WHY DOES INDONESIAN GENERATION Z USE FOOD DELIVERY ORDER APPS (FDAs) POST-COVID-19?

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ABSTRACT

This study examines the strategies that generation Z customers in Indonesia plan to use for online food and drink purchases in the aftermath of the epidemic. It considers factors such as perceived usefulness, ease of use, consumer experience, and purchasing habits through mobile applications during the COVID-19 pandemic. The study employs structured questionnaires and utilizes Smart PLS 4 statistical analysis to demonstrate the substantial influence of these factors on customer preferences for utilizing mobile food ordering applications. This study offers useful insights for entrepreneurs in the restaurant industry. The study revealed that characteristics such as perceived benefits, simplicity of use, consumer experience, and ordering patterns of mobile-food delivery applications during COVID-19 significantly influenced customer intentions to buy food and beverages for delivery after the pandemic. The study offers valuable insights for restaurant owners to comprehend and fulfill the requirements of Generation Z customers in the post-pandemic era by incorporating factors such as perceived usefulness, perceived ease of use, consumer experiences, and habits of making food and beverage reservations during COVID-19.

Keywords*:* perceived usefulness, ease of use, consumer experience, shopping habit during COVID 19, Post COVID 19 FDAs

INTRODUCTION

Indonesia, with a population of 279,742,853 as of June 22, 2024 (statisticstimes.com, 2024), is unquestionably one of the major global business marketplaces. The ratio of individuals connected to the Internet to the total population determines the Internet penetration rate. That means Indonesia's Internet penetration will rise to 79.5 percent by the beginning of 2024. According to the APJII study (tekno.kompas.com, 2024), Generation Z was the age group with the highest contribution compared to other age groups by the beginning of 2024; the figure was 34.4 percent. The age group between 18 and 40 in Indonesia is the primary driver of demand for fast food. The younger generations' appetites are the main factors contributing to the development of demand for food and beverages. All of these characteristics have contributed to the FDA's growth in Indonesia. A report (databoks.katadata.co.id, 2023) shows that Populix, a research firm, has compiled some of the most frequent online purchases by Generation Z and Millennials in Indonesia in 2022 and the first quarter of 2023, including food and beverage food delivery orders.

The rapid proliferation and profound integration of mobile technologies, particularly smartphones and their accompanying applications, have fundamentally transformed the routines, behaviors, and social dynamics of individuals and society at large. Smartphones have become an essential component of everyday life, allowing users to access a wide range of information, communicate with others, and handle different areas of their personal and professional lives (Lăzăroiu et al., 2021). Alam et al.'s 2023 study revealed a significant transformation in communication and information sharing due to the widespread use of smartphones and their advancements. This has also led to a shift in users' interests, values, and desires. The incorporation of mobile technologies into everyday activities has had extensive consequences, both advantageous and detrimental, for individuals' way of life and the wider societal structure. The widespread use of mobile applications, especially those that emphasize social interaction and connectivity, has greatly transformed the manner in which individuals interact and develop their social connections (Cain, 2018; Reuver et al., 2016). Purchasing intent is a significant predictor of future performance of the new food product sector and sales, stated Kyto et al. (2019).

The COVID-19 epidemic has prompted consumers worldwide to alter their shopping behaviors (Hossain et al., 2022). As lockdowns and social distancing measures were implemented, many consumers were forced to adapt to new ways of purchasing goods and services, such as increased online shopping and reliance on delivery services. Researchers are studying the elements that impact changes in consumer behavior, specifically focusing on the function of perceived usefulness. (Hossain et al., 2022). Meal delivery has become an essential aspect of modern living, especially among the younger generation known as Gen Z, in today's fast-paced digital environment. Young generations profit from online shopping primarily because of the availability of comprehensive information, the convenience and speed of the process, and the ability to make cost-effective and easy purchases (Moslehpour et al., 2018). For businesses, gaining insight into the perspectives and behaviors of this specific group in relation to ordering meals for delivery is essential. This knowledge enables them to adjust their strategies according to the changing preferences of these individuals, which influence overall consumer trends.

