Determinants of Intention to Reuse Food Delivery Applications in Generation Z

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ARTICLE INFO	ABSTRACT
	This study aims to answer the question of why someone uses FDA by using independent variables, namely *special benefits*, *time saving*, *delivery experience*, *reviews* and *price value* for reusing applications mediated by *customer satisfaction.* Total of 179 Generation Z respondents participated in this study. The design in this study uses quantitative and analytical techniques using PLS tools. Interesting findings in this study were successfully identified. This study found that *time saving* that is considered to be able to make people satisfied and return to reuse the FDA proved unacceptable, which means that in Generation Z there is perceived dissatisfaction with the time given by the FDA, and Generation Z does not need to save time in ordering food *online, time saving* is not a reason for them to reuse the FDA. In this case, online application food delivery service providers must consider other causes that make them satisfied and willing to use the FDA application again, for example, *the special benefits* offered, and the experience in ordering food, reviews and price values that are highly regarded by consumers, especially in generation Z which has an effect on *customer satisfaction* which in the end satisfaction affects the reuse of the application. *This is an open access article under the <u>CC BY</u> license.*

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1. INTRODUCTION

With an increasingly busy lifestyle and busy schedules, many people face challenges in allocating time to eat out. Many people want food from their favorite restaurants but don't have much time to visit the restaurant. The lack of time to find time to visit a restaurant is a strong reason to adopt *an online* food delivery application or what we currently call an *online food delivery application* (FDA). FDA is a third-party delivery service offered on a mobile app that works with many restaurants in promoting menus and providing attractive offers from those restaurants' food menus, allowing consumers to purchase food and deliver their food-related products to destinations. (Roh & Park, 2019) According to a survey conducted by Snapcart, there are around 4.8 thousand samples of existing Indonesian people, of which as many as 73% have used online *food delivery* methods in early 2025. The rapid development

of technology encourages all conveniences in daily life, and this affects people's shopping behavior. There are many things that consumers consider to choose through an online food ordering application. According to a survey from Jakpat, which was conducted in March 2025, 65% of respondents made purchases at FDA because of promos or discounts, 50% were told that the prices offered were affordable, and others, for example, because they were familiar with the brand, payment method, the number of menu choices in restaurants, delivery speed, review ratings, driver availability during peak hours or rain, App views (18%) (Muhammad, 2025).

Figure 1: Countries with the Highest Use of *Online Delivery Applications 2023* in Southeast Asia

From figure 1 it is shown that the phenomenon in FDA in Indonesia is very advanced and ranked first in Southeast Asia, this shows that FDA's business in Indonesia will be one of the new business spaces that are worthy of development. Followed by Thailand with 3,7%, Singapore with 2,5%, Philippines 2,5%, Malaysia 2.4%, Vietnam 1.4%. Studies show that the FDA segment is closely related to customer experience and related constructs, such as behavioral intent, attitude, and satisfaction). However, the dimensions and attributes of the FDA's underlying have varied among existing studies and have not been rigorously verified. Academics have examined the dimensions of FDA services using different scales to gauge this construct and its implications. However, their efforts in the FDA investigation are still sparse (Suhartanto et al., 2019). Food Delivery Application is an internet-based service where customers can order food and have it delivered to their homes (Ray et al., 2019). Through smartphone applications, the FDA is considered a strategic collaboration organization that performs the role of an intermediary in which the food delivery business operates. Perceived quality by customers is generally judged based on service performance and multi-attributes under the control of an organization (Baker & Crompton, n.d.). Similar to other types of businesses, the customer experience towards the service of the application can be observed in the performance of some of the service attributes offered by the FDA (Desvita et al., 2017). Existing FDAs should be easy to use, attractive, and functional (Ray et al., 2019). Previous literature relating to FDA and food delivery bold points to important attributes, such as ease of use, delivery, special benefits, customer reviews, food hygiene, time savings, and food rider (Desvita et al., 2017). Given that thorough identification of attributes is critical to evaluating FDA and FDA's attractiveness/competitiveness, the academics call for more research that develops insights into key attributes of FDA services that could influence future customer behavior (Ray et al., 2019).

