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Article

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Key Factors Influencing Customer Satisfaction and Intention to Reuse Food Ordering Apps

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Abstract: This empirical study aims to identify and evaluate the crucial factors that influence customer satisfaction and their intention to reuse a food ordering app (FOA) in Ho Chi Minh City (HCMC), Vietnam. A data sample of 413 observations from customers who used the FOA was used to test hypotheses using a quantitative technique and a structural linear model. The results indicated that among the four key factors, performance expectancy, price value, and online reviews had direct and indirect effects on customers' continued intention to use the FOA. By contrast, hedonic motivation only had an indirect effect. Satisfaction level was the mediating factor that affected customers' continuance intention. This study provided insights into the online service and how the key factors affected customers' satisfaction level towards the intention to reuse the FOA. When the management of the online providing service improves the key factors – performance expectancy, hedonic motivation, price value, and online reviews – they will improve the level of satisfaction towards the intention to reuse the FOA of customers in HCMC. The management of food companies should refer to this research model for restructuring and improving their business to satisfy the needs and wants of their target customers in the competitive market.

Keywords: food ordering app; performance expectancy; hedonic motivation; price value; continuance intention; online review.

Introduction

Vietnam currently participates in several international organisations (Vuong & Rajagopal, 2020). In today's world, it is crucial to prioritize the aspects of sustainable development (Vuong & Bui, 2023). Therefore, during this era of global integration, enterprises should restructure their management processes and business procedures to survive and adapt to the current market. Moreover, Vietnamese enterprises should work on improving their brand image by emphasizing their commitment to sustainable development, their adaptation to global integration, and their contribution to the local economy and community.

Food delivery services on mobile apps in Vietnam are growing but still small compared with the market in the wider region and the world (Hoang & Lam, 2020). When applying mobile apps in this type of enterprise, one must also consider improving support for customers' satisfaction and intention to use products/services. Moreover, through the rapid development of technology, some mobile apps have become an indispensable part of people's daily life (Malaquias & Hwang, 2019). Mobile apps are programmes that can be downloaded and installed on devices such as iPads, tablets, and smart phones. The

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development of technology has had an impact on people's lives, hobbies, rituals, and routines. Business organisations can now deliver information to users more conveniently and effectively than ever before thanks to the rapid uptake of smartphones and high-speed network services. Users are able to access a variety of information services beyond the confines of time and space (Lee et al., 2019). Mobile food ordering apps (FOAs) are some of the most creative innovations in the restaurant industry and have resulted from the increased use of smartphones (Cho et al., 2019). Smartphones support customers' convenience when buying goods and services. The FOA is a new tool for restaurants and food vendors that provides a convenient method for consumers to select a restaurant and food through an online mobile portal.

In Vietnam, food delivery services on mobile apps are growing but still limited compared with regional and global markets (Hoang & Lam, 2020). The business of delivering meals from restaurants and shops to consumers has changed from phone ordering systems and takeout counters to websites and mobile apps (Kang & Namkung, 2019). As a result, FOAs represent an excellent opportunity for use in business activities. Recently, academics have focused their attention on people's desire to continue using technology-based services (Hoang & Lam, 2020). A need exists to study and widen the theory of consumer behaviour to FOAs as well as to contribute to their practice. Research on mobile apps and FOAs has addressed many dimensions related to customer intention and initial adoption (Nguyen et al., 2019).

The present study's primary goal was to assist Vietnamese food delivery services in understanding their clients' intention to continue using FOAs and to develop tactics to encourage this behaviour. Performance expectancy (PE), hedonic motivation (HM), and price value (PV) are three criteria that the second iteration of the unified theory of acceptance and use of technology (UTAUT2) model uses, and they have an immediate impact on the intention to continue a behaviour (Venkatesh et al., 2012). After evaluating several past studies on the UTAUT2, we developed a new research model by adding the construct of online reviews (OR). Moreover, we used the expectation validation model (Bhattacherjee, 2001; ECM) to develop the relationship between satisfaction and the intention to continue using FOAs for customers. A need exists to widen and improve the application of technology in relation to consumer behaviour, which is an effective channel for supporting customer satisfaction. Afterwards, a comprehensive introduction is provided to the applied aspects of decision science, which are contextualized within the habit of customers using FOAs on mobile devices.

Users can choose from among many forms of payment, such as cash and e-wallets. The advantages of food delivery services have grown along with the demand for them (Hoang & Lam, 2020). Time has been saved and the culinary tastes of many consumers, particularly those who reside in large cities, have been met thanks to the ease of services and the number of meals available on a range of apps. Due to the widespread use of smartphones and their simplicity of use, customers can order and receive meals at home with just a few clicks. FOAs are downloaded and used as a creative and practical method for dining out, checking menus, ordering food, and paying without having to engage with wait staff in person (Okumus & Anil, 2014; Wang et al., 2019). In addition, Apps for ordering food online have a range of cutting-edge features that help customers and companies to overcome various challenges, including lengthy wait times, traffic, misunderstandings, delayed deliveries, and unsatisfactory customer service.

The popularity of interactive technologies has changed consumers' willingness to participate in a variety of commercial activities, including information gathering, alternative analysis, offer evaluation, and purchasing. OR forms are also considered a vital tool that has an effect on consumption decisions. This is because customers often revisit

information sources in OR (Filieri, 2015). Additionally, this study focused on is how these applications affect customers' satisfaction level (SL) and intention to reuse products. Based on the findings of this research, management recommendations were developed for enhancing service quality, boosting competition, and encouraging customers to use the service in the future.

