



**Faculty of Economics and Business**

**The Influence of Technology Acceptance Factors and Usage of Online  
Food Delivery Applications (OFDA) in Sarawak**

**Nur Suriyanti Binti Gadiman**

**Doctor of Philosophy  
2024**

The Influence of Technology Acceptance Factors and Usage of Online Food  
Delivery Applications (OFDA) in Sarawak

Nur Suriayanti Binti Gadiman

A thesis submitted

In fulfilment of the requirements for the degree of Doctor of Philosophy  
(Marketing)

Faculty of Economics and Business  
UNIVERSITI MALAYSIA SARAWAK

2024

## DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.



Signature

Name: Nur Suriayanti Binti Gadiman

Matric No.: 16010141

Faculty of Economics and Business

Universiti Malaysia Sarawak

Date : 9/5/2024

## **ACKNOWLEDGEMENT**

“In the name of Allah, the Most Gracious, the Most Merciful”

Throughout this journey, I have received a great deal of support and assistance. First and foremost, thank you Allah, for the blessing, wisdom, health and strength granted to me throughout my PhD degree journey. Next, my highest appreciation goes to the dissertation supervisor, AP. Dr. Norizan Binti Jaafar as the main supervisor and Dr. Janifer Lunyai as the co-supervisor. Once again, a garland of gratitude is dedicated to AP. Dr. Norizan Binti Jaafar as the main supervisor for the guidance, kindness, cooperation, and flexibility she has given and shown throughout my study journey.

The greatest appreciation goes to my husband, daughters, mother, siblings, in-law, family members and friends for their love, understanding, endless support and prayers for my strength during my study. Thank you very much for always standing by my side during all the hardships, besides providing me with peace and love during this study journey. Last but not least, my greatest appreciation goes to everyone who was involved directly and indirectly in realising in this journey. May Allah bless all of you until you reach Paradise. I am grateful to Allah swt.

## ABSTRACT

In Malaysia, the increasing popularity of the smartphone has contributed to the expansion of Online Food Delivery Applications (OFDA). The vast majority of Malaysian customers are increasingly turning to their mobile devices to complete their online purchase transactions. Despite the significance of OFDA in Malaysia and the shifting consumer behaviour towards these services, however the nature of this market is poorly understood especially in the context of Sarawak. Therefore, this study intended to determine the influence of technology acceptance factors that influencing the behavioural intention to use and usage of OFDA in the Sarawak context. The data was collected by distributing an online questionnaire using convenient sampling technique that yielded a total of 400 responses for data analysis. It was found that the technology acceptance factors such as effort expectancy, facilitating condition, hedonic motivation, trust and risk have significant direct effects on behavioural intention to use. In addition, behavioural intention to use had a significant direct effect on usage. Apart from analysing the direct effects among the constructs, the mediating effects and moderating effects were also analysed. Behavioural intention to use acted as a partial mediator of the relationships between performance expectancy, social influence, price value, hedonic motivation, habit and usage. Besides, behavioural intention to use fully mediated the relationships between other technology acceptance factors (effort expectancy, facilitating condition, trust and risk) and usage. In addition, age, gender, and experience acted as partial moderator in the relationship between behavioural intention to use and usage. Finally, this study has outlined the directions that future researchers may take to further investigate the relationships in the aforesaid context. As well as a steppingstone and a guideline that can be used as a future research agenda, also enable to highlight the important factors for promoting

OFDA to satisfy the customers' needs, besides encouraging and enhancing the level of customer engagement among users in aforesaid context.