The phenomenon of buying *food online* can be one of the unique studies in the online trade market in Indonesia, especially those in urban areas. This research was conducted with the aim of directly

testing and analyzing several independent variables such as special benefits, time saving, delivery experience, reviews and price value on customer satisfaction, and customer satisfaction intention to reuse app In Generation Z. Given that there is still little research related to repurchases at the FDA in Generation Z that still gets income from parents. Generation Z is currently considered "Digital Native" which is the generation that first grew up and was surrounded by the existence of *digital* (Djafarova &Bowes, 2021;Reinikainen et al., 2020) communication. They are the most recent generation category where they were born between 1995 and the early 2010s (Priporas et al., 2020). Generation Z sees a wide variety of content far more than any other age group, and spends as much as 11 hours liking, reading and sharing material on all their devices every day (Adobe, 2018). Generation Z is very likely to be exposed to various kinds *digital advertisements* on social media and play in the world of social media (Chen et al., 2018) .This generation prefers communication in the form of images, different from the previous generation category which prefers to communicate in the form of text and then looks for innovative content (Prakash Yadav & Rai, 2017; Priporas et al., 2017).

They can be considered the most materialistic (Flurry & Swimberghe, 2016) ,want quick or instant results (Passport, 2018), and quite appreciate a brand's communication on social media group (Viţelar , 2019). This generation is recognized as the largest generation, accounting for about 32% of the total population globally (Miller & Lu, 2018) and of course they are expected to have a significant impact on sales to global consumers so it will be very important to conduct research on this potentially powerful generation group (Wolf, n.d.).

Given that complete identification of attributes is critical to evaluating the FDA and the FDA's attractiveness/competitiveness, the researchers call for more research that develops insights into the key attributes of the FDA's services that could influence future customer behavior (Ray et al., 2019). The gap in this study also highlights the extent to which this independent variable is able to affect customer satisfaction to be able to make consumers use this application again. The quality of electronic services is also recorded as a consumer-inclusive evaluation of electronic service offerings. Similar to the FDA, performance attributes contribute to overall customer satisfaction. When people feel the beneficial service functionality of the FDA, they tend to be happy and willing to support applications again in the future (Ray et al., 2019). Previous research verified the FDA's dimensions as highly consistent predictors of satisfaction and a range of behaviors that favor customers, such as intent to use and loyalty (Pigatto et al., 2017). Suhartanto et al., (2019) found that food quality, electronic service quality, and perceived value significantly affect customer satisfaction when using online food delivery services. Ray et al (2019) found that dimensions such as customer experience, ease of use, listing, and restaurant search influence customer intent to use the FDA, while convenience, quality control, delivery experience and community pressure are not significant factors. Elvandari et al (2017) highlight that elements such as the friendliness of delivery staff, cleanliness of food packages, order suitability and shipping prices affect customer behavior. Yeo et al., (2017) also revealed that factors such as convenience, cost savings, time savings and past experience are related to customer intentions and attitudes. In line with the FDA and online food delivery literature, this study proposes an experience.

Given that complete identification of attributes is critical to evaluating the FDA and the FDA's attractiveness/competitiveness, scholars call for more research that develops insights into the key service attributes of the FDA that may influence future customer behavior (Ray et al., 2019; Zhao and Bacao, 2020). The gaps in this study also highlight how existing independent variables affect customer satisfaction. The quality of electronic services is also recorded as a consumer-inclusive evaluation of electronic service offerings. Similar to the FDA, performance attributes contribute to overall customer satisfaction. When people feel the beneficial service functionality of the FDA, they tend to be happy and willing to support applications again in the future (Ray et al., 2019). Ray et al (2019) also found that on dimensions such as customer experience, listing, ease of use and restaurant search efforts affect customer intention to use the FDA. (Elvandari et al., 2017) highlight that elements such as the friendliness of delivery staff, cleanliness of food packages, order suitability and shipping prices influence customer behavior. In line with the FDA literature, this study proposes special benefits, time

saving, delivery experience, reviews, and price value as the underlying dimensions of FDA services to influence customer satisfaction to have the intention to return to this online food delivery application.