Mondal and Hasan's (2023) study on online grocery shopping revealed that customers' perceptions of the usefulness and convenience of online grocery shopping platforms significantly influenced their buying patterns during the COVID-19 pandemic. Furthermore, the purchasing behaviors during the COVID-19 pandemic influenced the connection between the perceived utility, noticeable ease of use, and the intention to buy online food items after the pandemic, highlighting their interconnected nature. Although the factors that influence purchasing habits and intentions to buy food online after COVID-19 are critical, the existing literature appears to lack knowledge on customer experiences, particularly in the context of online meal delivery services. Ray et al. (2019) and Suhartanto et al. (2019) discovered a correlation between excellent customer experiences and the inclination to use services like food delivery apps (FDA). However, research is still limited and focuses on understanding how online food delivery habits influence intentions using post-COVID-19 online food delivery applications.

Hence, this study expands the Technology Acceptance Model (TAM) – (see Figure 1) by incorporating buying behaviors during the COVID-19 pandemic to investigate the inclination to utilize online food delivery services in the aftermath of COVID-19. Therefore the aim of the project is to assess the impact of perceived usefulness, perceived ease of use, as well as consumer experience, on the intention of Indonesian Generation Z to use food delivery applications. Furthermore, it aims to examine the indirect impact of purchasing habits and aspirations to use meal delivery apps. Conducting research of this nature will allow restaurants to create more efficient methods of reaching their target customers, particularly Generation Z, and enhance their understanding of consumer loyalty from the standpoint of food delivery apps (FDAs).

LITERATURE REVIEW

Since its inception, researchers have widely employed the Technology Acceptance Model (TAM) to study consumers' inclination to adopt technology (Vanduhe et al., 2020). There has been a significant focus on TAM in the field of e-commerce. Recently, researchers have expanded and widely utilized TAM, or the Technology Acceptance Model, to forecast online buying behaviors in various scenarios. Research by Arslan and Turan (2022), as well as Mondal and Hasan (2023), developed TAM theory to analyze the intentions of customers shopping online during the COVID-19 epidemic. This study utilized the Technology Acceptance Model (TAM) to examine the impact of perceived benefits, simplicity of use, and customer experience on the formation of habits related to the usage of food and beverage delivery applications (FDA) in the service business. The study specifically focused on the habits formed by Generation Z individuals in Indonesia during and after the COVID-19 epidemic.

Perceived usefulness

The perceived utility of technology is a significant factor in motivating people to adopt and use it. Perceived usefulness refers to the extent to which individuals believe that technology can improve their level of performance or effectiveness (Sheth, 2020). In the context of e-commerce and online shopping, as well as food delivery orders, the perceived benefits reflect consumer perceptions that using the internet or digital platforms can improve their overall shopping experience, such as by offering greater convenience, wider product selection, or more competitive prices. (Jatimoyo et al., 2021). The perceived utility of online food orders significantly influences consumer buying intentions. According to the research of Nguyen et al. (2020), consumers are more inclined to purchase food and beverages through online platforms if they perceive it as beneficial and easy.

Perceived Ease of Use

The concept of perceived ease of use refers to the user's perception that new technology is uncomplicated, as elucidated by Visinescu et al. (2015) and Lee et al. (2017). Perceived ease of use refers to the degree of simplicity in accessing websites, internet features, and the online interface when individuals become aware of a particular technology (Cho & Sagynov, 2015; Moslehpour et al., 2018). This background pertains to the user's anticipation that online shopping would necessitate minimal exertion. The term "ease of use" pertains to the degree of convenience and user-friendliness connected with online shopping (Polas & Raju, 2021). Perceived usefulness pertains to the consumer's perception of the benefits or advantages they anticipate receiving from their online purchasing experience. Perceived ease of use refers to the consumer's expectations regarding the level of simplicity and convenience involved in the online shopping process.