**Keywords:** Technology Acceptance Factors, Behavioral Intention to Use, Usage, Online Food Delivery Applications (OFDA)

***Pengaruh Faktor Penerimaan Teknologi dan Penggunaan Aplikasi Penghantaran Makanan dalam Talian (OFDA) di Sarawak***

**ABSTRAK**

*Di Malaysia, peningkatan populariti telefon pintar telah menyumbang kepada pengembangan Aplikasi Penghantaran Makanan Dalam Talian (OFDA). Sebilangan besar pengguna di Malaysia semakin beralih kepada peranti mudah alih mereka untuk menyelesaikan transaksi pembelian dalam talian. Walaupun kepentingan Aplikasi Penghantaran Makanan Dalam Talian (OFDA) dan tingkah laku pengguna yang berubah terhadap perkhidmatan ini, namun industri ini kurang mendapat perhatian terutamanya dalam konteks Sarawak. Oleh itu, kajian ini bertujuan untuk menentukan pengaruh faktor penerimaan teknologi yang mempengaruhi niat tingkah laku untuk menggunakan dan penggunaan Aplikasi Penghantaran Makanan Dalam Talian (OFDA) dalam konteks Sarawak. Dalam penyelidikan ini, data telah dikumpul dengan mengedarkan soal selidik dalam talian menggunakan teknik persampelan mudah serta telah memperolehi sejumlah 400 maklumbalas untuk analisis data. Faktor penerimaan teknologi seperti jangkaan usaha, keadaan memudahkan, motivasi hedonik, kepercayaan dan risiko mempunyai kesan langsung yang ketara ke atas niat tingkah laku untuk menggunakan. Di samping itu, niat tingkah laku untuk menggunakan mempunyai kesan langsung yang ketara ke atas penggunaan. Selain daripada menganalisis kesan langsung antara konstruk, kesan pengantara dan kesan penyederhana juga dianalisis. Niat tingkah laku untuk menggunakan bertindak sebagai pengantara separa hubungan antara jangkaan prestasi, pengaruh sosial, nilai harga, motivasi hedonik, tabiat dan penggunaan. Selain itu, niat tingkah laku untuk menggunakan sebagai pengantara sepenuhnya hubungan di antara faktor penerimaan teknologi lain (jangkaan usaha, keadaan memudahkan, kepercayaan dan risiko) dan*

*penggunaan. Selain itu, umur, jantina dan pengalaman bertindak sebagai penyederhana separa dalam hubungan antara niat tingkah laku untuk menggunakan dan penggunaan. Akhir sekali, kajian ini telah menggariskan hala tuju yang boleh diambil oleh penyelidik masa depan untuk mengkaji lebih lanjut lagi hubungan dalam konteks yang dinyatakan. Selain daripada itu, hasil kajian tersebut juga boleh dijadikan garis panduan yang dapat digunakan dalam agenda penyelidikan masa depan, serta boleh digunakan untuk membantu industri mempromosikan Aplikasi Penghantaran Makanan Dalam Talian (OFDA) bagi memenuhi keperluan pengguna, serta meningkatkan lagi tahap penglibatan di kalangan pengguna dalam konteks yang dinyatakan.*

***Kata kunci:*** *Faktor Penerimaan Teknologi, Niat Tingkah Laku untuk Menggunakan, Tingkah Laku Penggunaan, Penghantaran Makanan Dalam Talian (OFDA)*



## TABLE OF CONTENTS

	<b>Page</b>
<b>DECLARATION</b>	<b>i</b>
<b>ACKNOWLEDGEMENT</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>ABSTRAK</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vii</b>
<b>LIST OF TABLES</b>	<b>xiv</b>
<b>LIST OF FIGURES</b>	<b>xviii</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xxi</b>
<b>CHAPTER 1 INTRODUCTION</b>	<b>1</b>
1.1 Preamble	1
1.2 Background of the Study	1
1.2.1 Online Food Delivery Application in Malaysia Context	3
1.3 Problem Statement	6
1.4 Research Objectives	10
1.5 Research Questions	11
1.6 Definitions of Term	11
1.7 Significance of Study	17
1.8 Scope of Study	20
1.9 Organization of Thesis	21
<b>CHAPTER 2 LITERATURE REVIEW</b>	<b>23</b>

