
THE INFLUENCE OF ATTITUDE AND DESIRE TOWARDS INTENTION TO USE ONLINE FOOD DELIVERY

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ABSTRACT

KEYWORDS

Perceived Usefulness,
Perceived Ease Of Use,
Perceived Convenience,
Attitude, Desire,
Intention To Use

This research aims to analyze the influence of perceived usefulness, perceived ease of use, perceived convenience towards attitude then influence the desire and intention to use online food delivery application. The data collection technique method uses non probability sampling with purposive sampling with google form questionnaire. Data were collected form 210 respondents with criteria of having used online food delivery applications for at least the last three months. The questionnaire with google form which contains 21 statement indicators based on a five-point Likert scale. The analytical method used is Structural Equation Modeling (SEM) with Partial Least Square (PLS). The result showed that perceived usefulness had a positive effect on attitude, perceived ease of use had a positive effect on attitude, but perceived convenience had no effect on attitude. Attitude then had positive effect on desire and desire had a positive effect on intention to use online food delivery. The managerial implication of this research is to evaluate the online food delivery application to continue to improve the usability and ease of application for customers.

INTRODUCTION

The development and progress of electronic commerce have transformed traditional purchasing, customer lifestyles, and communities. Online food delivery (OFD) services were introduced due to new trends in electronic commerce (Hasan, 2022). OFD facilitates customers in finding restaurants, selecting food items, and providing delivery information and addresses. OFD has grown rapidly due to the increased availability of internet services and smartphones (Putri, Gunawan, & Wibawa, 2021).

The phenomenon of online shopping growth has increased rapidly, becoming the primary choice for many due to its convenience in saving time without the need to physically go to a store. One aspect of this phenomenon is that people living in residential areas often have limited time for cooking, leading many to prefer ordering food online through platforms like GoFood (Sari, Bahri, & Ardhi, 2022). Online ordering systems offer convenience for customers to order their preferred items, and customers can easily track their orders (Giningroem, Setyawati, & Wijayanti, 2022).

In Indonesia, online food delivery is estimated to have experienced an annual growth of 11.5% from 2020 to 2024 (Statista, 2020). A survey conducted in six densely populated urban areas in Indonesia (Jabodetabek, Semarang, Surabaya, Makassar, Bandung, and Medan) found that 41% of respondents engaged in online food delivery, with 85% using platforms like GoFood, GrabFood, and other applications (Aprilianti & Amanta, 2020). Additionally, research by Tenggara Strategics indicated that GoFood is the most widely owned and used application, followed by ShopeeFood and GrabFood (Tenggara Strategics, 2022).

Online food delivery in Indonesia is dominated by local restaurants using online delivery services like GoFood and GrabFood. Despite being the largest online segment, Indonesian millennials are less loyal to online service providers (Suhartanto, Dean, Leo, & Triyuni, 2019). Desire acts as a stimulus for individual decision-making, being considered crucial in the initial steps of human behavior and generating intention to perform an action (Perugini & Bagozzi, 2001). Therefore, the role of desire in participating in OFD services is essential as a determinant of an individual's intention to use such a service (Poon & Tung, 2022). Based on this perspective, understanding consumer attitudes and desires towards online food delivery is crucial for survival and success in the Indonesian online food market (Suhartanto et al., 2019).

Although GoFood, GrabFood, and ShopeeFood have become popular food delivery platforms, the sustainability and growth of these applications depend on customer needs and expectations in the face of increasing competition among OFD service providers (Octaviani & Cahyadi, 2022). Therefore, it is essential to understand the factors behind the intention to use OFD applications to attract new customers by addressing their needs (Hasan, 2022).

The culture of food delivery has changed the implementation and behavior of users who previously dined in restaurants or took traditional takeout. The use of delivery services has been made possible by the emergence of technology (Rahmah & Sitorus, 2022). Online food delivery represents a significant breakthrough in the food delivery sector, changing customer culture. Therefore, this study examines customer intentions to participate in online food delivery services and aims to evaluate attitudes and desires towards consumer intentions to engage with online food delivery (Poon & Tung, 2022).