Shopping Habit during COVID 19

The study and analysis of shopping behaviors have garnered significant attention and investigation within the realms of consumer behavior and psychology (Rose & Dhandayudham, 2014). Habits are typically described as cognitive patterns that encompass characteristics of automaticity, including a lack of conscious awareness, challenges in exerting control, and cognitive efficiency. Repetitive performance of a specific activity in a consistent context forms these habits (Ajzen, 2002). Within the realm of buying, habits can be defined as the recurring and instinctive patterns of purchasing and consuming that individuals partake in, frequently without deliberate thought. Meanwhile In the context of shopping, habits can be defined as the repetitive and involuntary purchase and consumption behaviors that individuals engage in, often without conscious deliberation. (Ji & Wood, 2007). The COVID-19 pandemic has profoundly influenced consumer shopping behaviors, resulting in the development of novel habits and the alteration of preexisting ones. Sheth (2020) stated that the implementation of lockdown and procedures to maintain social distancing encouraged consumers to change their purchasing patterns, resulting in a remarkable increase in online shopping and a decline in traditional sales. Furthermore, Sharma and Bhargav (2023) found that well-designed mobile apps have significantly improved customer engagement and satisfaction by identifying changes in decision-making processes when people buy and receive food. This application can provide better convenience, a wider range of options, and a smoother interaction between customers and companies.

Customer experiences

Ray et al. (2019) defines customer experience as the diverse experiences that a consumer obtains as a result of utilizing a specific service. Providing a positive client experience is essential for organizations to cultivate loyalty and sustain a competitive edge (Grewal et al., 2009). Within the realm of mobile food ordering apps, customer experience involves multiple points of interaction, such as the app's functioning, user interface, order placement, delivery tracking, and post-purchase support (Sharma and Bhargav, 2023). Customer experience is based on the interaction that customers have with the service and how such interaction affects their overall perception and satisfaction (Ray et al.,2019). This includes the expectations customers have before using the service, and their perception of the service after experiencing it.

Intent to use the food delivery app post COVID-19

Research by Hossain et al. (2022) stated that the pandemic affected changes in consumer purchasing behavior processes, especially in how consumers viewed and searched for and obtained food, resulting in a remarkable increase in the use of cellular food ordering applications. Food and beverage booking platforms have gained popularity because they provide convenience, security, and reliability. It's because during lockdown and social segregation tactics, consumers can't physically visit restaurants. Moreover, Bhattacharjee et al. (2023) revealed that researchers found that resource availability and demographic conditions played a role in affecting customers' ability to make purchases and their tendency to use mobile food ordering applications during the epidemic.

Perceived usefulness, Intent to use the food delivery apps post COVID-19 and shopping habits during COVID 19

The perceived benefits of mobile food ordering applications are an important component that promotes widespread acceptance and sustainable use among consumers. Consumers recognize that the simplicity, efficiency, and integration of smooth payment mechanisms, such as electronic money, are important factors that improve the overall user experience and perceived value of these services. Chen and Aklikokou (2020) and Mondal and Hasan (2023) discovered that the perceived usefulness of online purchasing has a notable influence on individuals' intentions to shop online. Furthermore, in the food service industry, the usability of this application has an impact on customers' continued adoption of online food delivery. According to studies conducted by Wang et al. (2020) and Mondal and Hasan in 2023, the usability of this application significantly influences customers' continuous adoption of online food delivery. Similarly, Wu and Song (2021) found an established and statistically significant association between perceived benefits and the propensity to participate in online buying. Yen and Wu (2016) investigate the relationship between individual activities and the perceived benefits. Establishing a cause-and-effect relationship between the perceived benefits of online shopping, the intention to make online purchases after COVID-19, and purchasing behaviors during COVID-19 is of the highest priority.