Food Delivery Application is a third-party delivery service offered on a mobile application that works with many restaurants to promote menus and provide attractive offers from the restaurant's food menu, allowing consumers to buy food and deliver their food-related products to destinations (Roh and Park, 2019). Online food delivery refers to an internet-based service where customers can order food and have it delivered to their homes (Ray et al., 2019). Working through smartphone apps, the FDA is considered a strategic collaborative organization that performs the role of an intermediary for the food delivery business. According to Baker and Crompton (2000), the quality perceived by customers is generally judged based on service performance and multi-attributes under the control of an organization. Similar to other types of businesses, the customer experience towards application services can be observed in the performance of FDA service attributes (Elvandari et al., 2017). The food delivery service business model focuses on the benefits of the Internet, which is the technology's ability to connect various distribution chain agents. Mobile apps are an integral part of everyday life today and their use is critical to the strategic advantage of the food industry.

Customer satisfaction is the driving force behind customer loyalty, which is characterized by continuous support for a particular company's goods or services, leading to a lasting relationship with the business or so-called *Customer Loyalty*. As stated by Oliver (1997), loyalty can be defined as the ongoing choice to engage in repeat purchases or continuous utilization of a particular product or service over time. The manifestation of loyalty is evident from customers who consistently choose the same product or service and advocate for its benefits to others. The concept of customer satisfaction has gained significant emphasis in recent years, both in academic discussions and real-world applications. In this study, customer satisfaction is defined as the emergence of feelings of happiness and disappointment after consumers have the expected product performance results (Kotler, 2014**).**

Special benefits are defined as special benefits in the form of special benefits, facilities, or additional services provided outside of the standard package, for example special discounts and special services provided by a product of goods or services category (Fakfare, 2021). Current research suspects that the more attractive *the special benefits* offered, the more it will affect customer satisfaction. The performance of these FDA attributes contributes to overall customer satisfaction. When people feel a good service function from the FDA, they are likely to be happy and willing to support the application again in the future (Fakfare, 2021). Consumers tend to make purchases or reuse applications when consumers feel the benefits received from the application. and this hypothesis:

H1*: Special benefits* have a positive effect *on customer satisfaction*

Time Saving is how consumers can save time when using online delivery service applications Fakfare (2021). For example, when you want to order food, consumers don't need to come to a restaurant to compare prices between restaurants. Consumers can compare prices and menu variations through existing applications. Consumer doesn't need to experience traffic jams on the road that will only waste time just ordering food and don't need to wait in line at restaurants. Current research suspects that the higher the time savings felt by consumers, the more it will affect customer satisfaction. This happens because when customers feel they can save their time ordering food online, they will think that part of their problem is solved. The time that should be made to buy food offline can be diverted by doing other activities. (Yeo et al., 2017) It also reveals that factors such as convenience, cost savings, time savings, and past experience have to do with customer intentions and attitudes. In line with the FDA literature and online food delivery, this study proposes that time savings be used as an independent variable that will affect customer satisfaction, and this hypothesis:

H2: Time saving has a positive effect on customer satisfaction

Delivery Experience, (Fakfare, 2021) referring to how the experience felt by consumers when using the FDA at the time of ordering food. For example, the provisions provided by the FDA for ordering buses with additional menus beyond those already listed, the determination of locations for food delivery between customers and restaurants is available with a clear map or map. Then the notification

of the estimated time that will be obtained when ordering food, and the ability of the application to track our orders and this hypothesis:

H3: Delivery experience has a positive effect on customer satisfaction

Fakfare (2021) defined reviews by that is the comments given by consumers after they use the product and are displayed on the *online* or *offline.* For example, the reviews given are in the form of food photos, ratings and the like. In particular, online reviews uploaded on social media allow potential consumers to evaluate the quality of services that are basically intangible and easily damaged (Filieri, 2016). Innovative product pricing operates as a strategic link that connects the commercialization of technology, market dynamics, and financing constraints. For startups, this strategic imperative arises from balancing the mechanism of mutual value creation on the demand side and resource limitations on the supply side. (Zhang et al., 2026) In the study conducted by the FDA, the price given by the FDA has more value than others. The price value that is asked for example, giving a price at the moment, or a special price at that moment (Ramesh et al., 2023). Current research suspects that the more positive reviews or reviews from consumers who have purchased, the more likely it is to affect customer satisfaction. Yeo et al (2017) also revealed that factors such as convenience, cost savings, time savings, and past experience are related to customer intent and attitudes. In line with the FDA literature and online food delivery, this study proposes delivery experience, special benefits, time saving, time saving, reviews, the underlying dimensions of FDA services (Elvandari et al., 2017; Ray et al., 2019), and this hypothesis:

H4*: Reviews* have a positive effect *on customer satisfaction*

Innovative product pricing operates as a strategic link connecting technology commercialization, market dynamics, and financing constraints. For startups, this strategic imperative arises from balancing demand-side value creation mechanisms with supply-side resource constraints (Zhang et al., 2026). A study by Ramesh et al., 2023, found that FDA pricing offers superior value compared to other pricing options. This value pricing includes, for example, on-time pricing or special pricing.Current research suggests that the more attractive the price offered, the greater the impact on customer satisfaction. This is because when the price offered in each restaurant app matches the quality of the food, it encourages consumers to repurchase and even recommend the app. As shown in the IPMA, comparing food prices and avoiding waiting times at restaurants are considered important attributes but perform poorly as predictors of FDA user satisfaction (Fakfare, 2021b). Therefore, these service attributes should be emphasized by industry professionals during the current pandemic, given that customers are avoiding close contact with others (Wen et al., 2021), and this hypothesis:

H5*: Price Value* has a positive effect on *customer satisfaction*

In this study, customer satisfaction is defined as the emergence of feelings of pleasure and disappointment after consumers have the expected product performance results (Kotler, 2014). Current research suggests that higher customer satisfaction will impact customer satisfaction. This is because when a sense of satisfaction is felt in every purchase at FDA, it will make consumers willing to repurchase or reuse the application. Previous research also shows that customer satisfaction and their behavioral responses can be positively improved by offering effective services based on the FDA functions/attributes mentioned above (Zhao et al., 2020). Thus, restaurants and application developers can consider and develop these FDA functions to meet customer expectations and offer profitable services to them, thereby creating a desire to reuse the application. and this hypothesis:

H6*: Customer Satisfaction* has a positive effect on *the Intention to re-use application*

2. METHODS

This research approach uses a quantitative research approach. A total of 179 respondents, namely in the Generation Z category, were involved in this study, This research approach uses a quantitative research approach. This research is located in Gresik regency, East Java, precisely at the University of Muhammadiyah Gresik. Meanwhile, the sample used in this study is part of the population, namely students of the University of Muhammadiyah Gresik who have shopped at *food delivery applications.*

Measurement and Analysis Techniques

The collection technique from the research is using a questionnaire that is distributed through a google form. In this study, PLS *Result and Discussion was used.*

Participant Demographics

Table 1: Respondent Demographic Summary Results

Profile Categories		Quantity	Prosentase
Gender	Men – men	47	26
	Women	132	74
Pocket Money (month)	500-1000.000	141	78
	1.100.000 - 3.500.000	24	13,4
	3,600,000 - Up	14	8.6
Age (years)	18-25	176	98,32
	26-30	3	1,68
Residence	Family	161	89,94
	Cost(Rent)	18	10,6

Hypothesis Testing Results

Hypothesis testing was carried out using the Bootstrap resampling method developed by Geisser & Stone. The test statistics used are t-statistics or t-tests. The comparative t-value used = 1.96 with the significance level = 5%.

