.173, CI [0.035, 0.308], p < 0.012), PEU (b = 0.087, CI [0.012, 0.179], p < 0.40), and SN (b = 0.110, CI [0.019, 0.219], p < 0.33). The results indicated a partial (complementary) mediation effect of BI between AU and PU, and a full (indirect-only) mediation effect between AU and both PEU and SN.

Figure 2.

The structural model



Source: Author work (2024)

Table 3.

Indirect effect

Hypotheses	Indirect Effect	b	t-Stat.	CI	P Value	Remarks
H5a	PU -> BI -> AU	0.173	2.511	(0.035, 0.308)	0.012	Supported
H5b	PEU -> BI -> AU	0.087	2.049	(0.012, 0.179)	0.040	Supported
H5c	SN -> BI -> AU	0.110	2.130	(0.019, 0.219)	0.033	Supported

Source: Author work (2024)

Discussion

This study aims to analyze the influence of perceived usefulness (PU), perceived ease of use (PEU), and subjective norms (SN) on behavioral intention (BI) and actual use (AU) in the context of GoFood online food delivery (OFD) service. The findings from this study confirmed most of the hypotheses. Hypotheses 1a and 1b state that PU has a positive effect on BI and AU in using the OFD application. These results suggest that PU is an important determinant in predicting BI and AU for OFD apps, in line with Roh *et al*. (2018). In addition, PU significantly influenced AU in using the OFD application, consistent with previous studies (Alkhawaja *et al*., 2022; Choi, 2020; Samsuryaningrum & Rahayu, 2022). Mediation analysis, hypotheses 5a

also showed that PU has a significant indirect effect on AU through BI, indicating that if users' value, usefulness, or habits are aligned with the usage behavior of the online food delivery app GoFood, they are likely to continue using the service repeatedly, consistent with previous studies (Aliandrina *et al*., 2022; Astiti *et al*., 2023; Samsuryaningrum & Rahayu, 2022).

In hypotheses 2a, our findings indicate that perceived ease of use (PEU) positively influences both behavioral intention (BI) and actual use (AU). This aligns with our proposed relationship, showing support for the hypothesis. The relationship between PEU and BI is consistent with previous studies, such as Ray *et al*. (2019), who found that PEU affects AU, a result echoed by several other studies (Pertiwi *et al*., 2022; Roh & Park, 2019; Samsuryaningrum & Rahayu, 2022; Yudantara & Yasa, 2020). However, hypotheses 2b did not find support for the relationship between perceived usefulness (PU) and AU, similar to the findings of Pertiwi *et al*. (2022). Hypotheses 5b, this relationship can be explained through indirect effects, which are significant. This suggests that customers might overlook the inconvenience of using the GoFood OFD application to continue ordering food and do not prioritize enhancing the application's ease of use, aligning with previous studies (Aliandrina *et al*., 2022; Astiti *et al*., 2023; Samsuryaningrum & Rahayu, 2022).

Hypotheses 3a suggests and confirms that subjective norms (SN) positively impact BI, implying that opinions from family, close relatives, friends, and colleagues influence the intention to use the GoFood OFD application. However, hypothesis 3b, which claims that SN are not crucial for AU, did not find support. Customers may intend to use the OFD GoFood application, but this does not necessarily translate into actual use. The significant indirect effect found is consistent with previous studies, and hypotheses 5c accepted (Al Amin *et al*., 2021; Sudaryati, 2017).

Supporting hypothesis 4, our study found that BI influences AU in using the OFD GoFood application, in line with previous research (Al Amin *et al*., 2021; Alkhawaja *et al*., 2022; Asyrafi & Hidayat, 2023; Tran, 2021; Zhou *et al*., 2021). Additionally, our study found that BI mediates the effects of perceived usefulness, perceived ease of use, and subjective norms on actual use of the GoFood OFD application.

