



INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



Investigating the Mediating Effect of Behavioural Intention to Use in the Relationships between Technology Acceptance Factors and Usage of Online Food Delivery Applications in Sarawak

Nur Suriayanti Gadiman, Norizan Jaafar, Janifer Lunyai

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v13-i7/17283>

DOI:10.6007/IJARBSS/v13-i7/17283

Received: 10 May 2023, **Revised:** 14 June 2023, **Accepted:** 29 June 2023

Published Online: 19 July 2023

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

To Cite this Article: Gadiman, N. S., Jaafar, N., & Lunyai, J. (2023). Investigating the Mediating Effect of Behavioural Intention to Use in the Relationships between Technology Acceptance Factors and Usage of Online Food Delivery Applications in Sarawak. *International Journal of Academic Research in Business and Social Sciences*, 13(7), 1753 – 1778.

Copyright: © 2023 The Author(s)

Published by Human Resource Management Academic Research Society (www.hrmars.com)

This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen

at: <http://creativecommons.org/licenses/by/4.0/legalcode>

Vol. 13, No. 7, 2023, Pg. 1753 – 1778

<http://hrmars.com/index.php/pages/detail/IJARBSS>

JOURNAL HOMEPAGE

Full Terms & Conditions of access and use can be found at
<http://hrmars.com/index.php/pages/detail/publication-ethics>



INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



www.hrmars.com

ISSN: 2222-6990

Investigating the Mediating Effect of Behavioural Intention to Use in the Relationships between Technology Acceptance Factors and Usage of Online Food Delivery Applications in Sarawak

Nur Suriayanti Gadiman^{1,2}, Norizan Jaafar³, Janifer Lunyai²

¹Faculty of Economics, Business, and Accounting, i-CATS University College, ²Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS), ³Arshad Ayub Graduate Business School, Universiti Teknologi Mara (UiTM) Shah Alam
Corresponding Author's Email: nursuria@icats.edu.my

Abstract

The current study investigated the mediating of behavioural intention to use in the relationships between technology acceptance factors and usage 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. This study focused on the significance of all constructs of the proposed conceptual model, and new findings pertaining to these constructs have been highlighted. The findings of the study lead to the conclusion that there are significant relationship was supported (effort expectancy, facilitating condition, hedonic motivation, trust and risk). For the remaining constructs (performance expectancy, social influence, price value and habit) no significant relationship was found. Meanwhile, there is a significant relationship between behavioural intention to use and online food delivery applications usage. Further, behavioural intention to use was found to be a strong mediator for most of the relationships investigated in the theoretical model of this study. 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 Usage

Introduction

In Malaysia, the increase in the number of food and beverage industry players has also contributed to the usage of online food delivery services in Malaysia (Chai et al., 2019). Online food delivery in the country is available from a wide variety of establishments, including