The Technology Acceptance Model (TAM), proposed by Davis, focuses on perceived ease of use and perceived usefulness assumed to be related to individual responses in using a technology (Davis, 1989). TAM has been expanded with perceived convenience in recent research (Yoon & Kim, 2007). Perceived convenience as an external variable in TAM positively influences attitudes toward technology usage and antecedent factors to the sustainability of the intention to use (Chang, Yan, & Tseng, 2012).

This study seeks to explore determinants affecting the intention to use OFD because the OFD service industry is growing rapidly, yet there is limited research examining the aspects influencing the intention to use the GoFood application, especially in Jakarta. Some studies have used the Technology Acceptance Model (TAM) to measure the acceptance and use of online food delivery facilities. Therefore, this study uses TAM and expands it with the effects of attitude and desire that influence the intention to use online food delivery (Hasan, 2022).

This study aims to investigate the positive impact of Perceived Usefulness, Perceived Ease of Use, and Perceived Convenience on the attitude towards using online food delivery applications and to explore the influence of attitude on desire and the impact of desire on the intention to use such services by customers. The specific objectives of this research are to analyze the influence of each factor on user attitudes and desires. The benefits of this research include contributions to knowledge and academia in the field of marketing management, potentially becoming important literature for further research related to the Technology Acceptance Model (TAM), attitude, desire, and intention to use online food delivery. Additionally, the research results are expected to provide valuable insights for practitioners in marketing management, helping them understand the dimensions of TAM, attitude, and desire that influence the intention to use online food delivery applications in the context of everyday life.

Hypotheses

In TAM, Davis identified two primary cognitive responses predicting attitude: perceived usefulness and perceived ease of use (Davis, 1989). Perceived usefulness refers to the

perception of the utility and benefits of purchasing food through an application (Piroth, Ritter, & Rueger-Muck, 2020). Balakrishnan and Shuib define perceived usefulness as the extent to which individuals believe they can perform a specific task effectively and efficiently using a particular system/technology (Balakrishnan & Shuib, 2021). Some previous studies have stated a positive influence of perceived usefulness on attitude toward OFD services (Cho, Bonn, & Li, 2019). Therefore, the following hypothesis is proposed:

H1: Perceived Usefulness significantly influences the attitude of using online food delivery applications.

Perceived ease of use is a cognitive response that influences attitude, and it is defined as how an individual believes that using a particular system becomes free of effort (Davis, 1989). In OFD, the ease of placing orders, selecting food or restaurants, and tracking orders serves as a reference for perceived ease of use (Ray, Bala, Dhir, & Kaur, 2019). Attitude towards OFD services is influenced by perceived ease of use and other factors from previous studies (Troise, O'Driscoll, Tani, & Prisco, 2021). Based on this research, the following hypothesis is proposed:

H2: Perceived Ease of Use significantly influences the attitude of using online food delivery applications.

Previous studies have shown a positive relationship between perceived convenience and attitude toward using OFD services (Hasan, 2022). The concept of perceived convenience in the OFD service marketing area can be interpreted as the ease of obtaining food and having it delivered in a convenient time and place. In other research, attitude towards using OFD services is correlated with perceived convenience (Kim, 2016; Yeo et al., 2017). Therefore, it is important to test the relationship between perceived convenience and the intention to use OFD applications. Due to this, the current study proposes the following hypothesis:

H3: Perceived Convenience significantly influences the attitude of using online food delivery applications.

The concept of desire can be interpreted as a mental state where an individual is personally motivated to take action or achieve a goal, and it reflects the state of mind motivation where reasons for action are translated into motivation (Poon & Tung, 2022). Desire is a state where someone is enthusiastic about taking specific actions through internal stimuli (Perugini & Bagozzi, 2004). A study argues that attitude has a positive impact on online purchasing (Mosunmola, Omotayo, & Mayowa, 2018). The intention to perform a behavior is primarily motivated by the desire to engage in that behavior, and this desire is assumed to reflect the effect of attitude (Perugini & Bagozzi, 2001). Therefore, attitude is considered to influence desire in the use of online food delivery applications (Esposito, Bavel, Baranowski, & Duch-Brown, 2016). Thus, the following hypothesis can be developed:

H4: Attitude significantly influences the desire to use online food delivery applications.

