



## Factors affecting customer decisions in using the GoFood application in Indonesia

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**Abstract.** The rapid development of online food delivery services necessitates a more in-depth study to analyze the factors that influence customer decisions in using the GoFood application in Indonesia. The main objective of this study is to examine the influence of perceived usefulness, ease of use, enjoyment, trust, and social influence on attitude and behavioral intention, as well as the influence of attitude on the behavioral intention of GoFood users. The respondents in this study were 303 GoFood users in Indonesia. The analysis technique used was Structural Equation Modeling (SEM), which was analyzed using the AMOS 23 application. The results showed that perceived usefulness, ease of use, enjoyment, trust, and social influence had a significant effect on attitude. In addition, perceived usefulness, trust, social influence, and attitude also had a significant effect on behavioral intention in the use of GoFood, except for the direct effect of enjoyment on behavioral intention, which was not significant.

**Keywords:** perceived usefulness, ease of use, enjoyment, trust, social influence, attitude, behavioral intention

### Introduction

The rapid development of technology has influenced buying and selling activities because they can be done online. Current technological developments and digitalization have created new business opportunities in the market, especially in the online food delivery industry. The COVID-19 pandemic has forced all transactions to be done online or electronically. This has forced people to shift their shopping habits from offline and traditional stores to online stores (Yuan et al., 2021). Online food delivery (OFD) is a service that refers to the process of ordering food or drinks from a restaurant online, which are then prepared and delivered to consumers offline (Li et al., 2020). With the advantages offered by online food delivery (OFD) service provider applications, restaurants and companies can increase their customers and profits from their businesses. In addition, online food delivery (OFD) application services offer a variety of options that allow customers to compare menus, prices, and reviews from other users based on the type of restaurant they want (Yeo et al., 2017).

However, recent discussions in the OFD literature have shifted from purely technological adoption factors toward a more integrated evaluation of service quality, platform governance, and post-purchase behavior. Early studies emphasized perceived usefulness and ease of use as primary determinants of OFD adoption (Li et al., 2020). However, more recent research highlights the multidimensional nature of OFD experiences, incorporating e-service quality, logistics service quality, food quality, perceived value, and trust as key predictors of customer satisfaction and repurchase intention (Seghezzi & Mangiaracina, 2021; Jamil et al., 2024; Mamakou et al., 2024). Scholars have also examined the role of perceived price fairness, promotional strategies, and transparency in digital platforms, particularly in contexts where consumers are sensitive to service fees and price discrepancies (Lin et al., 2024; Sahu et al., 2025). Furthermore, the post-pandemic landscape has intensified competition among platforms, prompting studies to investigate switching behavior, loyalty formation, and the moderating effects of trust and perceived risk in sustaining long-term customer engagement (Zheng & Wu, 2022; Rombach et al., 2023). Collectively, these recent discussions suggest that customer decisions in OFD services are

shaped by a complex interplay of technological, operational, and perceptual factors rather than by convenience alone.

Within the landscape of the market, according to a report by Momentum Works, Gofood ranks second with a score of 10.5 percent, or approximately US\$2.7 billion, in gross online food delivery (OFD) transactions in Southeast Asia in 2023, making Gofood the second-largest online food delivery (OFD) platform in Indonesia. There are other applications, such as GrabFood, which ranks first, and ShopeeFood, which ranks third, as the most popular online food delivery (OFD) platforms in Indonesia based (Kusumawardhani, 2022). Research related to online food delivery platform services in Indonesia reveals that 84 percent of people in Indonesia who use online food delivery apps consider GoFood to provide the best service, far above the average in the same industry (Gojek, 2024). However, according to findings from tekno.kompas.com (2022), many GoFood consumers complain about significant price differences between the app and restaurants. Based on reports, consumers feel that the prices displayed on the app are often higher, with a difference of around IDR 10,000, compared to ordering directly at the restaurant. In addition to higher prices, GoFood users are also charged additional fees such as delivery costs and platform fees. This fact poses a challenge for Gojek in maintaining customer loyalty to continue using its services (Clinten & Nistanto, 2022). Therefore, an analysis is needed to understand customer decisions in using online food delivery services, particularly GoFood.

