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Customer Decisions to Use Online Food Delivery Services During The COVID-19 Pandemic

ARTICLE INFO	ABSTRACT
Keywords: COVID-19 Pandemic; Behavior Intention; Technology Acceptance Model; Online Food Delivery Service.	The coronavirus disease pandemic restricted dine-in service, and restaurants should adapt and rely heavily on no-contact operations and online food delivery services to sustain. Even though online food delivery technology is widely used in the food and beverages business, there only few research investigating the customers behavior intention on online food delivery technology in the coronavirus disease pandemic. This study aims to investigate the influencing factor of behavior intention on online food delivery platform, by applying the technology acceptance model. An online questionnaire was applied to conduct the survey. The Partial Least Squares-Structural Equation Modeling approach was used to empirically examine 417 respondents. The results showed the significance of perceived usefulness, trust, social influence, and value co-creation in customer intention on online food delivery technology. The findings contribute to the body of knowledge about technology acceptance in an emergency event, specifically during a coronavirus disease pandemic. The practical implication of the study is managers of online food delivery services firms must identify their customers wants and needs.

Introduction

Coronavirus disease (COVID-19) is an infectious disease, transmission from person to person and the risk of mortality is relatively high (World Health Organization, 2020). As a result, Indonesian government has asked people to stay home, implement large-scale social distancing, work from home, and forcibly close or limit the restaurant dine-in service (Restaurant Law Center, 2020). Accordingly, many restaurants evolved and depended extensively on contactless operations and online food delivery service (OFDS) systems (Jun, Yoon & Lee, 2022). As a result, the demand and supply for OFDS increased during COVID-19.

Online food delivery services made customers interact with the restaurant directly through mobile applications or websites (Ray, Dhir, Bala & Kaur, 2019). OFDS offer a diverse selection of restaurant listings and customers can compare prices, menus and reviews easily (Jun, Yoon & Lee, 2022). Customers may easily purchase meals from online food delivery services from anywhere, even their homes. During and after the COVID-19 pandemic, more customers and businesses are expected to use the OFDS technology.

With the growth of information technology, innovation emerges in the restaurant business. Furthermore, several large fast-food businesses, notably pizza restaurants are one of the earliest to implement the OFDS technology via websites. Restaurants have implemented OFDS because it has fulfilled or surpassed the expectations of restaurants management (Kimes, 2011). Online food delivery service has gained popularity among customers and establishments due to its perks (Statista, 2022).

The enthusiasm of OFDS has grown rapidly in recent years and it is expected to ascend further. OFDS technology has a global market value of $31 billion. In 2021, the global revenue of online food delivery services is US$296 billion, which is predicted to grow to US$466 billion by 2027 (Statista, 2022). Indonesia online food delivery revenue is projected to reach US$7,92 billion in 2022 (Statista, 2022). OFDS market is expanding to grow in popularity. However, as customer interest in online food delivery services increases, new competitors with comparable features start to emerge quickly, strengthening market competition (Hooi, Leong, & Yee, 2021).

Therefore, providers must maintain a strong relationship with their customers by examining customer participation and perception of the online service to enhance customer loyalty. This is necessary for the business to remain viable and preserve its competitive edge (Yusra, Caraka, Agus, Mohd Arifin, Gio, Chen, & Lee, 2020). Participation of the consumer in the service process enhances satisfaction, which benefits both the customer and restaurant (Opata, Xiao, Nusenu, Tetteh, & John Narh, 2020), It encourages returning customers to make more purchases, which increases consumer loyalty (Lee, Pan, Hsu & Lee, 2019), and improve the restaurants sustainability (Chen, Weng, & Huang, 2018).

Existing research provides insight into customers' motivations for using online food delivery systems as well as factors influencing online food delivery service usage. Furthermore, previous study has examined the characteristics that influence how effectively a person adapts to innovation using the technology acceptance model (TAM). Despite the fact that TAM is a strong and effective theoretical framework for customer acceptance, testing and expanding TAM by including other aspects (social influence, trust, enjoyment, and value co-creation) could give insight for restaurants in establishing online food delivery service strategies.