Literature review

The technology acceptance model (TAM) by Davis (1989) was expanded into the unified theory of acceptance and use of technology (UTAUT) by Venkatesh et al. (2003) because the TAM lacked a variety of elements for describing a user's purpose. There are four variables in the UTAUT that have been demonstrated to be direct antecedents of behavioural intention and conduct, namely effort expectancy, PE, social influence, and facilitating conditions. Additionally, the UTAUT was tested and proven to be superior to other models (Zhang et al., 2010). According to research by Venkatesh and Zhang (2010), the UTAUT can explain 70% of situations where there is an intention to use technology and 50% of situations where technology is used. Moreover, various studies have demonstrated that in different market contexts and different products/services, the influencing factors and influence levels are also different when using the UTAUT2 model; on this topic, food delivery services on smartphones in Vietnam represent a specific context for in-depth research (Hoang & Lam, 2020). Numerous factors influence customers' purchasing decisions in general. It is crucial for marketers to maintain consistency in product/service quality to satisfy current consumers. Additionally, they should invest effort to attract new customers by enhancing products' features and advantages. Based on customer behaviour and technology, especially technologies for providing online services, a need exists to apply new technologies in business to satisfy the needs and wants of customers in this era.

Venkatesh et al. (2012) stated that the UTAUT model is only suitable for studies related to organisations, and that it is not suitable for explaining users' behaviours; therefore, they developed the UTAUT2 to study the acceptance and use of electronic technology. To confirm the predictors of customer purchase intention and point of view acceptance, the authors created the UTAUT2 model as a supplemental method to the original model. The UTAUT2 proposes three other factors, namely HM, PV, and habit. The UTAUT2 model can explain 56–74% of user intent and 40–72% of technology usage behaviour (Venkatesh et al., 2012). Reviewing the majority of theories and models used in this line of research reveals the significance of the UTAUT2 from the standpoint of the consumer (Rana et al., 2016). Additionally, the UTAUT2 has been used in previous studies on FOAs; for example, Lee et al. (2019) added the new dimension of information quality to the UTAUT2 when studying the determinants of continuous intention to use FOAs. Furthermore, according to Tamilmani et al. (2019), HM is the newly introduced construct of the UTAUT2 that has been the most frequently used, appearing in 58% of models. The majority of HM studies have concentrated on users' intrinsic motivation, which is derived from consumers' desire to enjoy or enjoy using technology. Moreover, the UTAUT2 was combined with the extended TAM (ETAM) for research on continuance intention (CI) towards crowdsourced game apps.

Expectation-confirmation theory (ECT) incorporates the ECM, which was first proposed by Bhattacherjee (2001) and Oliver (1980). ECT considers a variety of factors, including perceived utility, expectations, confirmation, and satisfaction, to determine whether information systems will be used indefinitely. Moreover, the ECM can be incorporated by studies to explore the continued usage intention towards technologies. For example, it

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was combined with the UTAUT2 to measure satisfaction and intention to continue using mobile apps by Tam et al. (2020).

The key factors that affect customer satisfaction and the intention to reuse

With the advancement of mobile phone technology and laptops, it is now simple to receive food delivery services using a smartphone or laptop. FOAs are provided by companies that offer food delivery through mobile devices, laptops, or desktops. Although FOAs are a widely used approach that the restaurant industry has adopted globally, academic interest in evaluating FOA-related concerns is still in its early phases (Okumus & Anil, 2014; Wang et al., 2019). To identify the key predictors of customers' intention to continue using online food ordering systems (Yeo et al., 2017), a study constructed their model using the extended model of IT continuance and the contingency framework. The findings revealed that customers are more likely to adopt more positive attitudes and be willing to continue using these applications as long as they believe that using such services is enjoyable and fun.

Customers' attitudes toward FOAs have been considered by several researchers around the world. In an empirical study in China, Cho et al. (2019) found that the perceived value and customers' attitudes toward FOAs are significantly influenced by the degree of trust, design, and product veracity. Furthermore, they found that single- and multi-person families have different perceptions of these apps.

Alagoz and Hekimoglu (2012) demonstrated that factors such as usefulness, innovativeness, and trust influence customers' attitudes towards FOAs. A significant contribution of the study was that it confirmed the importance of the attitudes dimension of consumers in e-commerce transactions. Attitudes not only positively affect perceived usefulness and the intention to continue using them but also positively affect consumers' trust when shopping online.

Moreover, online businesses need to focus on improving customer experience. When customers have positive experiences with their products or services, there is a high chance that they will return to purchase and become loyal supporters of the business. Customers' routine behaviour could play a significant role in determining their intention to reuse and their behaviour towards FOAs. Examples include ordering food from restaurants or using smartphones and related apps (Choi, 2020; Kang & Namkung, 2019; Lee et al., 2019; Tam et al., 2020). Choi (2020) and Tam, Santos and Oliveira (2020) have demonstrated that customer satisfaction impacts the intention to continue using FOAs. Today, customers' experiences are increasingly attached to their smartphones, and they are forming the habit of using them every day to shop. Customers habit of using FOAs on mobile devices is strong enough to positively affect their intention to reuse such apps in the future.

In addition, the role of online business is becoming increasingly popular. One of the benefits of the Internet is access to huge amounts of data and information. Therefore, the screening of accurate and reliable information to make purchasing decisions is influenced by many factors, where consumers trust products and services more if they are recommended by friends and relatives. surname. Moreover, people in the community have a large influence on the shopping behaviour of consumers. Therefore, a need exists for practitioners and researchers to explore customer behaviour in online shopping. More research is required to identify the critical components that will assist in the successful implementation of FOAs. Furthermore, FOAs have generally only been discovered or addressed at the app-acceptance level in Vietnam (Nguyen et al., 2019). A favourable condition for the application of technology for customers' online food orders is the level of readiness of technologies or technical support of enterprises for the use of such online

services. Therefore, it is necessary to study how such apps might impact customer perception and satisfaction in Vietnam.