2.1	Introduction	23
2.2	Online Food Delivery Applications (OFDA)	23
2.2.1	Trend of Using OFDA	25
2.3	Theoretical Background	27
2.3.1	UTAUT 2 Model	27
2.3.2	Extended UTAUT 2 Model	30
2.4	Technology Acceptance Factors Affecting Behavioral Intention to Use (BI)	32
2.4.1	Performance Expectancy (PE)	36
2.4.2	Effort Expectancy (EE)	42
2.4.3	Social Influence (SF)	48
2.4.4	Facilitating Condition (FC)	52
2.4.5	Price Value (PV)	56
2.4.6	Hedonic Motivation (HM)	59
2.4.7	Habit (HA)	63
2.4.8	Trust (PT)	70
2.4.9	Risk (PR)	73
2.4.10	Age, Gender, and Experience	77
2.5	Hypotheses Development	80
2.6	Proposed Conceptual Framework	91
2.7	Chapter Summary	101
<b>CHAPTER 3 METHODOLOGY</b>		<b>103</b>
3.1	Introduction	103
3.2	Research Paradigm	103
3.3	Research Design	104

3.3.1	Research Strategy	105
3.3.2	Time Horizon	105
3.4	Sampling Procedure	106
3.4.1	Target Population of Study	107
3.4.2	Sampling Frame	110
3.4.3	Sample Size	111
3.4.4	Sampling Technique	113
3.4.5	Ethical Consideration in Online Survey	115
3.5	Research Instrument	116
3.5.1	Translation	126
3.5.2	Expert Committee Review	127
3.5.3	Pre-Testing	129
3.6	Pilot Study	132
3.6.1	Reliability Test	134
3.7	Data Collection Method	134
3.8	Data Collection Procedure	135
3.9	Procedure for Data Analysis	138
3.9.1	Measurement Model Assessment	139
3.9.2	Composite Reliability	140
3.9.3	Structural Model Assessment	142
3.9.4	Summarize of Data Analysis	143
3.10	Chapter Summary	145
	<b>CHAPTER 4 RESEARCH METHODOLOGY</b>	<b>148</b>
4.1	Introduction	148

4.2	Missing Data	148
4.3	Outlier	149
4.3.1	Univariate Outlier	149
4.3.2	Multivariate Outlier	151
4.4	Non Response Bias	152
4.5	Common Method Bias	153
4.6	Normality Test	154
4.7	Demographic Statistics	158
4.8	Usage of Online Food Delivery Applications	163
4.9	Descriptive Analysis	168
4.10	Confirmatory Factor Analysis	168
4.11	Measurement Model	197
4.11.1	R-Squared	203
4.12	Composite Reliability	203
4.13	Hypothesis Testing	206
4.13.1	H1:	207
4.13.2	H2:	207
4.13.3	H3:	207
4.13.4	H4:	208
4.13.5	H5:	208
4.13.6	H6:	209
4.13.7	H7:	209
4.13.8	H8:	209
4.13.9	H9:	210

4.13.10 H10:	210
4.13.11a H11a:	211
4.13.11b H11b:	212
4.13.11c H11c:	213
4.13.11d H11d:	215
4.13.11e H11e:	216
4.13.11f H11f:	217
4.13.11g H11g:	219
4.13.11h H11h:	220
4.13.11i H11i:	221
4.13.12a H12a:	223
4.13.12b H12b:	224
4.13.12c H12c:	226
4.14 Discussion of Findings	227
4.14.1 Finding 1:	228
4.14.2 Finding 2:	229
4.14.3 Finding 3:	230
4.14.4 Finding 4:	231
4.14.5 Finding 5:	232
4.14.6 Finding 6:	233
4.14.7 Finding 7:	234
4.14.8 Finding 8:	235
4.14.9 Finding 9:	236
4.14.10 Finding 10:	236

4.14.11a Finding 11a:	237
4.14.11b Finding 11b:	238
4.14.11c Finding 11c:	238
4.14.11d Finding 11d:	239
4.14.11e Finding 11e:	240
4.14.11f Finding 11f:	240
4.14.11g Finding 11g:	241
4.14.11h Finding 11h:	241
4.14.11i Finding 11i:	242
4.14.12a Finding 12a:	242
4.14.12b Finding 12b:	243
4.14.12c Finding 12c:	243
4.15 Summary of Hypothesis Testing	243
4.16 Chapter Summary	245
<b>CHAPTER 5 DISCUSSION AND CONCLUSION</b>	<b>247</b>
5.1 Introduction	247
5.2 Discussion	247
5.2.1 To Examine the Relationship between Technology Acceptance Factors and Behavioral Intention to Use OFDA	247
5.2.2 To Examine the Relationship between Behavioral Intention to Use and Usage of OFDA	253
5.2.3 The Mediating Effect of Behavioral Intention to Use OFDA between Technology Acceptance Factors and OFDA Usage	254