Furthermore, few research have looked into the variables that affect behavior intention in OFDS, particularly in pandemic situations. The pandemic of COVID-19 must be viewed as a context factor affecting in behavior intention, because it has impacted the patterns of customers consumption and behavior. Then, this research aims to investigate the factors influencing customers' intention on OFDS by expanding the TAM with other variables (such as enjoyment, trust, social influence and value co-creation) to develop a comprehensive model and gain insight through analysis in OFDS during the COVID-19 pandemic.

Literature Review

TAM is a conceptual framework that widely used for understanding new technology acceptance (Davis, Bagozzi, Warshaw, 1989). Fundamental theory of TAM is a concept that explains human behavior through behavior intention, attitudes and beliefs. The relationship between these concepts provides a solid and theoretical basis in the theory of planned behavior (Ajzen, 1991). TAM considers general beliefs (eg,

perceived usefulness (PU) and perceived ease of use (EOU)) as a critical factors in influencing attitude with behavioral intention (Davis et al., 1989).

Attitude as a mediating variable positively associated the relationship of beliefs in behavioral intention (Fishbein, 1963). According to the theory of reasoned action, attitude toward behavior is directly proportional to the sum of the behavior's beliefs (Ajzen, 1991). Thus, attitude as mediating variable is identified as a formative construct and a composite of beliefs. In e-commerce context, Attitude as a mediating variable is a better explanatory model in TAM, rather than TAM without attitude (Ingham et al., 2015). Accordingly, the following hyphothesis is established.

H1:   Attitude is positively associated with behavior intention.

TAM commonly analyses the interrelationships of beliefs and behavior. While attitude is explained as a mediating variable of beliefs, EOU is said to be positively associated with PU (Davis, Bagozzi, Warshaw, 1989). Many empirical studies investigate the causal relationships among beliefs. Nevertheless, several inconsistencies in the relationships among beliefs are found. Pavlou et al. and Gefen et al. investigate the relationships among beliefs by opposite direction with equally persuasive logical arguments. Pavlou et al. found that trust positively associated with EOU, while Gefen et al. found that EOU positively associated trust. Moreover, according to Ingham et al., instead of well-established theoretical explanations, the construction of causal relationships among beliefs relies on the general use of structural equations. This explains Davis' first rationale for the causal relationship between EOU and PU, which is more situational and based on data rather than theoretical. It is commonly assumed that PU with attitude as the mediating variable is both indirectly and directly positively associated with behavioral intention. Thus, the following hypothesis are formed.

H2a: PU is positively associated with attitude.

H2b: PU is positively associated with behavioral intention.

H3:   EOU is positively associated with attitude.

Davis et al. developed the notion of enjoyment in to the TAM, and it has been a crucial element for consumers to adopt new technology (Ingham et al., 2015). Davis et al. tested the direct influence of enjoyment on behavioral intention as well as the indirect effect via PU using enjoyment as the extrinsic motive. Whatever favorable or bad sentiments one feels toward a certain activity have a causal relationship to intention (Davis et al., 1989). Intrinsic (hedonic) and extrinsic (instrumental) motivation are the two broad categories of motivation theory to engage in an activity. PU demonstrates instrumental, whereas enjoyment demonstrates hedonic. According to Hederson et al., enjoyment is the most influencing factor to behavior intention. Moreover, Childers et al. argue that enjoyment is critical in understanding consumer attitudes toward behaviors Intention. Furthermore in e-commerce context, enjoyment is positively associated with behavioral intention directly (Fornell & Larcker, 1981) or

indirectly via mediating variable with attitude (Hassanein & Head, 2007). Accordingly, the following hypothesis is established.

H4a: Enjoyment is positively associated with attitude.

H4b: Enjoyment is positively associated with behavioral intention.