Desire is considered crucial in the first step of human action and is argued to lead to the intention to perform a behavior (Poon & Tung, 2022). Desire, as a decision-making stimulus, occurs when an individual considers desires and becomes a driver of action (Perugini & Bagozzi, 2004). Therefore, the desire to follow an OFD facility will be a determinant aspect of an individual's intention to participate in OFD services. OFD users will be more open to continuing food delivery services when they believe it is safe to do so. Furthermore, this desire will influence the intention to use OFD services (Poon & Tung, 2022). Based on previous research on desire, the following hypothesis is derived:

H5: Desire significantly influences the intention to use online food delivery apps.

RESEARCH METHOD

This study elaborates on previous research by scholars such as Hasan (2022) and Poon and Tung (2022). The research method employed is quantitative, involving hypothesis testing based on data analysis, particularly testing independent variables (perceived usefulness, perceived ease of use, perceived convenience) against dependent variables (attitude, desire, and intention to use an online food delivery app). The research has a cross-sectional nature, with data collected within a predefined period. Primary data was gathered through a Google Form questionnaire distributed to respondents.

The measured variables include perceived usefulness, perceived ease of use, perceived convenience, attitude, desire, and intention to use an online food delivery app. A five-point Likert scale was used in the questionnaire to assess each item. Key references for this study include "Determinants of Intention to Use Foodpanda Mobile Application in Bangladesh" by Hasan and "The Rise of Online Food Delivery Culture during the COVID-19 Pandemic: An Analysis of Intention and its Associated Risks" by Poon and Tung. Primary data was directly collected from users of online food delivery apps with experience in installation, ordering, and food delivery at least three times in the last three months. Data collection was carried out through a Google Form questionnaire.

The study population consists of users of online food delivery apps with experience in installation, ordering, and food delivery at least three times in the last three months. The sample was selected using purposive sampling with a Google Form questionnaire. Structural Equation Modeling (SEM) was employed to measure research hypotheses, and a total of 210 respondents were sampled. Data testing involved validity and reliability tests. Validity tests included Convergent Validity and Discriminant Validity, while reliability tests were conducted using Composite Reliability.

The results of validity and reliability testing indicate that all variables, such as perceived usefulness, perceived ease of use, perceived convenience, attitude, desire, and intention to use an online food delivery app, are valid and reliable. Data analysis was performed using the Structural Equation Modeling (SEM) method with Partial Least Squares (PLS). The SEM PLS model was constructed after removing indicators that were not valid and reliable. Model testing involved multicollinearity testing and coefficients of determination (R-Square) for each model.

Multicollinearity testing showed no relationships among independent variables in the model. The coefficient of determination (R-Square) indicates the extent to which independent variables can explain dependent variables. The results indicate a reasonable level of explanation for micro-behavioral models. This study thoroughly details the research design steps, data collection, sample selection, validity and reliability testing, and the data analysis method used. All these steps support the research goal of examining relationships between predetermined variables.

RESULTS AND DISCUSSION

Description of Research Data

The data taken from this study is data from respondents who have filled out questionnaires and are users of *online food delivery* applications. The respondents had experience in app installs, orders, and food delivery and had also placed orders with *online food delivery* applications such as GrabFood, GoFood, and ShopeeFood three times in the last three months. The following is a table of data from respondents who use *online food delivery applications*:

Table 4. Online food delivery applications that are often used

| Aplikasi Online Food Delivery | Frequency (n) | Percentage (%) |
|-------------------------------|---------------|----------------|
| GoFood | 26 | 12.4% |

| | | |
|-------------------------------------|-----|-------|
| GoFood, GrabFood | 42 | 20.0% |
| GoFood, GrabFood, ShopeeFood | 57 | 27.1% |
| GoFood, ShopeeFood | 7 | 3.3% |
| GrabFood | 41 | 19.5% |
| GrabFood, ShopeeFood | 12 | 5.7% |
| ShopeeFood | 25 | 11.9% |
| Total | 210 | 100% |

Based on table 4 above, there were 41 respondents who used the GrabFood application (19.5%), 26 respondents who used the GoFood application (12.4%), 25 respondents who used the ShopeeFood application (11.9%), 42 respondents used two online food delivery applications, namely GoFood and GrabFood (20%), 12 respondents used the GrabFood and ShopeeFood applications (5.7%), 7 respondents used the GoFood and ShopeeFood applications (3.3%), and there were 57 respondents who used the three applications, namely GoFood, GrabFood, and ShopeeFood (27.1%).

Table 5. Respondent's Gender

| Gender | Frequency (n) | Percentage (%) |
|---------------|----------------------|-----------------------|
| Male | 66 | 31.4% |
| Female | 144 | 68.6% |
| Total | 210 | 100% |

Based on data from table 5 above, there were more female respondents, namely 144 respondents (68.6%), while male respondents were 66 respondents (31.4%)

Table 6. Respondent Age

| Age | Frequency (n) | Percentage (%) |
|-------------------|----------------------|-----------------------|
| 18-25 year | 158 | 75.2% |
| 25-45 year | 40 | 19.0% |
| 45-65 year | 12 | 5.7% |
| Total | 210 | 100% |

Based on table 6 above, it was found that most respondents aged 18-25 years, namely 158 respondents (75.2%), 40 respondents aged 26-45 years (19%), and 12 respondents aged 45-65 years (5.7%).

Table 7. Recent Education

| Education | Frequency (n) | Percentage (%) |
|-------------------|----------------------|-----------------------|
| SMP | 2 | 1.0 |
| SMA | 24 | 11.4 |
| S1 | 162 | 77.1 |
| S2 | 15 | 7.1 |
| Yang lain: | 7 | 3.3 |
| Total | 210 | 100% |

Based on table 7 above, it was found that some respondents had the last S1 education, namely as many as 162 respondents (77.1%), 24 respondents with the last high school education (11.4%), 15 respondents with the last S2 education (3.3%), 7 respondents with the last education (3.3%), and 2 respondents with the last education of junior high school (1%).

Descriptive Statistics

Descriptive analysis of this study was obtained from the average answers of respondents as follows.

Table 8. Descriptive Statistics Perceived Usefulness

| No | List of Statements | Mean | Std. Deviation |
|----|--|--------|----------------|
| 1 | Saya bisa memesan makanan lebih cepat menggunakan aplikasi <i>online food delivery</i> | 4.2095 | .91448 |
| 2 | Saya bisa memesan makanan lebih nyaman dengan menggunakan aplikasi <i>online food delivery</i> | 4.4476 | .65594 |
| 3 | Aplikasi <i>online food delivery</i> akan bermanfaat bagi saya | 4.5476 | .57883 |
| | Nilai rata-rata <i>Perceived Usefulness</i> | 4.4016 | .59512 |

Based on table 8 above, the mean value of *perceived usefulness* is 4.40. *Perceived usefulness* makes respondents feel that ordering with *online food delivery* applications becomes more useful and useful. Respondents can order food faster using *online food delivery* applications (4.2095). Respondents can order food more comfortably by using the *online food delivery* application (4.4476). Respondents felt an *online food delivery application* would be useful (4.5476).