5.2.4	The Moderating Effect of Age, Gender and Experience between Behavioral Intention to Use and OFDA Usage	256
5.3	Research Contributions	257
5.3.1	Theoretical Contribution	257
5.3.2	Practical Contribution	261
5.4	Limitations of the Study	267
5.4.1	Investigation in Different Contexts	267
5.4.2	Investigation of More Diverse Factors	267
5.4.3	Longitudinal Study in Future Research	267
5.5	Conclusion	268
	<b>REFERENCES</b>	<b>272</b>
	<b>APPENDICES</b>	<b>296</b>

## LIST OF TABLES

	<b>Page</b>
<b>Table 2.1:</b> Behavioural Intention to Use (BI) and OFDA Usage	35
<b>Table 2.2:</b> Performance Expectancy (PE) and Behavioural Intention to Use (BI) OFDA	39
<b>Table 2.3:</b> Effort Expectancy (EE) and Behavioural Intention to Use (BI) OFDA	45
<b>Table 2.4:</b> Social Influence (SF) and Behavioral Intention to Use (BI) OFDA	50
<b>Table 2.5:</b> Facilitating Condition (FC) and Behavioral Intention to Use (BI) OFDA	54
<b>Table 2.6:</b> Price Value (PV) and Behavioural Intention to Use (BI) OFDA	58
<b>Table 2.7:</b> Hedonic Motivation (HM) and Behavioral Intention to Use (BI) on OFDA	61
<b>Table 2.8:</b> Habit (HA) and Behavioral Intention to Use (BI) on OFDA	66
<b>Table 2.9:</b> Trust (PT) and Behavioural Intention to Use (BI) on OFDA	71
<b>Table 2.10:</b> Risk (PR) and Behavioral Intention to Use (BI) on OFDA	75
<b>Table 3.1:</b> Definition of Constructs	117
<b>Table 3.2:</b> Specification of Original Items	119
<b>Table 3.3:</b> Summary of Items to Measure Each Construct	124
<b>Table 3.4:</b> Questionnaire Item Development by Sections and Response Anchor	125
<b>Table 3.5:</b> List of Experts for Instrument Validation	129
<b>Table 3.6:</b> The Cronbach's Alpha Result of Each Dimensions	134
<b>Table 3.7:</b> Indices Category by Awang et al. (2018)	143
<b>Table 3.8:</b> Criteria of Measurement Model Assessment by Awang (2015)	143
<b>Table 3.9:</b> Analysis Methods for the Hypotheses	145
<b>Table 4.1:</b> Missing Data	149
<b>Table 4.2:</b> Univariate Outliers	150
<b>Table 4.3:</b> Multivariate Outliers	152