Performance expectancy (PE)

The degree to which a person believes that using a specific system would improve their ability to perform their job is known as their 'performance expectancy'. The TAM (Davis, 1989), UTAUT (Venkatesh et al., 2003), and UTAUT2 (Venkatesh et al., 2012) all allude to the idea of perceived utility. The performance expectation used in this study was the benefit that consumers obtain from using a mobile meal ordering app. Performance expectations are a key indicator of a user's propensity to accept new technologies. Users' perceptions of the higher utility of FOAs and their increased intent to continue using them are directly tied to this study (Choi, 2020; Kang & Namkung, 2019; Lee et al., 2019; Tam et al., 2020). Moreover, performance expectations are thought to have the largest impact on user acceptance. Yeo, Goh and Rezaei (2017) found that usefulness, another element that influences performance expectations, has a significant impact on a customers' inclination to use online meal delivery services. According to research on mobile technology, consumers will use it as long as they believe it to be efficient and beneficial (Cheng & Huang, 2013). Consumers only use mobile services when they find them to be beneficial for their transactions. An individual is more likely to accept an application if they believe it to be simple to use. If users discover that the service provider provides them with convenience, this will improve their confidence in the system as it is uncomplicated, simple to use, and simple to control.

According to Wu and Tian (2021), a considerable correlation exists between performance expectations and how satisfied employees are with their use of enterprise social networks. It seems that an individual will act in a certain way based on their performance expectations of a certain outcome or the attractiveness of that outcome. Additionally, performance expectations have a large impact on whether consumers are satisfied with their decision to keep using mobile technology (Tam et al., 2020). As a result, the degree of customers' satisfaction is evaluated in relation to how the product's outcomes stack up against their expectations.

Additionally, the amount of customer satisfaction and the level of intention to continue using mobile technology will improve in direct proportion to how well the product or service performs in comparison to performance expectations. PE is a crucial predictor that influences consumers' satisfaction and their decision to continue using mobile commerce. The ease of use of an FOA has a large impact on customers' intentions to keep using it; thus, the app must be continually improved. The ECM further asserts that performance expectations have a substantial impact on users' happiness with their intention to continue using mobile technology (Yuan et al., 2016). As a result, PE is regarded as a key factor in the UTAUT2, and the ECM has a favourable impact on consumers' intention to continue using it and their contentment. Therefore, this study proposed the following hypotheses:
H1: A significant relationship exists between PE and SL towards the continuous use of FOAs.
H2: A significant relationship exists between PE and CI for using FOAs.

Hedonic motivation (HM)

Technology-related comfort, pleasure, and happiness are referred to as hedonistic motivations (Davis et al., 1992). HM, which is defined as the pleasure one gets from using technology, has been demonstrated to be a critical driver of technology adoption and utilisation. HM is therefore a driver of customer happiness and requires development to

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encourage consumers to purchase goods or services. At any moment in a person's life, different demands may arise. Certain bodily requirements, such as hunger, thirst, and exhaustion, are innate in nature and result from physiological stress levels in the body. These needs and wants of customers form the motivation for them to buy products or services that are suitable for their requirements.

Research on information system applications demonstrated that the acceptability of technology use is directly influenced by enjoyment (Thong et al., 2006). The customer's motivations for technology applications based on an FOA are comfort, joy, and happiness. According to Brown and Venkatesh (2005), in consumer services, HM is a crucial determinant of technology adoption. Additionally, FOAs and other apps are viewed as modern and innovative (Yeo et al., 2017), which will influence users' pleasure and enjoyment of new apps (Okumus et al., 2018; Yeo et al., 2017). Yeo, Goh and Rezaei (2017) first discussed the importance of HM in influencing how customers view the utility and convenience of online meal delivery services. Okumus and Anil (2014) suggested that customers' readiness to embrace FOAs is influenced by their perception of satisfaction. Therefore, they should assist customers in feeling satisfaction in their daily lives. HM is defined by how much an FOA makes a person perceive pleasure. The degree of anxiety or concern decreases as HM increases. According to Hsiao, Chang and Tang (2016), a strong correlation exists between users' contentment and enjoyment of social mobile apps. Hence, this study proposed the following hypotheses:
H3: A significant relationship exists between HM and SL towards the continuous use of FOA.
H4: A significant relationship exists between HM and CI for using FOAs.

Price value (PV)

According to Venkatesh. Morris, Davis and Davis (2003), PV is a crucial component that distinguishes the UTAUT2 from the UTAUT and makes the UTAUT2 model viable for use in predicting customer behaviour. PV is believed to be based on the financial indicators of using new goods or services. When customers understand that the advantages they receive outweigh the price they must pay, PV has a favourable impact on their buying process.

Additionally, customers seem to compare the benefits of using a new system with the financial cost (Alalwan et al., 2017; Venkatesh et al., 2012). Customers have a tendency to compare the cost of ordering food with the traditional means when using an FOA. Additionally, according to Venkatesh, Thong and Xu (2012), PV is another crucial aspect influencing a customer's decision to continue using mobile Internet services. Therefore, it is accurate to state that customers' attitudes and trust would be favourably impacted by perceived affordable prices when they purchase meals online. In this regard, Oyedele, Saldivar, Hernandez and Goenner (2018) found that PV is linked to the concept of economic value and plays a crucial role in determining whether a client would use a product or service. Moreover, Iyer, Davari and Mukherjee (2018) reported that the role of perceived value influences customer satisfaction based on retailing apps. Thus, this study proposed the following hypotheses:
H5: A significant relationship exists between PV and SL towards the continuous use of FOAs.
H6: A significant relationship exists between PV and CI for using FOAs.