Customers hesitate to buy online because the safetiness or trust issues (Gefen & Straub, 2003). Trust is defined as the Customer's belief in internet technology security. Alternatively, trust is described as a set of specific notions about the vendor's dependability (Pavlou, 2003), a sense of security and confident in transactions of the online platform (Wei, Marthandan, Chong, Ooi, & Arumugam, 2009), or conjunction of vendor dependability and transaction dependability (Kim, Ma, & Park, 2009). Previous research from Jun et al. explain trust as a comprehensive concept which contains perceived risk. Past research has revealed that trust is positively associated with behavioral intention (Gefen & Straub, 2003). Furthermore, Past study form Pavlou, examined the direct effects of trust on behavior intention. Moreover in e-commerce context, Trust is a significant factor for attitude (Lee, 2009). Thus, the following hypothesis are formed.

H5a: Trust is positively associated with attitude.

H5b: Trust is positively associated with behavioral intention.

Social influence defines as how a customer's perspective of some key references to one's conduct affects them (Fishbein & Ajzen, 1977). Venkatesh et al. (2003) describes social influence as a comprehensive concept that contains social factors, subjective norm and images. Subjective norms, including social influence, is not predict effectively in TAM, especially in a voluntary setting (Pavlou, 2003). Regarding e-commerce technology acceptance, social influence is significantly affect the behavioral intention (Henderson, Rickwood, & Roberts, 1998). Social Influence is a prominent belief that impacts customer attitudes toward purchasing decisions in e-commerce (Barkhi, & Wallace, 2007). Furthermore in the context of airline business to customer e-commerce of customer acceptance, social influence is found to be a significant factor to attitude and behavior intention (Kim et al., 2009). Thus, the following hypothesis are formed.

H6a: Social influence is positively associated with attitude.

H6b: Social influence is positively associated with behavioral intention.

Providers and consumers exchange knowledge and resources to develop mutually beneficial value for the firm, known as value co-creation (Prahalad & Ramaswamy, 2004). According to the Service-Dominant (S-D) logic perspective, customer collaboration is the main driving force of growing a company performance. (Vargo, & Lusch, 2004). Customers who interact in value co-creation demonstrate a specific behavior (Yen, Teng, & Tzeng, 2020). Customers' value co-creation behavior is organic or voluntary without the company's intervention. Furhthermore from

previous studies, Yi and Gong classified the value co-creation behavior into two categories: consumer participation and citizenship.

Customers should fully involve in the service process with the providers to ensure the success of value co-creation (Yi & Gong, 2013). Customer participation behavior in online food delivery service is customer interaction with providers, such as personal interaction during the delivery process, sharing detailed order information and completing responsible behavior. Customer participation behavior is critical for the providers growth since it enables the development of market-acceptable products and services. To ensure high service delivery performance, customers and providers should communicate or interact to fill the unmet needs and expectations. The gap is critical for competitive business advantage, providers should meet the customers need and expectation to satisfied the customers (Moghadamzadeh, Ebrahimi, Radfard, Salamzadeh, & Khajeheian, 2020)

Customers' needs satisfaction can be reinforced through participation behavior, as can the benefits they seek. Similarly, customer participation enhance the service quality (Amorim, Rosa, & Santos, 2014). This enhancement encourages customers' behavior intentions and, as a result, firms' market share, sales, and profits (Dagger, Sweeney, & Johnson, 2007).

H7a: Customer participation behavior significantly influences attitude.

H7b: Customer participation behavior significantly influences behavior intention.

Customer citizenship behavior entails voluntary actions by customers that may or may not have a benefit to them explicitly (Yi & Gong, 2013). These actions can have an impact on the interest and performance of organizations (Groth, 2005). As a result, citizenship behavior provides "additional value to company" (Yi & Gong, 2013). Given the potential impact on firm performance, the services marketing literature extensively studies this behavior (Groth, 2005). However, there are few contributions on the causes and consequences of citizenship behavior. Lengnick-Hall, Claycomb, and Inks in 2000, study the numerous advantages of citizenship behavior, which includes acts of cooperation, kindness and helpfulness. Customers who properly use the product or service and encourage a favorable social environment may enjoy and get the benefit from the service experience. Thus, this study tries to test the relationship of customers' behavior intention to behavior intention in online food delivery services.

H8a: Customer citizenship behavior significantly influences attitude.

H8b: Customer citizenship behavior significantly influences behavior intention.