H1. Perceived usefulness has a positive impact on Intent to use the food delivery apps post COVID-19

H2. Perceived usefulness has a positive impact on shopping habits during COVID 19

Perceived ease of use, Intent to use the food delivery apps post COVID-19 and shopping habits during COVID 19

Davis (1989) defines "perceived ease of use" as the extent to which a user is persuaded that a system will effectively assist them in fulfilling their responsibilities. Ramayah (2007) posits that customers are more likely to engage in online purchasing when they can effortlessly and conveniently navigate the internet with minimal effort using their mobile devices. According to studies conducted by Zhu and Chang (2014) and Ayeh (2015), there is a significant relationship between how user-friendly a website is and how people feel about shopping online. The research findings by Driediger and Bhatiasevi (2019) indicate a positive correlation between consumers' perceived ease of use and their intention to buy food online. Hong et al. (2021) stated that the intention to buy food online was increasing because consumers felt that it was easier to use the app. Moreover, Gruntkowski and Martinez (2022) contend that the most influential factor in determining the likelihood of engaging in online food buying is the level of user friendliness. Therefore, it was deemed relevant to examine the correlation between the perceived simplicity of utilizing food delivery applications, the inclination to utilize them after the COVID-19 pandemic, and buying behaviors during COVID-19.

H3. Perceived ease of use has a positive effect on Intent to use the food delivery apps post COVID-19

H4. Perceived ease of use has a positive effect on shopping habits during COVID 19.

Customer experience, Intent to use the food delivery apps post COVID-19 and shopping habits during COVID 19

Kundu and Chatterjee (2018) identified a significant correlation between consumer experience and utilization intentions during their examination of OFD. Kyto et al. (2019) observed that expectations and perceptions influence purchasing intentions. In a variety of contexts, including consumer intention and loyalty behavior (Kim and Choi, 2013), as well as repeat buy motivations in online shopping and brand communities (Chan et al., 2014; Chiu et al., 2009), researchers frequently identify favorable correlations between customer experience and intention. Multiple researchers have investigated the influence of various aspects on consumer satisfaction when using online food messaging services. In their research, Suhartanto et al. (2019) discovered that customer satisfaction is substantially influenced by factors such as perceived value, the quality of electronic services, and food quality. Ray et al. (2019) found that customers' intentions to utilize food delivery applications are influenced by factors such as convenience of use, restaurant listings, and searches. Furthermore, Yeo et al. (2017) establish a strong correlation between customer attitudes and intentions, as well as factors such as ease of use, time savings, cost reductions, and previous experience.

H5. Customer experience have a positive impact on Intent to use the food delivery apps post COVID-19

H6. Customer experience have a positive impact on shopping habits during COVID 19**.**

Mediating role of shopping habit during COVID-19

The COVID-19 epidemic has had a significant impact on consumer behavior and spending patterns, greatly affecting the food and restaurant industries.The researchers found that during the pandemic, consumers quickly adapted to alternative service models such as messaging and drive-thru, which offset most of the cost losses that occurred in restaurants with full service. (Marchesi dan McLaughlin, 2023). In fact, consumers spend more money through mobile apps for bringing home orders and intermediate orders from fast food restaurants and full-service restaurants compared to pre-pandemic levels.

H7. Shopping habits during COVID-19 significantly influence Intent to use the food delivery apps post COVID-19

H8. Perceived usefulness, including shopping habits during COVID-19, significantly influences Intent to use the food delivery apps post COVID-19

H9. Perceived ease of use, including shopping habits during COVID-19, significantly influences Intent to use the food delivery apps post COVID-19

H10. Customer experience, including shopping habits during COVID-19, significantly influences Intent to use the food delivery apps post COVID-19