Online reviews (OR)

Customers can concurrently add value through FOAs' interactivity by leaving comments in OR and rating boxes (See-To & Ho, 2014). OR are an interactive feature of FOAs that

enables customers to provide feedback on restaurants and to share their perceptions with other platform users. Over time, buyers have come to value and regard these evaluations as reliable information sources when making purchases or comparing options (Filieri, 2015). Thus, they improve the features that facilitate the ease of ordering and payment operations on the app. These features reduce the costs to customers in terms of time, effort, energy, and money, thereby increasing their positive attitudes towards using the FOA.

OR also assist clients of online platforms as they are a type of word-of-mouth advertising (Filieri, 2015). A positive component that influences customers' satisfaction is service quality, which thus needs to be improved. Customers who perceive a high quality of services will be satisfied with the services provided by enterprises. Therefore, based on the aforementioned synthesis analysis, this study proposed the following hypotheses:
H7: A significant relationship exists between OR and SL towards the continuous use of FOAs.
H8: A significant relationship exists between OR and CI for using FOAs.

The customer satisfaction level

Satisfaction, according to the ECM, is described as a combination of sentiments when individual past emotions are combined with externally unmet expectations (Oliver, 1980). In an African environment, Franque, Oliveira and Tam (2021) discovered that satisfaction had an influence on the intention to continue using mobile payments. Accordingly, satisfaction is a general, emotion-based assessment of an information system. According to this concept, consumers will be content if they believe that a service performs better than they had anticipated, which would encourage them to continue using an FOA (Yuan et al., 2016). The degree of consumer knowledge of quality and service consciousness is known as the SL. Consumers wish to buy things from a place where they can obtain high-quality goods, receive superior individual services, and experience a hassle-free setting.

According to Cyr et al. (2005), post-purchase evaluation and comparison determine one's SL, which may have an impact on future purchase intentions. In addition, pleased customers will have higher repurchase intentions than dissatisfied ones since they are more inclined to use services and are frequently quicker to suggest the product or service to others (Zeithaml et al., 1996; Rose et al., 2012). Additionally, clients who are pleased with e-retailer apps are more inclined to make additional purchases through that channel (Chen et al., 2013). According to Gao, Waechter and Bai (2015), a user's propensity to continue making mobile purchases is significantly influenced by their degree of satisfaction. Wang, Tseng, Wang, Shih and Chan (2019) demonstrated that contentment had a significant influence on users' intentions to continue using mobile food service apps in Taiwan. Consumer satisfaction was thus employed in the present study since it overcomes the aforementioned limitations, aiding in comprehending the idea of online customer intention to use products/services and resulting in customer satisfaction.

Furthermore, this study incorporated theories and synthesis analyses, such as the contingency framework and the extended model of IT continuance, to validate the primary elements impacting customers' perception, intention to use products/services, and actual behaviour when using online food ordering systems (Yeo et al., 2017); mobile app attributes (Kapoor & Vij, 2018); the TAM (Alagoz & Hekimoglu, 2012; Kang & Namkung, 2019; Nguyen et al., 2019; Okumus & Ani, 2014); the ETAM (Choi, 2020); quality attributes (Cho et al., 2019); the UTAUT (Okumus et al., 2018), and the IS success model (Wang et al., 2019). An analysis of the theories and models used in earlier research revealed the significance of considering the viewpoint of the client while developing theories (Rana et al., 2016; Venkatesh et al., 2012). Based on the synthesised information discussed above,

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customer satisfaction is the result of experiences throughout the online buying process, including need and want recognition, information search, evaluation of alternatives, purchasing decision, and behaviour after shopping and consuming. Thus, it covers all of the reactions that a buyer might exhibit as well as the different stages in the buying process. Therefore, when an enterprise uses an online app to enable customers to purchase their goods and services, the satisfaction level (SL) of the customers should increase and they would return to buy products or services again. Therefore, the following hypothesis was developed:
H9: SL positively affects CI for using FOAs.

Based on the review of Venkatesh et al. (2012) and the problem to be solved and in this study, the conceptual framework in Figure 1 was developed:

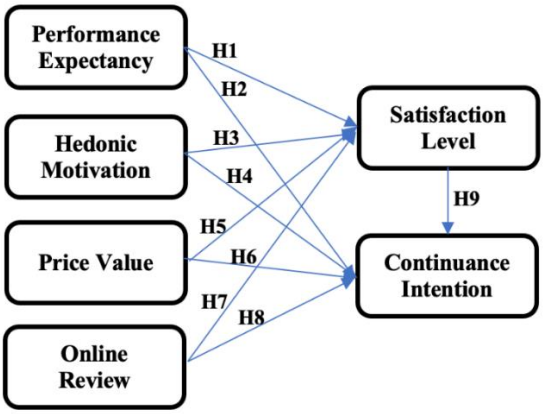

Figure 1. The conceptual framework for this study
Source: own processing

Research methodology

This research examined the following five key factors: performance expectancy (PE), hedonic motivation (HM), price value (PV), online reviews (OR), satisfaction level (SL), and continuance intention (CI). To measure these key factors, we used 18 measurement items adopted and adapted from previous related studies. We also consulted with experts to adapt and translate the language to be more appropriate for the Vietnamese culture and language to help respondents understand and respond to the survey.