**Table 1. Previous Research Results**

Relationship	Jun et al. (2021)	Qi et al. (2021)	Hooji et al. (2021)	Mathew et al. (2023)
AT→BI	Supported (+)	Supported (+)	Not studied	Supported (+)
PU→AT	Supported (+)	Supported (+)	Not studied	Not studied
PU→BI	Supported (+)	Supported (+)	Not Supported (+)	Not studied
EOU→AT	Not Supported (-)	Supported (+)	Not studied	Not studied
EJM→AT	Supported (+)	Not studied	Not studied	Not studied
EJM→BI	Supported (+)	Not studied	Not studied	Not studied
TR→AT	Supported (+)	Not studied	Not studied	Not studied
TR→BI	Supported (+)	Not studied	Not studied	Not studied
SI→AT	Not Supported (+)	Not studied	Not studied	Supported (+)
SI→BI	Supported (+)	Not studied	Not studied	Not studied

Note: perceived usefulness (PU), perceived ease of use (PEOU), enjoyment (EJM), social influence (SI), trust (TR), attitude (AT), behavioral intention (BI)

Research on the adoption of food delivery technology has been conducted extensively, but there are inconsistencies in the results (research gap) that underlie the urgency of this study. Based on the research gap in Table 1, there are several differences in the hypothesis results. The first research gap can be seen in the perceived usefulness variable in the study by Jun et al. (2021), which shows a relationship with the behavioral intentions variable. Meanwhile, in the study by Hooi et al. (2021), "the perceived usefulness and behavioral intentions variables are not related. The second research gap lies in the difference in the results of the studies conducted by Jun et al. (2021) and Qi et al. (2021). Jun et al. (2021) showed that there was no relationship between the variables of ease of use and attitude, while Qi et al. (2021) found that the variable of ease of use had a relationship with the variable of attitude. The third

research gap lies in the difference in the results of studies conducted by Jun et al. (2021) and Mathew et al. (2023). Jun et al. (2021) found that the variables of social influence and attitude have an insignificant relationship, while the study by Mathew et al. (2023) shows that the variables of social influence and attitude have a positive and significant relationship.

The existence of these differences, coupled with the dynamic nature of digital consumer behavior in Indonesia, necessitates further research to validate which variables most consistently influence customer decisions on the GoFood application in current market conditions. Therefore, this study was conducted to fill the research gap from previous studies that showed inconsistent results on TAM (Technology Acceptance Model) variables. Adopting the research framework from Jun et al. (2021), the main focus is to analyze how perceived usefulness (PU), perceived ease of use (PEOU), enjoyment (EJM), social influence (SI), and trust (TR) shape attitude (AT) and behavioral intention (BI) among GoFood users in Indonesia.

## Literature review

Perceived usefulness refers to the extent to which a person believes that the use of technology or systems will improve their work performance (Davis, 1989). Qi et al. (2021) state that in the context of online food delivery, perceived usefulness is the consumer's perception that purchasing food online can improve their shopping experience and performance. Kim & Lee (2014) also define perceived usefulness as consumers' perception that shopping through online platforms will improve the performance of the shopping process, such as searching for information, comparing prices, and arranging orders and tracking through online platforms, which will increase the efficiency and effectiveness of the shopping process. The perceived usefulness variable can be measured according to the research by Jun et al (2021) with the following indicators: (1) the online food delivery platform makes food ordering more efficient, (2) the online food delivery platform increases effectiveness in ordering food, and (3) the online food delivery platform is useful in ordering food.

According to Davis (1989), perceived ease of use is the degree of confidence that a person has that using a particular system will not require much effort. Sutanto et al. (2022) also defines perceived ease of use as the extent to which individuals believe that using technology will be easy. Furthermore, Sutanto et al. (2022) argue that if individuals consider the information media easy to use, they will use it. Conversely, if individuals consider the information media to be difficult to use, they will not use it. The variable of perceived ease of use can be assessed based on Jun et al. (2021) with the following indicators: (1) learning to operate the online food delivery platform is easy, (2) the online food delivery platform is clear and easy to understand, and (3) the online food delivery platform is easy to use.