Tabel 9. Descriptive Statistics Perceived Ease of Use

| No | List of Statements | Mean | Std. Deviation |
|----|---|--------|----------------|
| 1 | Aplikasi <i>online food delivery</i> mudah digunakan | 4.6524 | .50653 |
| 2 | Proses pemesanan melalui aplikasi <i>online food delivery</i> mudah bagi saya | 4.6762 | .53571 |
| 3 | Saya percaya bahwa aplikasi <i>online food delivery</i> lebih mudah di install pada telepon seluler | 4.7095 | .54149 |
| | Nilai rata-rata <i>Perceived Ease of Use</i> | 4.6794 | .44691 |

Based on table 9 above, the mean value of *perceived ease of use* is 4.68. Most respondents agree that *online food delivery* applications are easy to operate and use on mobile phones. Respondents found the *online food delivery* application easy to use (4.6524). The ordering process through the *online food delivery* application is easy for customers (4.6762). Respondents believe that *online food delivery* applications are easier to install on mobile phones (4.7095).

Tabel 10. Descriptive Statistics Perceived Convenience

| No | List of Statements | Mean | Std. Deviation |
|----|--|--------|----------------|
| 1 | Menggunakan aplikasi <i>online food delivery</i> akan nyaman bagi saya | 4.5619 | .57747 |
| 2 | Aplikasi <i>online food delivery</i> akan memungkinkan saya untuk memesan makanan kapan saja | 4.6667 | .53877 |
| 3 | Aplikasi <i>online food delivery</i> akan memungkinkan saya untuk memesan makanan dari mana saja | 4.5857 | .61464 |
| | Nilai rata-rata <i>Perceived Convenience</i> | 4.6048 | .52262 |

Based on table 10 above, the mean value of *perceived convenience* is 4.61. Some respondents agree that using *online food delivery* applications is convenient in everyday life.

But there are also some respondents who do not support this. Therefore, in *perceived convenience* there are varied answers. Respondents felt that using *an online food delivery application* would be convenient (4.5619). Respondents felt the *online food delivery app* would allow me to order food at any time (4.6667). Respondents felt an *online food delivery app* would allow me to order food from anywhere (4.5857).

Tabel 11. Descriptive Statistics Attitude

| No | List of Statements | Mean | Std. Deviation |
|----|--|--------|----------------|
| 1 | Pembelian makanan menggunakan <i>online food delivery</i> itu bijaksana | 4.1905 | .83689 |
| 2 | Pembelian makanan menggunakan <i>online food delivery</i> itu baik | 4.3095 | .70839 |
| 3 | Pembelian makanan menggunakan <i>online food delivery</i> itu masuk akal | 4.3524 | .71860 |
| 4 | Pembelian makanan menggunakan <i>online food delivery</i> itu bermanfaat | 4.4429 | .67708 |
| | Nilai rata-rata <i>Attitude</i> | 4.3238 | .64233 |

Based on table 11 above, the mean value of *attitude* is 4.32. Therefore, most respondents attitude and behavior of food purchases using *online food delivery* are good. Respondents felt that purchasing food using *online food delivery* was wise (4.1905). Respondents felt that purchasing food using *online food delivery* was good (4,3095). Respondents felt that purchasing food using *online food delivery* was reasonable (4.3524). Respondents found purchasing food using *online food delivery* useful (4.4429).

Tabel 12. Descriptive Statistics Desire

| No | List of Statements | Mean | Std. Deviation |
|----|--|--------|----------------|
| 1 | Jika saya ingin makan, saya ingin memesan melalui aplikasi pengiriman makanan | 4.3095 | .81517 |
| 2 | Saya ingin menggunakan aplikasi pengiriman makanan dalam waktu dekat | 4.3667 | .76015 |
| 3 | Keinginan saya untuk menggunakan aplikasi pengiriman makanan dalam waktu dekat sangat lemah (1) dan sangat kuat (5) | 4.2333 | .94227 |
| 4 | Jika saya dapat menggunakan aplikasi pengiriman makanan dalam waktu dekat, saya tidak akan melewatkan kesempatan itu | 4.3238 | .87491 |
| | Nilai rata-rata <i>Desire</i> | 4.3083 | .70235 |

Based on table 12 above, the mean value of *desire* is 4.31. The respondent agreed that he had a desire in ordering through a food delivery app. Respondents felt if I wanted to eat, I wanted to order through a food delivery app (4.3095). Respondents want to use food delivery apps in the near future (4.3667). Respondents' desire to use food delivery apps in the near future is very weak (1) and very strong (5) (4.2333). If the respondent can use a food delivery app in the near future, he or she will not miss that opportunity (4.3238).