Additionally, we created a system of questionnaires and gathered five specialists to debate them in depth. The items were measured using 5-point Likert scales ranging from 'strongly disagree' to 'strongly agree'. A total of 45 users were personally interviewed as part of a pilot test to determine whether the questionnaire was appropriate and, if not, to modify the scale of measurement. The online survey was then made available online via Facebook, email, and other data samples. We also collected the data directly through a survey. Most of the reliable statistics were gathered in the most populated city in Vietnam, namely Ho Chi Minh City (HCMC).

The measurement dimensions are listed as follows: PE was measured using three items, namely PE1, PE2, and PE3, which were adapted from Venkatesh et al. (2012); HM was measured using three items, namely HM1, HM2, and HM3, which were adapted from Venkatesh et al. (2012); OR was measured using three items, namely OR1, OR2, and OR3, which were adapted from Filieri (2015); SL was measured using three items, namely SV1, SV2, and SV3, which were adapted from Wang et al. (2019); CI was measured using three items, namely CI1, CI2, and CI3. The observed variables were chosen for the survey to test the research framework of the study. From October 27th to December 31st, 2020, a total

of 524 questionnaires were distributed to respondents in Vietnam for the purpose of gathering data. However, only 413 acceptable responses were used for data analysis after careful screening to remove low-quality surveys, missing information, or neglected responses (Table 1). For structural equation models, we calculated an effective and sufficient sample size using an online a priori sample size calculator. The results indicated that 236 responses were required as the lowest sample size to detect an effect, and that 200 responses were required as the lowest sample size for the model structure. This was based on an analysis of the statistical power levels (0.95), desired probability (0.05), anticipated effect size (0.3), number of latent constructs (6), and number of observed variables (18 items).

Table 1. Number of valid samples

Method of survey	Questionnaire returns	Valid questionnaire
Online/direct survey	524	413

Source: own processing

The data sample size of 413 was considered for testing structural equation models, as presented in Table 1.

Findings

Demographic profiles

The sample's demographics were as follows: 32.2% were men and 67.8% were women; the largest majority of participants were aged under 21 years (40%); and 34.60% held bachelor's or college degrees. The statistics also indicated that 38.9% of all respondents had used an FOA within the past six months. Furthermore, students and employees were the two primary respondent categories at 27.9% and 20.8%, respectively (Table 2).

Table 2. Demographic profiles of the respondents

Measure	Item	N	%
Gender	Male	133	32.2%
	Female	280	67.8%
	Other	27	6.5%
Age	<21	165	40.0%
	21–30	126	30.5%
	31–40	82	19.9%
	>40	40	9.6%
Occupation	Student	115	27.9%
	Employee	86	20.8%
	Public servant	73	17.8%
	Retiree	52	12.5%
	Freelancer	73	17.7%
	Other	14	3.3%
Usage period	<6 months	161	38.9%
	<1 year	67	16.4%
	<2 years	107	25.9%
	>=2 years	78	18.8%

Source: own processing

Outer model evaluation

To evaluate the outer model, we performed the following tests: A composite reliability coefficient (CR) of at least 0.7 was required, and for the dependability value to be significant, the outer loading coefficient was required to be more than 0.4 (Hair et al., 2014). Additionally, a total average variance extracted larger than 0.5, according to Fornell and Larcker (1981), would demonstrate the scale's dependability as well as the

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convergence value. The calculation results of outer loading, CR, Cronbach's alpha (CA), and average variance extracted (AVE) indicated that the scales of measurement met the requirements of reliability and convergent validity.

Table 3 presents the evaluation results of the measurement model, including the outer loading, CR, CA, and AVE. These elements were applied to the outer model evaluation, which is presented in Table 3. The findings revealed that the CR coefficient varied from 0.873 (CI) to 0.912 (OR), while the CA coefficient varied from 0.782 (CI) to 0.855 (OR), surpassing the requirement value of 0.70. This suggested that the internal consistency reliability was confirmed for all six variables that were tested using various reflection indicators. For AVE measurements greater than 0.50, the convergence validity is confirmed (Fornell & Larcker, 1981). In this study, the AVE ranged from 0.697 (CI) to 0.775 (OR), beyond the suggested cut-off point of 0.50. Thus, convergent validity was supported.

Table 3. Results from the measurement model estimation

Variables	Items	Outer Loading	CA	CR	AVE
Performance Expectancy (PE)	PE1	0.789	0.784	0.874	0.699
	PE2	0.875			
	PE3	0.842			
Hedonic Motivation (HM)	HM1	0.853	0.799	0.882	0.714
	HM2	0.903			
	HM3	0.774			
Price Value (PV)	PV1	0.882	0.811	0.889	0.727
	PV2	0.878			
	PV3	0.795			
Online Reviews (OR)	OR1	0.894	0.855	0.912	0.775
	OR2	0.896			
	OR3	0.851			
Satisfaction Level (SL)	SL1	0.815	0.820	0.893	0.736
	SL2	0.889			
	SL3	0.868			
Continuance Intention (CI)	CI1	0.801	0.782	0.873	0.697
	CI2	0.845			
	CI3	0.856			

Source: own processing

In addition, this study used the heterotrait-monotrait ratio (HTMT) to evaluate the discriminant validity of the measurement items. At an HTMT ratio below 0.900, all variables achieve discriminant validity (Henseler et al., 2014) (Table 4).