<b>Table 4.4:</b> Non-Response Bias	153
<b>Table 4.5:</b> Common Method Bias	154
<b>Table 4.6:</b> Skewness and Kurtosis	156
<b>Table 4.7:</b> Descriptive Analysis	168
<b>Table 4.8:</b> Modification Indices of Performance Expectancy (PE)	169
<b>Table 4.9:</b> Factor Loading of Performance Expectancy (PE)	170
<b>Table 4.10:</b> Goodness of Fit Indices for Performance Expectancy (PE)	171
<b>Table 4.11:</b> Modification Indices of Effort Expectancy (EE)	172
<b>Table 4.12:</b> Factor Loading of Effort Expectancy (EE)	172
<b>Table 4.13:</b> Goodness of Fit Indices of Effort Expectancy (EE)	173
<b>Table 4.14:</b> Modification Indices of Social Influence (SF)	174
<b>Table 4.15:</b> Factor Loading of Social Influence (SF)	174
<b>Table 4.16:</b> Goodness of Fit Indices for Social Influence (SF)	175
<b>Table 4.17:</b> Modification Indices of Facilitating Condition (FC)	176
<b>Table 4.18:</b> Factor Loading of Facilitating Condition (FC)	177
<b>Table 4.19:</b> Goodness of Fit Indices for Facilitating Condition (FC)	178
<b>Table 4.20:</b> Modification Indices of Price Value (PV)	178
<b>Table 4.21:</b> Factor Loading of Price Value (PV)	179
<b>Table 4.22:</b> Goodness of Fit Indices for Price Value (PV)	180
<b>Table 4.23:</b> Modification Indices of Hedonic Motivation (HM)	180
<b>Table 4.24:</b> Factor Loading of Hedonic Motivation (HM)	181
<b>Table 4.25:</b> Goodness of Fit Indices (HM)	182
<b>Table 4.26:</b> Modification Indices of Habit (HA)	182
<b>Table 4.27:</b> Factor Loading of Habit (HA)	183
<b>Table 4.28:</b> Goodness of Fit for Habit (HA)	184
<b>Table 4.29:</b> Modification Indices of Trust (PT)	184

<b>Table 4.30:</b> Factor Loading of Trust (PT)	185
<b>Table 4.31:</b> Goodness of Fit Indices for Trust (PT)	186
<b>Table 4.32:</b> Modification Indices of Risk (PR)	187
<b>Table 4.33:</b> Factor Loading of Risk (PR)	187
<b>Table 4.34:</b> Goodness of Fit Indices for Risk (PR)	188
<b>Table 4.35:</b> Factor Loading of Behavioral Intention to Use (BI)	189
<b>Table 4.36:</b> Goodness of Fit Indices for Behavioral Intention to Use (BI)	190
<b>Table 4.37:</b> Modification Indices of Usage (UB)	191
<b>Table 4.38:</b> Factor Loading of Usage (UB)	191
<b>Table 4.39:</b> Goodness of Fit Indices for Usage (UB)	192
<b>Table 4.40:</b> Summaries of CFA of Latent Variables	192
<b>Table 4.41:</b> Fit Indices for Measurement Model (Zainudin Awang, 2015b; Zainudin Awang et al., 2018)	199
<b>Table 4.42:</b> Correlation Value between Exogenous Construct	199
<b>Table 4.43:</b> R Square	203
<b>Table 4.44:</b> Convergent Validity	204
<b>Table 4.45:</b> Discriminant Validity	206
<b>Table 4.46:</b> The Significant Effect of Performance Expectancy (PE) on Behavioral Intention to Use	207
<b>Table 4.47:</b> The Significant Effect of Effort Expectancy (EE) on Behavioral Intention to Use	207
<b>Table 4.48:</b> The Significant Effect of Social Influence (SF) on Behavioral Intention to Use	208
<b>Table 4.49:</b> The Significant Effect of Facilitating Condition (FC) on Behavioral Intention to Use	208
<b>Table 4.50:</b> The Significant Effect of Price Value on Behavioral Intention to Use	208
<b>Table 4.51:</b> The Significant Effect of Hedonic Motivation on Behavioral Intention to Use	209
<b>Table 4.52:</b> The Significant Effect of Habit on Behavioral Intention to Use	209