The causal relationships between beliefs and value co-creation are established. The beliefs are recognised as exogenous variables, involving perceived usefulness, perceived ease of use, social influence, trust and enjoyment. Also, the value co-creation including customer citizenship behavior and customer participation behavior are recognised as exogenous variables. Beliefs and value co-creation are modeled as attitude parts towards to behavioral intention. As a result, attitude is used as a

mediating variable between beliefs, value co-creation and behavior intention. Thus, the direct relationship between beliefs and value co-creation on behavioral intention are established (Figure 1).
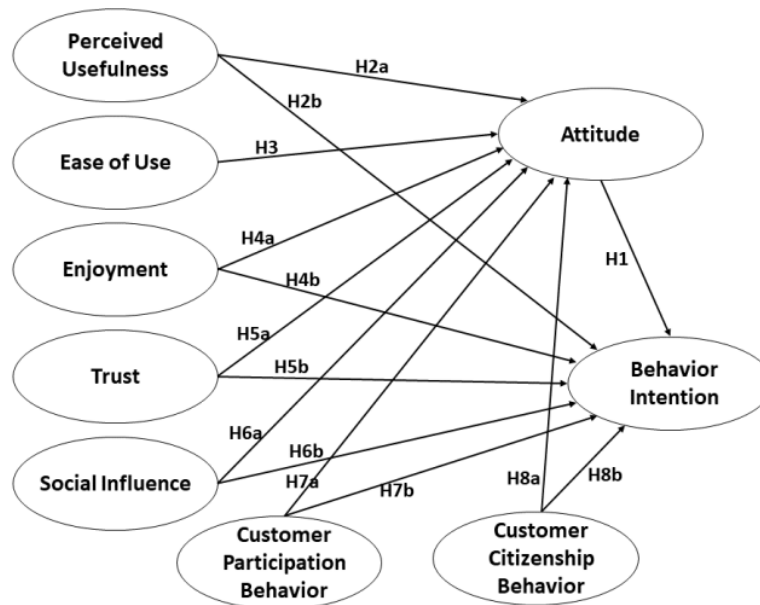

Figure 1. Conceptual Model

Method

An online questionnaire items was adopted from the literature on online food delivery and other previous studies about behavior intention. Davis et al. was specifically adapted for usefulness and ease of use items. Moreover, Pavlou and Childers et al. provided items of trust and enjoyment, respectively. Furthermore, Ajzen provided the social influence items. Also, Suh and Han provided the attitude items. Moreover, the behavior intention items were used from Venkatesh et al and Suh & Han. Finally, Yi and Gong provided the value co-creation items involving customer participation behavior and customer citizenship behavior. A total of 34 items were used in this study. Other than socio-demographic data, all constructs were assessed using a 5-point Likert scale with "strongly disagree (1)" and "strongly agree (5)". The questionnaire was separated into four components that assessed the constructs: (a) demographic data involving education, gender and household income; (b) firsthand knowledge with online food delivery services; (c) TAM variables such as perceived usefulness, perceived ease of use and attitude when using OFDS and behavior intention on OFDS; (d) enjoyment, trust and social influence for OFDS; (e) value co-

creation such as customer participation behavior and customer citizenship behavior in online food delivery services.

Google form was used to create an online questionnaire, then distributed through social media and electronic mail. The current study focused on general Indonesian customers who ordered online food delivery at least one time. At the begining of the survey, the respondent was screened to ensure the respondent have been used or ordered online food delivery at least one in the previous three months. Pilot study with 26 respondents was conducted in this study to check the validity and reliability before distributed to more respondents. The information was gathered using google forms over the course of three weeks, from April 24 to Mei 13, 2022. A total of 417 replies were received and will be analyzed.

SmartPLS software was used to analyse the data. The measurement model's reliability and validity were evaluated with confirmatory factor analysis (CFA). Also, the factor loadings were calculated to check reliability and validity. The factors reliability and convergence were also investigated using average variance extracted (AVE) and composite reliability (CR). By comparing the AVE with the squared multiple correlations among constructs, discriminant validity was established.