Table 4. Heterotrait-monotrait ratio

	1. PE	2. HM	3. PV	4. OR	5. SL	6. CI
1. PE						
2. HM	0.562					
3. PV	0.713	0.714				
4. OR	0.502	0.667	0.679			
5. SL	0.612	0.763	0.737	0.783		
6. CI	0.642	0.708	0.773	0.735	0.898	

Source: own processing

Inner model evaluation

The inner model was examined to test the hypotheses once the outer model had been investigated. We investigated the bootstrap to evaluate the structural model in the SmartPLS software package. The results of a nonparametric study using the bootstrapping method were repeated 5,000 times (Figure 2).

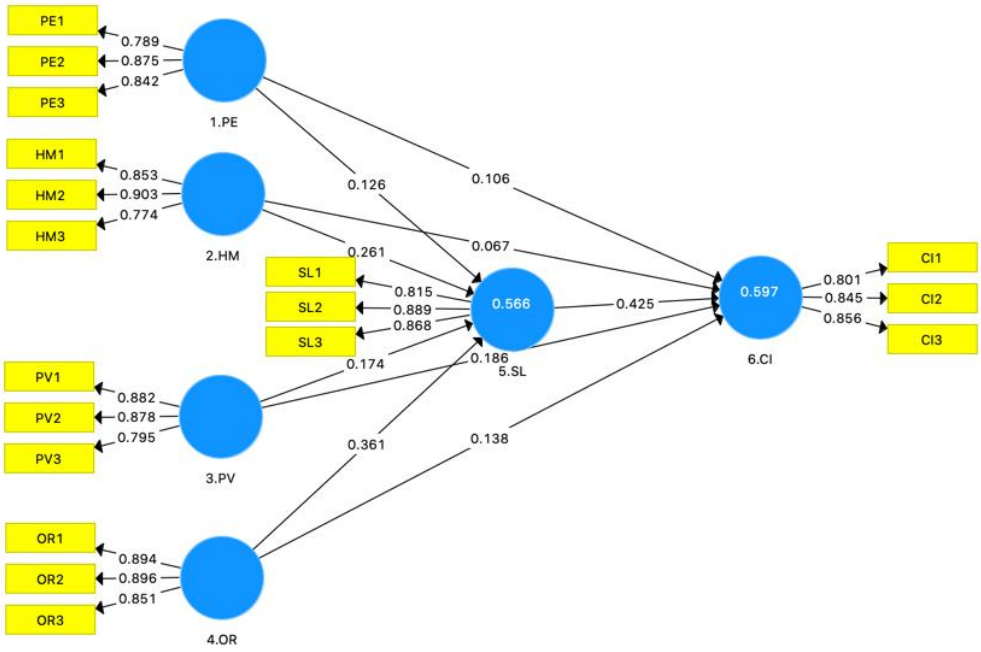

Figure 2. Inner model evaluation
Source: own processing

As Figure 2 indicates, the findings accounted for 59.7% of the variation in CI and 56.6% of the variance in SL (R-square = 0.566 and 0.597). Therefore, this study's research model was significant.

According to the findings in Table 5, OR had a modest impact, whereas HM, PV, and PE all indicated a weak influence. Otherwise, PV and OR had a weak effect on CI, while SL had a moderate impact on CI.

Table 5. Effect sizes of the research model

Effect size for Satisfaction Level	**f-square**	**Effect size**
1. Performance Expectancy	0.024	Weak
2. Hedonic Motivation	0.090	Weak
3. Price Value	0.035	Weak
4. Online Reviews	0.179	Moderate
Effect size for Continuance Intention	**f-square**	**Effect size**
1. Performance Expectancy	0.018	Little weak
2. Hedonic Motivation	0.006	Very weak
3. Price Value	0.041	Weak
4. Online Reviews	0.024	Weak
5. Satisfaction Level	0.194	Moderate

Source: own processing

Since the data evaluated in partial least squares structural equation modelling (PLS-SEM) are thought to be non-normally distributed, the significance of coefficients (e.g., path coefficients) cannot be examined using the parametric significance test in the regression analysis. Instead, PLS-SEM uses nonparametric bootstrap analysis to gauge the coefficient's significance (Hair et al., 2014). Using bootstrapping, the t-value may be calculated to observe whether the route coefficient deviates significantly from zero. Additionally, this study performed a bootstrap analysis with 5,000 samples to determine the relevance of the proposed correlations (Henseler et al., 2016). Hair et al. (2014) stated that the test statistic detects the t-value in the bootstrap results, which determines the importance of each indication. The t-value typically needs to exceed 1.96 (5% significance level) and 2.57 (1% significance level) for the variable path coefficients to exhibit a significant departure from zero (Henseler et al., 2016).

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In testing the research hypotheses (Table 6), the findings of the path coefficient analyses revealed that the contribution of PE to SL was significantly predicted (γ = 0.126, p = 0.005); of HM (γ = 0.261, p = 0.000); of PV (γ = 0.174, p = 0.000); and of OR (γ = 0.361, p = 0.000). In terms of the primary factors influencing consumers' sustained intent to use FOAs, the findings confirmed the considerable impact of PE (γ = 0.106, p = 0.014); PV (γ = 0.186, p < 0.000); OR (γ = 0.138, p = 0.002); and SL (γ = 0.425, p = 0.000). On the other hand, CI was not predicted by the role of HM (γ = 0.067, p = 0.144) and the t-value of HM was <1.96 (5% significance level).

To ensure that no multicollinearity problems existed among the independent factors (i.e., PE, PV, HM, and OR) and dependent factors (i.e., CI and SL), the variance inflation factors (VIFs) were verified. Table 6 indicates that the inner VIF coefficient for all causal associations was lower than 5, which meant that no concerns existed regarding multicollinearity (Hair et al., 2014).