<b>Table 4.53:</b> The Significant Effect of Trust on Behavioral Intention to Use	210
<b>Table 4.54:</b> The Significant Effect of Risk on Behavioral Intention to Use	210
<b>Table 4.55:</b> The Significant Effect of Behavioral Intention to Use on Usage	210
<b>Table 4.56:</b> Summary of the Direct and Indirect Effects of Performance Expectancy (PE)	212
<b>Table 4.57:</b> Summary of the Direct and Indirect Effects of Effort Expectancy (EE)	213
<b>Table 4.58:</b> Summary of the Direct and Indirect effects of Social Influence (SF)	214
<b>Table 4.59:</b> Summary of the Direct and Indirect Effects of Facilitating Condition (FC)	216
<b>Table 4.60:</b> Summary of the Direct and Indirect Effects of Price Value (PV)	217
<b>Table 4.61:</b> Summary of the Direct and Indirect Effects of Hedonic Motivation (HM)	218
<b>Table 4.62:</b> Summary of the Direct and Indirect Effects of Habit (HA)	220
<b>Table 4.63:</b> Summary of the Direct and Indirect Effects of Trust (PT)	221
<b>Table 4.64:</b> Summary of the Direct and Indirect Effects of Risk (PR)	222
<b>Table 4.65:</b> Moderation Effect of Age (18–29 Years)	223
<b>Table 4.66:</b> Moderation Effect of Age (30–65 Years)	223
<b>Table 4.67:</b> Summary on the Effects of Age	224
<b>Table 4.68:</b> Moderation Effect of Gender (Male)	224
<b>Table 4.69:</b> Effect of Gender (Female)	225
<b>Table 4.70:</b> Summary of the Effects of Gender	226
<b>Table 4.71:</b> Moderation Effect of Experience (1–2 Years)	226
<b>Table 4.72:</b> Moderation Effect of Experience (>2 Years)	227
<b>Table 4.73:</b> Summary of the Moderation Effects of Experience	227
<b>Table 4.74:</b> Summary of Hypothesis Testing	243
<b>Table 5.1:</b> Thematic Analysis of Maternal Health Beliefs / Practices	270

## LIST OF FIGURES

	<b>Page</b>
<b>Figure 1.1:</b> Comparison of Food Delivery Platforms in Malaysia in 2021, Yellow Bees (n.d.)	5
<b>Figure 2.1:</b> UTAUT 2 Model, by Venkatesh et al., (2012) p.157-178	29
<b>Figure 2.2:</b> Conceptual Framework	100
<b>Figure 3.1:</b> Minimum Sample Size Using G Power	112
<b>Figure 4.1:</b> Linearity	156
<b>Figure 4.2:</b> Homodecasy	157
<b>Figure 4.3:</b> Respondents Age	158
<b>Figure 4.4:</b> Respondents Gender	159
<b>Figure 4.5:</b> Respondents Race	159
<b>Figure 4.6:</b> Respondents Marital Status	160
<b>Figure 4.7:</b> Respondents Academic Qualification	161
<b>Figure 4.8:</b> Respondents Residency	161
<b>Figure 4.9:</b> Respondents Employment Status	162
<b>Figure 4.10:</b> Respondents Monthly Income	163
<b>Figure 4.11:</b> Respondents Family Member	164
<b>Figure 4.12:</b> Usage of OFDA	164
<b>Figure 4.13:</b> Frequency of Using OFDA	165
<b>Figure 4.14:</b> Types of OFDA	165
<b>Figure 4.15:</b> Experience of Using OFDA	166
<b>Figure 4.16:</b> Time to Use OFDA	167
<b>Figure 4.17:</b> Reasons of Using OFDA	167
<b>Figure 4.18:</b> Initial CFA for Performance Expectancy (PE)	169