To evaluate the conceptual model and propose the hypotheses, the structural equation model (SEM) was used. Also, To assess the model's overall goodness of fit, seven common model-fit measures were used: the ratio of 2 to degrees of freedom (df), the goodness of fit index (GFI), the comparative fit index (CFI), the root mean square error of ap proximation (RMSEA), the Tucker-Lewis index (TLI), the normalized fit index (NFI), and the adjusted goodness of fit index (AGFI).

Result and Discussion

CFA has been carried out to confirm the constructs internal and external reliability and validity. The adequacy of the measurement model was evaluated using the reliability and convergent validity criteria. To test the reliability, CR value was used. All of the results in Table 1 are greater than 0.7, showing good composite reliability (Hair, Hult, Ringle, & Sarstedt, 2016). All nine latent variables of average variance exctracted (AVE) was greater than the proposed boundary value of 0.5, indicating that the scale is convergent (Hair, Hult, Ringle, & Sarstedt, 2016). As result, the constructs reliability and convergent validity in this study were supported. In addition, all questionnaire items have a factor loading value greater than 0.5, showing convergent validity.

Table 1. Confirmatory Factor Analysis

Construct	Code	Factor Loadings	VIF	CR	AVE
AT	AT1	0,755	1,063	0,766	0,621
	AT2	0,820	1,063		
BI	BI1	0,684	1,039	0,743	0,593

	BI3	0,848	1,039		
EJM	EJM1	0,734	1,047	0,753	0,605
	EJM3	0,819	1,047		
EOU	EOU1	0,623	1,183		
	EOU2	0,784	1,264	0,776	0,538
	EOU3	0,783	1,147		
PU	PU1	0,811	1,092	0,784	0,645
	PU4	0,795	1,092		
SI	SI1	0,691	1,026	0,731	0,578
	SI2	0,824	1,026		
TR	TR1	0,779	1,054	0,760	0,613
	TR2	0,787	1,054		
CPB	CPB1	0,778	1,048	0,756	0,607
	CPB3	0,780	1,048		
CCB	CCB2	0,651	1,138		
	CCB3	0,755	1,135	0,759	0,513
	CCB5	0,740	1,129		

To check the discriminant validity, each construct of the squared root of AVE and its correlation coefficients with other constructs were compared in this study (Fornell & Larcker, 1981). Table 2 shows the square roots of the AVEs is ranging from 0.717 to 0.803, which greater than the corresponding correlation coefficients between the constructs. As a result, the constructs' discriminant validity was validated (Fornell & Larcker, 1981). In conclusion, the measurement model showed sufficient reliability, discriminant validity and convergent validity.

Table 2. Discriminant Validity and Correlations

Variable	AT	BI	CCB	CPB	EJM	EOU	PU	SI	TR
AT	0,788								
BI	0,241	0,770							
CCB	0,196	0,233	0,717						
CPB	0,242	0,226	0,043	0,779					
EJM	0,160	0,140	0,162	0,180	0,778				
EOU	0,184	0,196	0,258	0,223	0,194	0,734			
PU	0,230	0,152	0,234	0,197	0,215	0,260	0,803		
SI	0,150	0,248	0,157	0,142	0,268	0,355	0,178	0,760	
TR	0,326	0,208	0,294	0,120	0,147	0,284	0,255	0,153	0,783

The results of hypotheses testing and structural model analysis are shown in Table 3. Perceived usefulness was found not positively associated on BI (β = 0.007, p = 0.449) and have a significantly positive effect on AT (β = 0.015, p = 0.025), which signifies H2a was not supported and H2b was supported in the model. Perceived ease