Table 6. Bootstrapping results

Relationships	Path coefficient	Observed t-value	p-value	Results	VIF
H1: PE → SL	0.126	2.828	0.005	Accepted	1.544
H2: PE → CI	0.106	2.475	0.014	Accepted	1.581
H3: HM → SL	0.261	5.062	0.000	Accepted	1.747
H4: HM → CI	0.067	1.465	0.144	Not accepted	1.905
H5: PV → SL	0.174	3.783	0.000	Accepted	2.021
H6: PV → CI	0.186	3.672	0.000	Accepted	2.091
H7: OR → SL	0.361	7.511	0.000	Accepted	1.676
H8: OR → CI	0.138	3.051	0.002	Accepted	1.977
H9: SL → CI	0.425	8.738	0.000	Accepted	2.307

Source: own processing

Moreover, this study examined how this mechanism works through SL as well as tested the effects of structures such as PE, HM, PV, and OR on SL and subsequently CI. The indirect effects were computed and they are presented in Table 7.

Table 7. Indirect effects analysis

Relationship	Specific Indirect Effects
PE → SL → CI	0.054
HM → SL → CI	0.111
PV → SL → CI	0.074
OR → SL → CI	0.153

Source: own processing

Based on Table 7, it is clear that the indirect effects support the mediating role of SL. Moreover, one of the four dimensions of OR was the greatest (0.153) and PE was the smallest (0.054).

Discussion and conclusions

Discussion

First, only a few research tests have raised concerns related to FOAs, as was highlighted in the literature review (Cho et al., 2019; Okumus & Anil, 2014; Okumus et al., 2018; Wang et al., 2019). Recently, researchers have paid particular attention to studies on the intention to continue using services based on geolocation technology (Hoang & Lam, 2020). Numerous factors have been identified in prior research as influencing users' intentions to keep using meal delivery services on mobile devices. Furthermore, given the lack of research on Vietnam or any other country, it was critical to investigate HCMC customers' perspectives on FOAs. As a result, this study makes a significant contribution

by deepening the understanding of the key factors that lead to the effective implementation of an FOA, whether in HCMC or elsewhere. Investing in technology is the preferred course of action for Vietnamese businesses currently; specifically, businesses should develop a mobile application that can simultaneously serve customer needs and serve as a practical tool for a company wishing to deploy its operations in a modern manner. Moreover, the correlation between satisfaction and intention to continue using was tested using a combination of the ECM (Bhattacherjee, 2001) and the UTAUT2 (Venkatesh et al., 2012). Moreover, the new UTAUT2 model's suggested variables and the expanded ECM worked in concert to explain how users' opinions of technology impact their intentions to continue using it as well as their level of pleasure. In addition to the UTAUT2 model, the ECM was used to analyse users' CI primarily from mental elements. The suggested comprehensive model thus makes a substantial contribution to the growing literature on the ongoing use of information technology. Since components of consumer intention and initial adoption have been frequently assessed in past research on FOAs, the current study placed greater emphasis on customers' SL and their continuous desire to reuse.

Second, based on the results regarding the role of OR on SL towards CI for customers in HCMC, the selection of accurate and trustworthy information is impacted by a variety of circumstances. Customers are more likely to believe in goods and services suggested by their friends and family after using them themselves online. As Table 6 indicated, the factor of OR was the most influential factor that affected the SL toward CI for customers in HCMC. As a result, Internet evaluations not only validate consumers' SLs and their continuous willingness to use FOAs but also accurately forecast how beneficial they believe FOAs to be. Therefore, most online consumers currently rely on OR to make decisions on purchasing on FOAs. When customers buy online through an FOA, most tend to learn more about the product/service information before they decide to buy. Therefore, enterprises that sell online must understand the quality of products and services well and provide useful information in the product description, providing the most enthusiastic and honest advice to customers. The more information that a customer has about a product, the more likely they will be to buy it. This also helps customers to visualise the value of a product and feel more confident that enterprises will deliver the product as promised.

Third, regarding the role of HM on SL towards CI for customers in HCMC, this study found no relationship between HM and customers' CI. Otherwise, HM had an indirect-only impact on CI by SL. This result was presented in Table 6. The SL played a full mediating role in HM's impact on customers' CI. The findings also indicated that these main functional benefits are beneficial to customers for boosting their satisfaction in relation to consumers' propensity to order food online. This study indicated that psychological motivation and HM are crucial factors that motivate customers' feeling of satisfaction and the intention to use or reject new products, which is equivalent to the findings of other studies (Hsiao et al., 2016; Iyer et al., 2018). Therefore, HM can lead to impulsive buying behaviour for customers affected by point-of-sale marketing communications by enterprises. Moreover, managers of online enterprises must build marketing programmes that create excitement, entertainment, imagination, and fun inside the FOA, which will lead to customers' intention to use products or services.

Fourth, PV is critical in terms of customer satisfaction and intent to return. In actuality, open pricing promotes consumer confidence and encourages the use of meal delivery services. To compete in the market, businesses must use several promotions, discount coupons, and free delivery. Customers will be inspired and motivated to use an FOA following this type of promotional marketing. The findings indicated that PV had a substantial influence on sustained intention and SL. However, based on the study's findings, customers in HCMC give less weight to price and value when making a decision to use an FOA in the future. As a result, the coefficient of f-square was 0.041 with a weak effect size (see the data in Table 6). However, other studies have confirmed that PV had a significant impact on SL and users' CI (Iyer et al., 2018; Oyedele et al., 2018; Venkatesh et

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al., 2012). Therefore, competitive pricing is one of the key aspects that businesses must consider when using online services if they want to sell things efficiently. Businesses must always work to connect with multinational firms in addition to competing with domestic products. The only way to get people to notice one's items and buy them is to offer them at competitive prices. Even if the profit might be somewhat diminished, selling based on huge numbers will undoubtedly result in positive income. Products that are on sale and have lower costs frequently draw and pique the curiosity of consumers. As a result, businesses operating online cannot disregard this element.