<b>Figure 4.19:</b> Final CFA for Performance Expectancy (PE)	170
<b>Figure 4.20:</b> Initial CFA Effort Expectancy (EE)	171
<b>Figure 4.21:</b> Final CFA Effort Expectancy (EE)	173
<b>Figure 4.22:</b> Initial CFA of Social Influence (SF)	174
<b>Figure 4.23:</b> Final CFA of Social Influence (SF)	175
<b>Figure 4.24:</b> Initial CFA of Facilitating Condition (FC)	176
<b>Figure 4.25:</b> Final CFA of Facilitating Condition (FC)	177
<b>Figure 4.26:</b> Initial CFA of Price Value (PV)	178
<b>Figure 4.27:</b> Final CFA of Price Value (PV)	179
<b>Figure 4.28:</b> Initial CFA for Hedonic Motivation (HM)	180
<b>Figure 4.29:</b> Final CFA of Hedonic Motivation (HM)	181
<b>Figure 4.30:</b> Initial CFA of Habit (HA)	182
<b>Figure 4.31:</b> Final CFA of Habit (HA)	183
<b>Figure 4.32:</b> Initial CFA of Trust (PT)	184
<b>Figure 4.33:</b> Final CFA of Trust (PT)	185
<b>Figure 4.34:</b> Initial CFA of Risk (PR)	186
<b>Figure 4.35:</b> Final CFA of Risk (PR)	188
<b>Figure 4.36:</b> Initial CFA of Behavioral Intention to Use (BI)	189
<b>Figure 4.37:</b> Final CFA of Behavioral Intention to Use (BI)	189
<b>Figure 4.38:</b> Initial CFA of Usage (UB)	190
<b>Figure 4.39:</b> Final CFA of Usage (UB)	191
<b>Figure 4.40:</b> The Standardized Path Coefficients between Constructs in the Model	198
<b>Figure 4.41:</b> AMOS Output Showing the Regression Weights Between Constructs (PE-BI-UB)	211
<b>Figure 4.42:</b> AMOS Output Showing the Regression Weights Between Constructs (EE-BI-UB)	212

<b>Figure 4.43:</b> AMOS Output Showing the Regression Weights Between Constructs (SF-BI-UB)	214
<b>Figure 4.44:</b> AMOS Output Showing the Regression Weights between Constructs (FC-BI-UB)	215
<b>Figure 4.45:</b> AMOS Output Showing the Regression Weights Between Constructs (PV-BI-UB)	216
<b>Figure 4.46:</b> AMOS Output Showing the Regression Weights Between Constructs (HM-BI-UB)	218
<b>Figure 4.47:</b> AMOS Output Showing the Regression Weights Between Constructs (HA-BI-UB)	219
<b>Figure 4.48:</b> AMOS Output Showing the Regression Weights Between Constructs (PT-BI-UB)	221
<b>Figure 4.49:</b> AMOS Output Showing the Regression Weights Between Constructs (PR-BI-UB)	222

## LIST OF ABBREVIATIONS

BI	Behavioral Intention to Use
CFA	Confirmatory Factor Analysis
EFA	Exploratory Factor Analysis
EE	Effort Expectancy
FC	Facilitating Condition
HA	Habit
HM	Hedonic Motivation
MCMC	Malaysian Communications & Multimedia Commission
OFDA	Online Food Delivery Applications
PE	Performance Expectancy
PR	Risk
PT	Trust
PV	Price Value
SEM	Structural Equation Modelling
SF	Social Influence
UB	Usage
UTAUT	Unified Theory of Acceptance and Use of Technology
UTAUT 2	Unified Theory of Acceptance and Use of Technology 2

# CHAPTER 1

## INTRODUCTION

### 1.1 Preamble

This study aimed to determine the relationships between technology acceptance factors for the behavioural intention to use and usage of online food delivery applications (OFDA). In addition, behavioural intention to use as a mediator in the relationship between technology acceptance factors and usage of OFDA was investigated. Besides, to determine the relationship of demographic variables (age, gender, and experience) as a moderating between behavioural intention to use and usage of OFDA. This chapter are covered the study's background, problem statement, research objectives, research questions, definition of key terms, significance of the study, and the scope of the study.

### 1.2 Background of the Study

As more people have access to the internet and the rapid penetration of smartphones has led to the growth of OFDA which let customers order food online and have it delivered (Cho, Bonn, & Li, 2019a; Zhao & Bacao, 2020). Cho et al. (2019) argues that OFDA is an innovative way that allows consumers to purchase a wide range of food selection via platform(s). OFDA platforms collect orders from consumer and pass on the information to restaurants and delivery personnel (Troise et al., 2021). This opens up new opportunity for restaurants to reach new market while increasing their revenues and consumers the convenience of having food delivered to their home. In addition, because of the increase in economics activity created by technology companies that fulfil consumer demand via the immediate delivery of goods and services, OFDA have become very popular and rapidly increasing market, and the size of the global market reached around US\$100 billion in 2019