of use was found to not significantly impact on attitude (β = 0.007, p = 0.449), as a result, its not supporting the H3. Enjoyment was not positively associated with attitude (β = 0.046, p = 0.212) thus not supporting H4a. Also, enjoyment was not substantially impact to BI (β = 0.011, p = 0.432), as a results, its not supporting H4b. Furthermore, social influence was discovered to not substantially impact to attitude (β = 0.044, p = 0.216) as a result, it is not supporting the H5a. However, social influence is discovered positively associated with BI (β = 0.169, p ≤ 0.000), as a results, its supporting the H5b. Moreover, trust was also discovered to positively associated with attitude significantly (β = 0.242, p ≤ 0.000), thus supporting the H6a. However, trust was not positively associated with BI (β = 0.077, p =0.086), as a result, the H6b was not supported. Customer participation behavior was discovered to positively associated with attitude significantly (β = 0.175, p ≤ 0.000), thus the H7a was supported. Also, customer participation behavior was discovered positively associated with BI (β = 0.153, p ≤ 0.001), as a result, the H7b was supported. Customer citizenship behavior was discovered to not affect attitude significantly (β = 0.079, p = 0.066), thus the H8a was not supported. Otherwise, customer citizenship behavior was discovered to positively impact the BI (β = 0.186, p = 0.008), consequently, it is supporting the H8b. Finally, attitude was discovered to positively associated with BI (β = 0.120, p = 0.024), consequently the H1 was supported. In conclusion, all the hypotheses are supported except for hypotheses H2b, H3, H4a, H4b, H5a, H6b and H8a.

Table 3. Results of Structural Model Analysis

Path Relationship		Patch Coefficient	T-Statistics	P-Values	Results
H1	AT -> BI	0,120	1,986	0,024	Supported
H2a	PU -> AT	0,095	1,961	0,025	Supported
H2b	PU -> BI	0,007	0,129	0,449	Not Supported
H3	EOU -> AT	0,007	0,128	0,449	Not Supported
H4a	EJM -> AT	0,046	0,800	0,212	Not Supported
H4b	EJM -> BI	0,011	0,170	0,432	Not Supported
H5a	SI -> AT	0,044	0,788	0,216	Not Supported
H5b	SI -> BI	0,169	3,361	0,000	Supported
H6a	TR -> AT	0,242	4,839	0,000	Supported
H6b	TR -> BI	0,077	1,370	0,086	Not Supported
H7a	CPB -> AT	0,175	3,628	0,000	Supported
H7b	CPB -> BI	0,153	3,123	0,001	Supported
H8a	CCB -> AT	0,079	1,507	0,066	Not Supported
H8b	CCB -> BI	0,150	2,618	0,005	Supported

Using the TAM's extended approach, this study investigated the factors influencing on customer behavior intentions in OFDS. This study's findings confirmed the importance of perceived usefulness (PU), trust (TR), social influence (SI), customer participation behavior (CPB) and customer citizenship behavior (CCB) in OFDS customer acceptance. The results of the data analysis revealed that attitude (AT), SI, CPB and CCB were factors that directly impacted the behavior intention. Moreover,

PU, CPB and TR were discovered to positively associated with AT as the mediating variable. Thus PU, CPB and TR impact the behavior intention as well. As the results of path analysis, the proposed model in the current study does fit to explain the antecedents of behavior intention on OFDS. Six of the eight proposed variables (AT, PU, TR, SI, CPB and CCB) were discovered to be statistically influences on behavior intentions on OFDS platform.

In comparison to the other belief factors, the path coefficients of TR were the most impactful predictors of AT in online food delivery service. SI was discovered to be the most significant factor to influencing the behavior intention of OFDS. These results support the previous study on adopting new technologies and services in the context of online shopping (Lee, 2009; Yusra et al., 2020; Yen et al., 2020). Moreover, the research results are in line with the earlier research, which shows that if clients believe an online food delivery service would be useful, they are more likely to use it (Zhao & Bacao, 2019; Ingham et al., 2015).

Furthermore, according to the results of the study, EOU is not positively associated with AT. It is consistent with Yuan et al. and Zhao & Bacao, but contradict with previous study from Pavlou. Customers attitudes toward OFDS will no longer be determined by their ease of use after they have gained enough experience from the previous use of OFDS. Additionally, during the COVID-19 pandemic, other factors such as trust, safety, and efficiency are more important and can offer customers more value.

