



INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



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To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v13-i7/17243>

DOI:10.6007/IJARBSS/v13-i7/17243

Received: 10 May 2023, **Revised:** 11 June 2023, **Accepted:** 24 June 2023

Published Online: 08 July 2023

In-Text Citation: (Gadiman et al., 2023)

To Cite this Article: Gadiman, N. S., Jaafar, N., & Lunyai, J. (2023). Investigating the Relationship between Technology Acceptance Factors and Behavioural Intention to Use of Online Food Delivery Applications in Sarawak. *International Journal of Academic Research in Business and Social Sciences*, 13(7), 90 – 106.

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Vol. 13, No. 7, 2023, Pg. 90 – 106

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www.hrmars.com

ISSN: 2222-6990

Investigating the Relationship between Technology Acceptance Factors and Behavioural Intention to Use of Online Food Delivery Applications in Sarawak

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Abstract

The current study investigated the relationships between technology acceptance factors and behavioural intention to use of online food delivery applications in Sarawak. The framework of this research was drawn from the perspective of the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model with two additional constructs, namely trust and risk. The study was based on a sample gathered from users of online food delivery applications in Sarawak. Data were collected using a self-administered online questionnaire. Of the 411 returned questionnaires, 400 questionnaires were valid for analysis. IBM-SPSS Amos 24.0 procedures were utilised to analyse the data and test the hypotheses. The findings of the study lead to the conclusion that the relationship between 6 constructs (effort expectancy, facilitating condition, hedonic motivation, trust and risk) and behavioural intention to use online food delivery applications are significant. Meanwhile, there are not significant relationship between 4 constructs (performance expectancy, social influence, price value and habit) and behavioural intention to use online food delivery applications. The significance of the findings enable to highlight the important factors for promoting online food delivery applications among users in aforesaid context.

Keywords: Technology Acceptance Factors, Behavioural Intention to Use, Online Food Delivery Applications

Introduction

Globally, the growth of internet providers and the rapid penetration of smartphones have fuelled the growth of various online food delivery applications such as MFood, Aomi, Meituan, and Eleme (Ray et al., 2019). Online food delivery applications enable customers to experience convenient online food ordering and offline delivery services, with two-way benefits for catering food enterprises and customers (Cho et al., 2019; Zhao & Bacao, 2020). In Malaysia, the increasing popularity of the smartphone has contributed to the expansion of online food delivery service applications. The vast majority of Malaysian customers are increasingly turning to their mobile devices to complete their online purchase transactions.