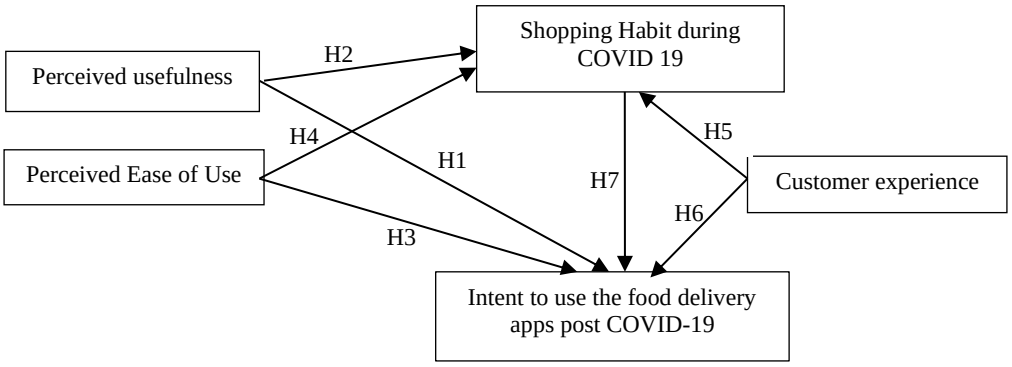

Figure 1. Conceptual framework

RESEARCH METHODOLOGY

This study specifically targets people who have had prior experience purchasing meals through online delivery services. In order to carry out empirical research and evaluate the suggested model (Figure 1), a non-probability sampling method was utilized due to the lack of knowledge about the population and the unavailability of a sample frame. Purposive sampling is chosen to collect the necessary data because it allows researchers to obtain a sample that accurately represents the population.

The study used statistical tests with the SmartPLS (SEM) structural equation model to assess the structural relationships between the proposed structures. A total of 435 participants from Generation Z were gathered for this study. Their criteria are that they regularly use Indonesia's existing food and beverage ordering apps, including GoFood, GrabFood, and Shopee Food, during the COVID-19 lockdown period and after the Indonesian government announced that the country has entered the post-COVID-19 era.

RESULT AND DISCUSSION

The respondents belong to Indonesian generation Z, which ranges in age from 17 to 27 years old, with the majority (50%) falling into the 20 to 22-year-old category. Majority 52.8% of the total respondents are men. Almost 70% of the people who took the survey are either undergraduates or graduate students. Among those who took the survey, 58.4 percent are single. When asked about their experiences with food delivery apps during COVIT-19, all respondents said they used the FDA and are still using it today. To determine if the tool was reliable, these studies ran it through the average extracted value (AVE) test. Since all study variables' AVE values were greater than half, the results are valid. The reliability of the instrument was also assessed using alpha-Cronbach and a combined confidence score, both of which came out to be higher than 0.7. Therefore, it is safe to say that the research tools employed here are up to par in terms of trustworthiness.

Table 1: Measurement items of the study

		Factor Loading
Perceived usefulness (PU) – adapted from Mondal and Hasan (2023)		
PU1	Food and beverage delivery order apps (FDAs) would allow me to purchase food and beverages more quickly.	0.954
PU2	Food and beverage delivery order apps (FDAs) would enhance my ability to order food and beverages effectively.	0.926
PU3	Food and drink delivery order apps (FDAs) would make ordering food and beverages easier.	0.957
Perceived ease of use (PE) – adapted from Mondal and Hasan (2023)		
PE1	I find food and beverage delivery order apps (FDAs) to be easy to use.	0.945
PE2	It would be easy for me to become skilled at making online food and beverage purchases.	0.949
PE3	I would find food delivery order apps (FDAs) simple to use.	0.970
Shopping habit during COVIT-19 (SHD) - adapted from Mondal and Hasan (2023)		
SHD1	I did food and beverage delivery order apps (FDAs) frequently during COVID-19	0.963
SHD2	Food and beverage delivery order apps (FDAs) was a routine habit for me during COVID19	0.928
SHD3	I had been doing food and beverage delivery order apps (FDAs) for a long time during COVID-19	0.961
Customer experience (CE) – adapted from Ray et al.,(2019)		
CE1	Coupons, cashback, and discounts on FDAs are great offerings.	0.953
CE 2	The FDA's loyalty programs are great.	0.979
CE 3	I can earn a referral bonus by referring my friends to the FDAs.	0.978
CE4	The FDA-based ads and recommendations that take my tastes into account are great.	0.959
Intent to use the food delivery apps post COVID-19 (FDAs) – adapted from Mondal and Hasan(2023)		
FDA1	I switched to online food and beverage delivery order apps (FDAs).	0.954
FDA2	I predict that I will use food and beverage delivery order apps (FDAs) after COVID-19.	0.960
FDA3	After COVID-19, I intend to make use of food and beverage delivery applications (FDAs).	0.906