TR with attitude is the second most significant factor influencing customers' intention on OFDS. This finding is in line with the past study in the context of online shopping (Hassanein & Head, 2007), that TR significantly affects the customer technology adoption intention. Customers could be concerned if the restaurant receives orders correctly or if the quality of food delivered is comparable to that of dine-in service, emphasizing the importance of TR in the context of online food delivery services (Hong, Choi, Choi, & Joung, 2021). During the COVID-19 pandemic, trust positively influenced behavior intention on OFDS because contactless delivery & hygienical was necessary and needed.

However, it was observed that enjoyment was not a key factor in customer attitude and behavior intention in OFDS context. This finding contradicts earlier research in the context of online purchasing (Hassanein & Head, 2007), which enjoyment was found to positively associated with attitude. This research reveals that many customers believe that using OFDS does not have to be exciting, fun, and enjoyable. Online food delivery services should focus more on other factors such as usability.

Customer participation behavior helps to strengthen the customer relationship. Customers' lifetime value – the length of their relationship with the company – increases their participation in value creation. The implications for business outcomes are intriguing. When a company keeps its customers for life, it can achieve higher levels of profitability. For starters, the costs of replacing lost customers are high.

Second, the greater the present value, the longer the relationships between firms and their customers.

Conclusion

This research enhances the existing theory and has practical implications. The findings of this research contributed to the body of knowledge about technology acceptance in an emergency condition, particularly during the pandemic of COVID-19. The food and beverage industry becoming more competitive and during the pandemic, food and beverage business have a difficulty to reach their customer, this research contributes to the literature on OFDS by providing a theoretical framework.

In this study, TAM was employed to investigate the behavior intention on OFDS theoretically. TAM with other factors (such as value co-creation, trust, enjoyment and social influence) is thought to be a better explanation than the classic TAM model. Moreover, this research is necessary because it sought to investigate behavior intention using the TAM model which has rarely been investigated in the context of OFDS.

Moreover, the result of this research also revealed that in online food delivery services, utilitarian value (i.e., perceived usefulness) is more important than hedonic value (i.e., enjoyment). This finding is aligned with the previous study from Jun, Yoon, Lee & Lee in 2022. Thus, this study's findings have an academic contribution to online food delivery services context. As a result, this research seeks to build a conceptual model for understanding the customer intentions to use the OFDS technology.

One of the main values of the food and beverage service industry is the dine-in experience. Unfortunately, in times of a global pandemic, it was curtailed and even eliminated (Jun, Yoon, Lee & Lee, 2022). To find new sources of revenue and maintain the customers, many food and beverage businesses are transforming into online food delivery services. The dine-in experience is restricted by Indonesian government policy due to COVID-19 pandemic. On another side, online food delivery service demand is increasing. This creates a new opportunity for the food and beverage service industry to adopt new technology in OFDS to gain customers. The study findings can assist the food and beverage industry in devising a plan for operating profitable OFDS.

These research has managerial implications for food and beverage companies that provide OFDS. They must encourage social influence, environmental friendliness, and the quality of OFDS itself. According to the research findings, having high perceived usefulness is critical for gaining customer intention on OFDS. Providing accurate information in OFDS could increase the perceived usefulness (Kang & Numkung, 2019). It is advised that OFDS providers should provide an update information by maintaining product information on a regular basis based on consumption trends (e.g., menu information, price, or restaurant list). They also need

to provide a valid and reliable information, such as time, specific delivery areas and business hours, thus the customers ordering effectiveness will be increased.

Managers of OFDS must understand the gap of needs and meet the expectation of their customers. During the COVID-19, it is important to enhance the clean value of OFDS (e.g., contactless delivery, hygiene and food safety) to minimize the discomfort effect of COVID-19. Because the dine-in service are prohibited, and the customers are expected to eat at home. As a result, food and beverages managers should find a solution to attain the customers, while at the same time convincing consumers to keep utilizing online delivery services. Food and beverages managers should create appropriate channels of communication with their customers in order to encourage their participation. Customers must be encouraged to understanding their needs and expectation. With online food delivery services technology, customers will perceive a specialized approach with the providers, thus meeting the needs and expectation gap and improving customer satisfaction, business performance and intention to use.

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