Table 13. Descriptive Statistics Intention to Use Online Food Delivery App

| No | List of Statements | Mean | Std. Deviation |
|--|--|--------|----------------|
| 1 | Saya berniat untuk terus menggunakan aplikasi <i>online food delivery</i> di masa mendatang | 4.5286 | .61219 |
| 2 | Saya akan selalu mencoba menggunakan aplikasi <i>online food delivery</i> dalam kehidupan sehari-hari saya | 4.2714 | .91643 |
| 3 | Saya berencana untuk terus sering menggunakan aplikasi <i>online food delivery</i> | 4.2381 | .98820 |
| 4 | Saya memutuskan untuk menggunakan aplikasi <i>online food delivery</i> untuk membeli makanan selanjutnya | 4.2143 | .88948 |
| Nilai rata-rata <i>Intention to Use of Food Delivery App</i> | | 4.3131 | .73807 |

Based on table 13 above, the mean value of *Intention to Use of Food Delivery App* is 4.31. Respondents agreed to intend to use *the online food delivery* application continuously in daily life. Respondents intend to continue using *online food delivery* applications in the future (4.5286). Respondents will always try to use *online food delivery* applications in their daily lives (4.2714). Respondents plan to continue using *online food delivery* applications frequently (4.2381). Respondents decided to use *an online food delivery* application to buy their next meal (4.2143).

Data Analysis

The results of processing for research hypothesis tests can be shown in table 14

Table 14. Research Hypothesis Testing

| Hypothesis | | Coefficient | T _{statistik} | P-value | Decision |
|----------------|---|-------------|------------------------|--------------|--------------------------|
| H ₁ | <i>Perceived Usefulness</i> memiliki pengaruh signifikan terhadap <i>attitude</i> menggunakan aplikasi <i>online food delivery</i> | 0,503 | 6,596 | 0,000 | Hipotesis didukung |
| H ₂ | <i>Perceived Ease of Use</i> memiliki pengaruh signifikan terhadap <i>attitude</i> menggunakan aplikasi <i>online food delivery</i> | 0,314 | 2,980 | 0,001 | Hipotesis didukung |
| H ₃ | <i>Perceived Convenience</i> memiliki pengaruh signifikan terhadap <i>attitude</i> menggunakan aplikasi <i>online food delivery</i> | -0.054 | 0.421 | 0.337 | Hipotesis tidak didukung |
| H ₄ | <i>Attitude</i> memiliki pengaruh signifikan terhadap <i>desire</i> untuk menggunakan aplikasi <i>online food delivery</i> | 0,722 | 17,574 | 0,000 | Hipotesis didukung |
| H ₅ | <i>Desire</i> memiliki pengaruh signifikan terhadap <i>intention to use online food delivery app</i> | 0,781 | 22,972 | 0,000 | Hipotesis didukung |

Hypothesis 1:

Hypothesis 1 aims to test whether Perceived Usefulness significantly influences the attitude towards using an online food delivery application. The processing results show an estimated coefficient value of 0.503, meaning that an increase in Perceived Usefulness will enhance the attitude towards using an online food delivery application, and conversely, a decrease in Perceived Usefulness will decrease the attitude towards using an online food delivery application. The t-statistic value of 6.596 produces a p-value of $0.000 < 0.05$, indicating that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. Therefore, it is proven that Perceived Usefulness significantly and positively influences the attitude towards using an online food delivery application.

Hypothesis 2:

Hypothesis 2 is conducted to examine whether Perceived Ease of Use significantly influences the attitude towards using an online food delivery application. The processing results show an estimated coefficient value of 0.503, indicating that an increase in Perceived Ease of Use will enhance the attitude towards using an online food delivery application, and conversely, a decrease in Perceived Ease of Use will decrease the attitude towards using an online food delivery application. The t-statistic value of 2.980 produces a p-value of $0.001 < 0.05$, indicating that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. Therefore, it is proven that Perceived Ease of Use significantly and positively influences the attitude towards using an online food delivery application.