Fifth, PE significantly affected users' satisfaction with CI, which effectively combined the UTAUT2 and ECM to explain users' ongoing intention to use FOAs, as has been confirmed by prior research in a variety of mobile application scenarios (Tam et al. 2020). This study's findings highlighted the significance of FOAs' cognitive and functional advantages from the viewpoint of clients in HCMC. The results indicated a significant effect of PE on SL, which is similar to studies by Okumus et al. (2018) and Choi (2020) concerning FOAs. In addition, the role of PE was found by Lee et al. (2019) and Kang and Namkung (2019) to have an impact on CI in their FOA-related studies. Consumers are very interested in the added benefits generated by the service, including usefulness for their daily life, multitasking while waiting, quick purchases, and time savings. The benefits provided by such online services will give customers a reason to purchase and return to buy. The quality of the FOA's base and the quality of food delivery, as expressed through accuracy, reliability, detail, clarity, and ease of understanding, contribute significantly to the reinforcement of trust in and continued use of the application. Therefore, the research results indicated the positive influence of the effective PE on the intention to continue to use the FOA. To increase customer satisfaction with their intention to use FOA in HCMC, businesses must offer more in-depth information about their brand, a more thorough description of their high-quality goods and services, as well as positive and negative feedback from previous customers. These details will help customers to make more informed decisions about whether to use the FOA again in the future.

Sixth, regarding the role of PE on SL towards CI for customers in HCMC, satisfaction is a general, emotion-based assessment of an information system. According to this concept, customers will be happy if they feel that a service has met or surpassed their expectations, which would then encourage them to continue using an FOA. This result is similar to that of Yuan et al. (2016). Performance expectations on customer SLs are a key element in helping businesses to retain clients, build strong relationships with them, stabilise operations, and support them through their most challenging moments. Therefore, enterprises should provide good products or services through an online platform for their online business to learn how to satisfy customers. Only then will businesses have the opportunity to compete and develop in the market.

Finally, the correlation between SL and CI was tested using a combination of the ECM (Bhattacherjee, 2001) and the UTAUT2 (Venkatesh et al., 2012). The new UTAUT2 model's suggested variables and the expanded ECM worked in concert to explain how users' opinions of technology impact their intentions to continue using it as well as their level of pleasure. Additionally, in addition to the UTAUT2 model, the ECM was used to analyse users' CIs primarily from mental elements. The suggested comprehensive model can thus make a substantial contribution to the growing literature on the ongoing use of information technology. Since components of consumer intention and initial adoption have been frequently assessed in past research on FOAs, the current study placed a greater emphasis on customer SL and their continuous desire to reuse. In addition, new businesses and private service providers with an interest in the catering sector may find this study helpful. FOAs have grown to become a widely used and helpful tool for the food service sector. When using Internet services, business administrators must guarantee both the promised quality and prompt delivery to clients. Delivering food that does not match its description would impact both present and upcoming apps as well as the online shop. Users will be retained by an FOA's alluring characteristics. Moreover, businesses can

enhance customer care and service quality by using these elements. To perfect an FOA, the company must also continually upgrade it and comprehend what users want.

Conclusion

This empirical study makes a substantial contribution to the body of knowledge on long-term app adoption. It examined the critical variables that influence users' desire to continue using FOAs. To investigate the determinants of consumers' intention to continue using an FOA, the study model consisted of five factors – namely PE, HM, PV, OR, and SL. According to the findings, PE, PV, and OR had a substantial impact on consumers' intentions to continue using FOAs, in addition to being significant factors in SL. The results also indicated that among the four key factors, PE, PV, and OR had direct and indirect effects on customers' CI, while HM only had an indirect effect. The SL played a mediating role that affected customers' CI. To analyse and fully comprehend users' behaviour and purpose, sticking with a particular behaviour in a given setting, relevant researchers and managers must mix unique technological aspects with mental perspectives.

Limitations and future research

This study had some limitations. First, we only conducted the research in HCMC, and therefore, the results of this survey might not fully represent the perspectives of consumers in other provinces and cities. This is because, in actuality, people in HCMC have better living conditions than those living in other parts of Vietnam. Therefore, a need exists to expand the research to other parts of Vietnam.

Second, this study only examined how satisfied customers would be with FOAs for ordering meals in the future, ignoring other factors that should be investigated. To fully understand consumer habits in Vietnam, future research should consider performing studies using other factors. For example: Psychological factors, time Saving Factor, etc.

Third, various FOA platforms, such as Grabfood, Beamin, and Go-food, must be explored and compared to obtain complete dimensions for practitioners as well as research academics to understand the distinct types of this service, which were not distinguished in the current study. Future studies should examine other platforms to obtain a different view in the field of FOAs.

Finally, this study only focused on the opinions of customers regarding FOAs. To increase the generalisability of the findings, future studies should include a probability approach such as cluster random sampling. This study approach may be applied generally to differentiate between various FOA platforms, stakeholders, company owners, and service providers. Thus, it would enable a comparison and provide a full snapshot of customers' behaviour based on the online platform.

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