Table 2. Reliability, convergence, discriminant validity and Fornell-Larcker Criterion

	CE	FDA	PE	PU	SHD	Cronbach's alpha	CR	AVE	R Square	R Square adjusted
CE	**0.967**					0.977	0.983	0.935	---	---
FDA	0.971	**0.940**				0.934	0.958	0.884	0.954	0.954
PE	0.971	0.966	**0.955**			0.951	0.969	0.912	---	---
PU	0.964	0.950	0.952	**0.946**		0.941	0.962	0.894	---	---
SHD	0.967	0.951	0.940	0.948	**0.951**	0.947	0.966	0.904	0.939	0.938

Table 3. Heterotrait-Monotrait Ratio (HTMT) Criterion Assessment

	CE	FDA	PE	PU	SHD
CE					
FDA	0.915				
PE	0.906	0.823			
PU	0.905	0.812	0.805		
SHD	0.905	0.804	0.989	0.903	

Table 4. Hypotheses Testing Results

Relationships	Original Sample	Sample Mean	Standard Error	*t*-Statistics	*p*-values	Supported
PU → FDA	0.073	0.069	0.115	2.635	0.000	Yes
PU → SHD	0.224	0.226	0.136	2.652	0.000	Yes
PE → FDA	0.378	0.382	0.120	3.157	0.002	Yes
PE → SHD	0.038	0.043	0.137	2.278	0.001	Yes
CE → FDA	0.371	0.362	0.154	2.409	0.016	Yes
CE → SHD	0.788	0.791	0.181	4.353	0.000	Yes
SHD → FDA	0.168	0.177	1.029	3.805	0.001	Yes
PU → SHD → FDA	0.038	0.044	0.039	2.953	0.001	Yes
PE → SHD → FDA	0.006	0.007	0.028	2.226	0.001	Yes
CE → SHD → FDA	0.132	0.044	0.074	3.788	0.000	Yes