The results are as follows:
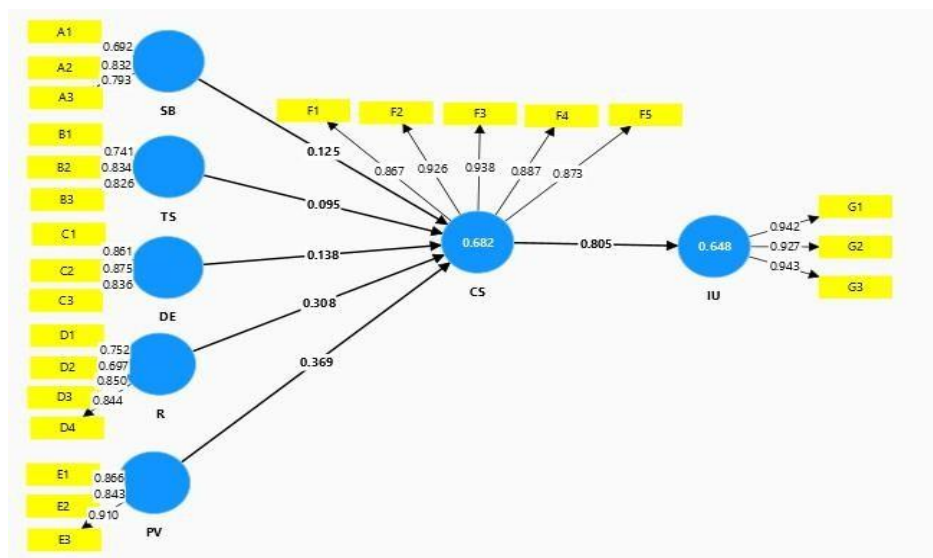
Source: Data processed by researchers 2025

Figure 1: Data processing results with Smart PLS 2025

Table 1: T test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Tstatistics (IO/STDEV I)	P values	Remarks
SB -> CS	0.125	0.127	0.048	2.633	0.008	Significant
TS -> CS	0.095	0.097	0.051	1.861	0.063	Insignificant
DE -> CS	0.138	0.134	0.062	2.234	0.026	Significant
R -> CS	0.308	0.314	0.079	3.915	0	Significant
PV -> CS	0.369	0.365	0.057	6.423	0	Significant
CS -> IU	0.805	0.806	0.037	21.543	0	Significant

Source: Researcher Processing Data 2025

Table 2. *Composite reliability*

	Composite reliability
CS	0.954
FROM	0.893
IU	0.956
PV	0.906
R	0.867
SB	0.817
TS	0.843

Source : Researcher Processing Data 2025

Hypothesis Summary

Table 2. Summary of Hypothesis Test Results

Yes	Hypothesis	Conclusion
1	*Special benefits* affect *customer satsifaction*	Accepted
2	*Time saving* has a positive effect on *customer satisfaction*	Rejected
3	*Delivery experience* has a direct effect on *customer experience*	Accepted
4	*Reviews* have a positive effect on *customer experience*	Accepted
5	*Price value* has a positive effect on *customer experience*	Accepted
6	*Customer satisfaction* of prospective donors has a positive effect on *the Reuse application.*	Accepted

