Faculty of Economics and Business

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

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Delivery Applications (OFDA) in Sarawak

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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.

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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.

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)*

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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