Hypothesis 3:

Hypothesis 3 is conducted to examine whether Perceived Convenience significantly influences the attitude towards using an online food delivery application. The processing results show an estimated coefficient value of -0.054, indicating that Perceived Convenience does not significantly influence the attitude towards using an online food delivery application. The t-statistic value of -0.421 produces a p-value of $0.337 > 0.05$, indicating that the null hypothesis (H_0) is accepted. Therefore, it is not proven that Perceived Convenience significantly influences the attitude towards using an online food delivery application.

Hypothesis 4:

Hypothesis 4 is conducted to examine whether Attitude significantly influences the desire to use an online food delivery application. The processing results show an estimated coefficient value of 0.722, indicating that an increase in attitude will enhance the desire to use an online food delivery application, and conversely, a decrease in attitude will decrease the desire to use an online food delivery application. The t-statistic value of 17.574 produces a p-value of $0.000 < 0.05$, indicating that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. Therefore, it is proven that attitude significantly and positively influences the desire to use an online food delivery application.

Hypothesis 5:

Hypothesis 5 is conducted to examine whether desire significantly influences the intention to use an online food delivery app. The processing results show an estimated coefficient value of 0.781, indicating that an increase in desire will enhance the intention to use an online food delivery app, and conversely, a decrease in desire will decrease the intention to use an online food delivery app. The t-statistic value of 22.972 produces a p-value of $0.000 < 0.05$, indicating that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. Therefore, it is proven that desire significantly and positively influences the intention to use an online food delivery app.

Discussion of Research Results

Hypothesis 1: Perceived Usefulness significantly influences the attitude towards using an online food delivery application

The results of hypothesis testing show that Hypothesis 1 is accepted, meaning that perceived usefulness significantly influences the attitude towards using an online food delivery application. This implies that the higher the perceived usefulness of an OFD application, the higher the attitude. Consumers find ordering food online reasonable because it allows them to order food more quickly and conveniently. This aligns with previous studies by Hasan et al. (2022) and Troise et al. (2021), stating that perceived usefulness has a positive impact on attitude (Hasan, 2022; Troise et al., 2021). Another study by Jun et al. (2022) found that perceived usefulness is a strong predictor of attitude toward OFD services compared to other factors, consistent with this research, indicating that customers are more likely to use online food delivery services if they perceive them as useful (Jun, Yoon, Lee, & Lee, 2022).

Hypothesis 2: Perceived Ease of Use significantly influences the attitude towards using an online food delivery application

The results of hypothesis testing show that Hypothesis 2 is accepted, meaning that perceived ease of use significantly influences the attitude towards using an online food delivery application. This implies that the higher the perceived ease of use of an OFD application, the higher the attitude. Consumers find the online food delivery application easy to use, making it beneficial for them. They also find the ordering process easy, contributing to a positive attitude towards the application. This aligns with the study by Chang et al., where perceived ease of use positively influences attitude toward mobile technology use (Chang et al., 2012). Previous research has also found that perceived ease of use significantly influences the attitude toward food delivery. Consumer attitudes improve when technology is perceived as user-friendly, emphasizing that easy-to-use applications are preferred and more likely to be adopted (Madinga, Blanckensee, Longhurst, & Bundwini, 2023).