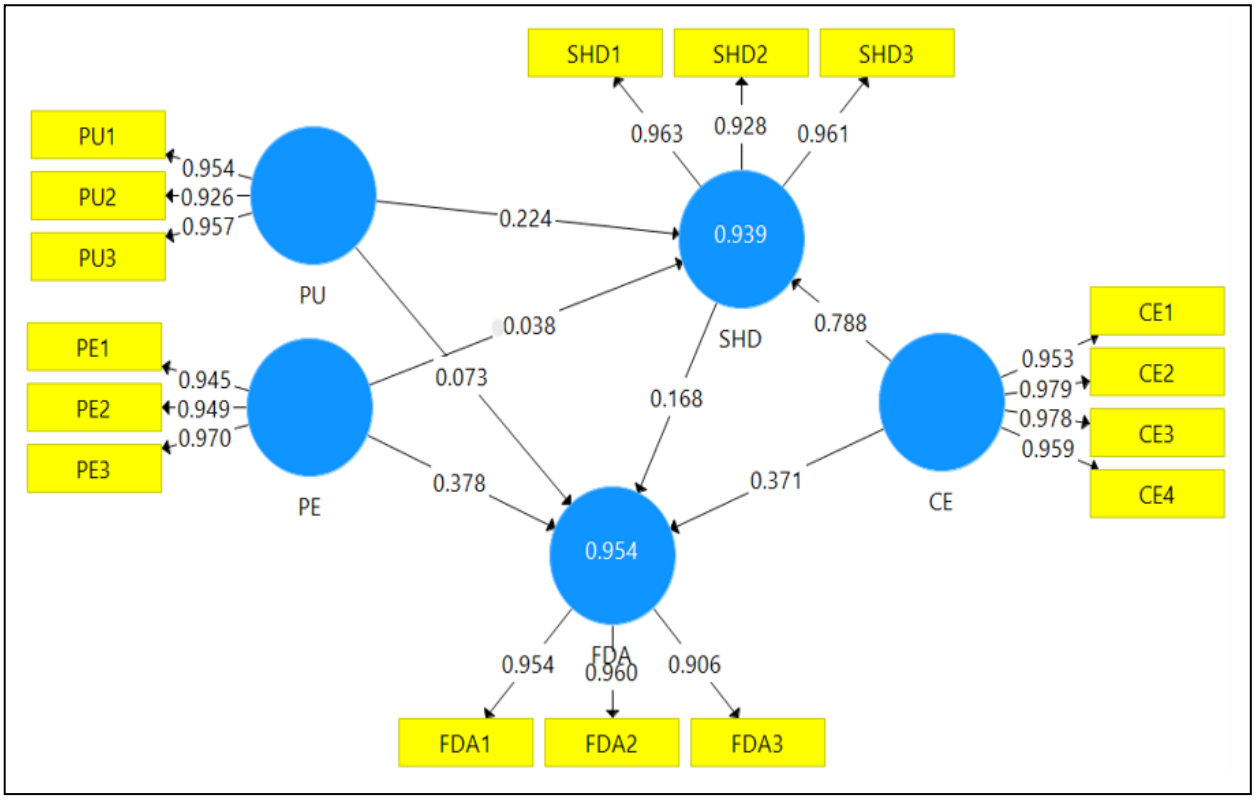

Figure 2. Standardized results of SEM calculations

The objective of the study is to examine the impact of various factors associated with the utilization of food delivery order apps (FDAs) on Generation Z's behavior of ordering food and beverages through FDAs during the COVID-19 pandemic. These include the convenience and perceived utility of online platforms, as well as customer experiences. These factors also significantly influenced their plans to continue using FDAs in the post-pandemic period. The availability of alternatives to internet shopping, concerns about COVID-19, and changes in purchasing behavior resulting from the economic crisis have influenced the trend towards food and beverage purchases through FDAs. This finding is consistent with the research conducted by Mondal et al. (2023), Al Amin (2020), and Ray et al. (2017).

Despite the COVID-19 pandemic, technological advances has facilitated a more convenient and comfortable lifestyle. Individuals have the ability to purchase meals through internet platforms without leaving their residences. They can also order food and beverages from online stores, allowing customers to buy food and drink without contact. Besides, it allows Generation Z to make purchases over the internet without exposure to viruses, especially COVID-19. The way that Gen Z—generations born between 1997 and 2012—see their diet and food consumption is heavily influenced by the rapid growth of the food messaging industry. As a generation that understands digital, their perception of the ease and convenience of an online platform to order food has greatly influenced their purchasing behaviour and decision-making.

Prior research has demonstrated a direct correlation between customer experience and their inclination to utilize the FDA (Ray et al., 2019; Chan et al., 2014; Chiu et al., 2009; Kim et al., 2013). Studies that have been conducted have confirmed this. By employing diverse customer engagement strategies, such as coupons, discounts, loyalty programs, referral programs, and promotion, consumers might enhance their inclination to utilize the FDA. Kyto et al. (2019) found that buying intent is an important indicator for predicting the future success of the new food product industry and sales. As demonstrated by research conducted by Mondol et al. (2021) and Hieu and Loan. (2022), Gen Z's desire for convenience and opportunity is an important factor in increasing online purchases. Generation Z, who are already accustomed to the many payment options available, will use this platform more because of the ease of payment offered by culinary messaging apps, including e-mobile integration, electronic transfers, and cash. (Mondol et al. 2021).

The results of this research have value for entrepreneurs, policymakers, government organizations, and private companies involved in the food sector. The increasing popularity of the Food Delivery App has proved important for restaurant owners and the food service industry as a whole. This rise in demand was triggered by increasing customer preferences for ready-made foods delivered comfortably. The results of this study have significant consequences for marketers and advertisers, since they can utilize this understanding to cultivate a more robust consumer base. Moreover, this research might provide foreign organizations seeking to develop in the emerging industry with vital strategic insights.

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