3.   FINDINGS AND DISCUSSION

Definition of electronic service quality, Zeithaml et al. (2002, p. 363) is the degree to which a website facilitates the efficient and effective shopping, purchase, and delivery of products and services'. The quality of electronic services is also recorded as a consumer-inclusive evaluation of electronic service offerings. Similar to the FDA, performance attributes contribute to overall customer satisfaction. When people feel the beneficial service functionality of the FDA, they tend to be happy and willing to support the application again in the future (Ray et al., 2019).   The results of the study stated that the more interesting Special Benefit that is felt or obtained by consumers will make consumers feel satisfied and intend to use FDA again in the next transaction. Special benefit which is meant to be like a coupon, cash-back and discounts, loyalty programs, and References Bonuses given to clients (Ray et al., 2019). So The more attractive the benefits offered, it will make Generation Z customers more satisfied and willing to reuse it at the FDA. It was found that time savings had no impact on customer satisfaction, as the time spent ordering food was significantly longer than ordering independently. Generation Z

dislikes wasting time. If the restaurant they're going to is easily accessible, they're more likely to visit the location rather than wait a long time to order. Delivery Experience refers to the positive experience associated with food delivery when ordered using FDA (Othman et al., 2013).

Delivery experience includes FDA's ability to order food overnight, find delivery addresses on a map, provide free delivery in some cases, and track deliveries in real time and view estimated delivery times (Ray et al., 2019). Several recent studies have found that consumer satisfaction and loyalty with FDA are important predictors of usage intention (Elvandari et al., 2017). Customer experience can play a significant role in FDA usage. This also includes delivery experience. Similarly, research in contexts other than FDA has also shown that delivery experience influences purchase intention (Hume, 2008), behavioral intention in restaurants (Othman et al., 2013), and repurchase intention in online shopping (Kim et al., 2012). All of these studies demonstrate a positive relationship between delivery experience and intention. A good delivery experience will influence customer satisfaction, and a good delivery experience leads to positive intention to use/reuse a service. Meanwhile, the reviews in this study also influence customer satisfaction and the desire to use the application again. Clear reviews are very helpful for Generation Z consumers to be able to continue their desire to buy or not buy food through the FDA. The clearer and more informative the reviews, the more it will affect Generation Z customer satisfaction and reuse at FDA. If the reviews are positive, Generation Z consumers will be more satisfied. Generation Z usually spends the first time to look for reviews that are informative and according to their wishes. They enjoy lingering on social media and spending time looking for these reviews, because this generation loves the digital world and spends time on social media 11 hours every day. Price value influences customer satisfaction. Attractive and competitive prices are highly valued by consumers, leading to satisfaction and a desire to return to FDA. Previous research also shows that customer satisfaction and behavioral responses can be positively enhanced by offering effective services based on the FDA functions/attributes mentioned above (Zhao and Bacao, 2020). Therefore, restaurants and app developers can consider and develop these FDA functions to meet customer expectations and offer profitable services. And in this study, it was also found that customer satisfaction will ultimately influence consumers' desire to reuse food delivery applications. This is in line with previous research that the higher the customer satisfaction with online food applications, the higher the desire to reuse them (Fakfare, 2021).

4. CONCLUSION

Given the importance of the underlying FDA service attributes considered in this study, analyzing how these shape FDA user satisfaction is crucial. The differential role of each service dimension/attribute in shaping satisfaction is considered. The goal is to classify factors/indicators that have relatively high and low importance for the target construct (FDA user satisfaction). Methodologically, this study adds to the growing field of technology where PLS has been used to prioritize FDA service dimensions and attributes (Ray et al., 2019; Yeo et al., 2017). Pragmatically, the prioritization of FDA service dimensions/attributes provides a basis for industry practitioners or application developers to improve services necessary to ensure a satisfactory user experience, as further discussed in the practical implications. This study offers insights into the various impacts of FDA service attributes on user satisfaction. In general, service attributes related to customer reviews are also very important. FDA users tend to consider the importance of review-based services, including reviews, ratings, and photos, which help them complete menus and orders. Time-saving services do not perform well and need to be improved. Therefore, in improving FDA functionality, restaurant owners or app developers should focus on enhancing the review platform to meet FDA users' needs when ordering food via mobile (Kim and Kim, 2017). Similarly, special benefits, delivery experience, reviews, and price value are considered important attributes as predictors of FDA user satisfaction. Therefore, these service attributes should be highlighted by industry professionals, especially Generation Z.

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