CONCLUSIONS

This study investigates the impact of perceived usefulness (PU), perceived ease of use (PEU), and subjective norms (SN) on both behavioral intention (BI) and actual use (AU) of the GoFood online food delivery (OFD) service. The results validate most of the hypotheses, with the key findings being that PU positively influences BI and AU, establishing it as a significant predictor of users' intentions and actual usage of OFD apps. Mediation analysis reveals that PU indirectly affects AU through BI, which is consistent with prior

studies. Similarly, PEU positively impacts both BI and AU, reinforcing the proposed relationship. However, the direct effect of PU on AU was not supported, though indirect effects suggest that users may overlook inconvenience when continuing to use the service. Subjective norms (SN) were found to positively impact BI, indicating that social influences play a role in the intention to use the OFD app. Nonetheless, SN's direct effect on AU was not significant, implying that while users may intend to use the app due to social influence, it doesn't necessarily translate into actual use. Lastly, behavioral intention (BI) emerged as a significant predictor of AU, acting as a mediator between PU, PEU, SN, and AU. Overall, the study confirms that PU, PEU, and SN influence BI, which in turn impacts AU, contributing to a deeper understanding of user behavior in the context of online food delivery services like GoFood.

LIMITATION & FURTHER RESEARCH

This study has several limitations that need to be considered. First, the sample used in this study is limited to the Surabaya area only, so the results may be different if research is carried out in a wider area or research in other regions. Second, the number of samples used in this study is relatively small so that it is not sufficient to represent a population as a whole. Third, there is a possibility of bias when filling out the questionnaire by the respondents. Fourth, there are still other variables that may affect the results of the study, but were not included in this study.

Further research is needed to overcome the limitations of this study. First, future studies can expand geographic coverage to ensure better generalization. Second, future studies can include other variables that may affect the analysis results by referring to the Theory of TAM (Technology Acceptance Model) (Davis & Granić, 2024). Third, the use of different data collection methods, such as distributing questionnaires offline in a place that has been provided, so that respondents do not experience confusion in filling out the questionnaire so that they can avoid biased data results.

AUTHOR CONTRIBUTION

Author: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper, Conceptualisation, Data Collection and Analysis, Editing and Layouting. All Authors have read the final version of the paper.

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Appendix 1
Measurement items.

Research Constructs and Source	Measurement Items
Perceived Usefulness Roh, 2018	PU1: Using GoFood allows me to better check the food ordering and receiving process
	PU2: Using GoFood makes it more convenient to order and receive food orders
	PU3: Using GoFood is able to improve the ordering process and receiving food orders
	PU4: GoFood service will be useful for ordering and receiving food orders
Perceived Ese of Use Ray, 2019	PEU1: I use GoFood services very easily
	PEU2: I find it easy to order food on the GoFood service
	PEU3: I love the order status feature (received/ prepared/picked)
	PEU4: I am very helpful with the filter options provided (e.g. type of food, outlet location, etc.)
Subjective Norm Belanche, 2020	SN1: My family would think I should use this app
	SN2: My friends would think that I should use this app
	SN3: My colleagues would think that I should use this app
Behavioral Intention Yeo, 2017	BI1: I plan to use GoFood value-added services in the future
	BI2: If possible, I will try to use GoFood value-added services
	BI3: I will try to use GoFood value-added services if necessary.
Actual Usage Manaar, 2023	AU1: I am a regular user of the Gofood service
	AU2: I have used GoFood to order food from several different food vendors
	AU3: I always order food through Gofood when I know there is a benefit (Promo)

Source: Author work (2024)

Appendix 2.

Demographic profile of the respondents.

Variables	Number	Percentage
Gender		
Male	40	33,61
Female	79	66,39
Age		
18-23	97	81,51
24-29	12	10,08
30-35	9	7,56
36-42	1	0,84
Occupations		
Enterpreneurship	2	1,68
Freelancer	1	0,84
Goverment Service	4	3,36
Housewives	1	0,84
Private Service	29	24,37
Student collage	81	68,07
Teacher	1	0,84
Educational Level		
Higher Secondary level	83	69,75
University Level	36	30,25

Source: Author work (2024)

Appendix 3.

Strength of effect (f^2)

	f^2	Effect size
Effect of BI		
PU -> BI	0,023	Small
PEU -> BI	0,268	Medium
SN -> BI	0,081	Small
Effect of AU		
PU -> AU	0,361	Large
PEU -> AU	0,433	Large
SN -> AU	0,438	Large
BI -> AU	0,224	Medium

Source: Author work (2024)