Hypothesis 3: Perceived Convenience significantly influences the attitude towards using an online food delivery application

The results of hypothesis testing show that Hypothesis 3 is rejected, meaning that perceived convenience does not significantly influence the attitude towards using an online food delivery application. One study suggests that customer convenience in online shopping may not necessarily affect their attitude toward it. Perceived convenience is not a primary factor for consumers in using technology. The respondents in this study, predominantly aged 18-25, are accustomed to using technology, making it practical for them without paying much attention to perceived convenience. Therefore, their attitude is not influenced by perceived convenience but rather by the quick adoption of technological advancements. Consumers may prioritize other factors offered, such as ease of use, benefits, or promotions provided by the company (Jonathan & Soelasih, 2022; Novitasari & Cuandra, 2023). Another study speculates that Go-Food users in Indonesia may not consider convenience in using the application, and other factors, such as affordable pricing, cost savings, and benefits, play a more significant role in consumer decisions (Prabowo & Nugroho, 2019). This contrasts with some studies where convenience was found to be a significant predictor of attitude in food delivery applications and online purchasing behavior (Madinga et al., 2023; Sumi & Ahmed, 2022). However, it aligns with a study stating that perceived convenience in online grocery shopping does not significantly affect the attitude (Ligaraba, Nyagadza, Dörfling, & Zulu, 2023). A study by Yoon et al. (2007) also showed that perceived convenience has no positive impact on wireless technology usage behavior (Yoon & Kim, 2007).

Hypothesis 4: Attitude significantly influences the desire to use an online food delivery application

The results of hypothesis testing show that Hypothesis 4 is accepted, meaning that attitude significantly influences the desire to use an online food delivery application. This implies that the higher the attitude towards an OFD application, the higher the desire.

Consumers perceive ordering food through online food delivery as beneficial because if they want to eat, they prefer to order through the application. The purchase of food through online food delivery makes sense to them because when consumers can use the application soon, they will not miss that opportunity. The study by Poon et al. (2022) is consistent with this research, where attitude positively influences a person's desire. Addressing and handling specific concerns among OFD users can lead to an increase in desire, which can then influence the intention to use OFD services (Poon & Tung, 2022). This also aligns with the findings of a study by Perugini et al. (Perugini & Bagozzi, 2001).

Hypothesis 5: Desire significantly influences the intention to use an online food delivery app

The results of hypothesis testing show that Hypothesis 5 is accepted, meaning that desire significantly influences the intention to use an online food delivery app. This implies that the higher the desire for an OFD application, the higher the intention to use the online food delivery app. When consumers want to eat, they prefer to order through online food delivery; thus, consumers will always try to use the online food delivery application in their daily lives. If consumers' desire to use a food delivery app in the near future is strong, they will decide to use the online food delivery app to order food next. This research aligns with several studies where desire influences the intention to use OFD services. OFD operators must consider the right actions to ensure consumers' experiences and emotions remain positive, as this can affect consumer desire, which, in turn, can affect their intention. These findings provide insights into understanding consumer intention to use OFD services, considerations that OFD operators should take into account in decision-making (Perugini & Bagozzi, 2004; Poon & Tung, 2022).

CONCLUSION

Based on the results of the study, there is a positive and significant influence between perceived usefulness and perceived ease of use on attitude, implying that increasing the perception of usability and ease of use of online food delivery (OFD) applications will increase user attitudes towards these services. However, there was no positive and significant influence between perceived convenience and attitude, suggesting that respondents' attitudes were not entirely influenced by convenience, perhaps because consumers paid more attention to other factors such as ease of use and benefits. In addition, there is a positive and significant influence between attitudes towards desire, which means that the more positive a person's attitude towards OFD services, the greater their desire to use them. Furthermore, there is a positive and significant influence between desire on intention to use online food delivery app, showing that the greater the desire of users, the greater their intention to use OFD application.

The implication of this study is that OFD service companies can increase delivery speeds by increasing the number of drivers to meet the needs of consumers who want faster service. In addition, the development of video tutorials can help improve the perception of ease of use of OFD applications. Limitations of this study include a focus on a sample of OFD service users in Indonesia that may be too common, as well as restrictions on TAM variables (perceived usefulness, perceived ease of use, perceived convenience).

Suggestions for future research involve increasing sample diversity, specifically taking older users into account, and adding variables such as electronic trust and electronic loyalty to understand customer behavior in the context of OFD services more comprehensively. The results of this research are expected to support the development of better and sustainable OFD services.

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