More recent OFD studies consistently show that perceived ease of use is not merely a “nice-to-have” interface attribute, but a mechanism that reduces users’ cognitive and time costs during searching, ordering, and paying, which then shapes downstream evaluations (Hong et al., 2021). When an OFD app is easy to learn and navigate, users tend to perceive the service as more useful and reliable, which increases favorable attitudes and intention to use or continue using the platform. Evidence from food delivery app acceptance research confirms the positive effect of perceived ease of use on intention to use, and also its indirect influence through perceived usefulness and attitude (Chanda et. al., 2024). In reuse and continuance contexts, perceived ease of use is frequently modeled as an antecedent of perceived usefulness and attitude, which then predict reuse intention and sustained engagement with OFD services (Cheng et. al., 2025).

The definition of enjoyment in TAM can be defined as the feeling of pleasure or enjoyment from using a system (Venkatesh & Bala, 2008). Another definition, according to Suki (2011), states that enjoyment is a condition where an individual uses technology while doing their activities and feels

pleasure for themselves. Carr et al. (2001) argue that the more enjoyable the online shopping process on a particular platform is, the more likely consumers are to buy on that platform. The enjoyment variable can be assessed based on Jun et al. (2021) with the following indicators: (1) I enjoy using the online food delivery platform, (2) using the online food delivery platform is indeed exciting, (3) using the online food delivery platform is indeed interesting, (4) using the online food delivery platform is indeed exciting. Recent empirical research within the OFD context confirms that enjoyment remains a strong determinant of attitude and intention to use food delivery platforms, even when other TAM variables are included, as it enhances users' engagement with the interface and the ordering process (Jun et al., 2021). Moreover, studies of online food delivery and mobile app usage find that perceived enjoyment contributes positively to customer satisfaction and loyalty, often by increasing affective attachment and reducing the cognitive effort associated with repeated ordering, so that users come to anticipate a positive experience rather than just efficient fulfillment of needs (Kurniawan et al., 2024; Putri & Anggraeni, 2022). Therefore, perceived enjoyment should be considered not only as an affective construct but also as a mediator that strengthens the influence of ease of use and usefulness on behavior intention and continued OFD service usage, particularly in competitive and hedonic service environments.

Pavlou et al. (2003) define trust as customer confidence in the security of retailers and internet technology. Kotler & Keller (2016) define trust as a company's willingness to rely on business partners. Kotler and Keller (2016) also say that this depends on a number of interpersonal and interorganizational factors, such as the perceived competence of the company, integrity, honesty, and virtue. Another definition, according to Puspitasari & Briliana (2018), defines trust as a person's willingness to rely on others, where we have confidence in them. According to Rajalie & Briliana (2014), in the online shopping process, trust plays an important role in providing consumers with a sense of confidence in terms of privacy and the quality of the products offered. The trust variable can be assessed based on Jun et al. (2021) with the following indicators: (1) the online food delivery platform is trustworthy, (2) the online food delivery platform keeps its promises and commitments, (3) I trust the online food delivery platform.

When users perceive an OFD platform as transparent, responsive, and consistent in fulfilling its service promises, they are more likely to develop positive attitudes and long-term commitment. Conceptually, trust reduces perceived risk and strengthens consumers' confidence in the platform, which in turn mediates the relationship between service quality, perceived value, and continued usage intention (Hong et al., 2023). Therefore, trust functions not only as a psychological assurance mechanism but also as a strategic factor in sustaining competitiveness in online food delivery services.

Social influence is the extent to which a person feels that important people in their life believe they should use a particular new technology (Venkatesh et al., 2003). According to Akar et al. (2015), social influence can be defined as the process by which people indirectly or directly influence the feelings, thoughts, and actions of others. Social influence often occurs when individuals change their thoughts, behaviors, or feelings in response to their environment or society, because people tend to manipulate their actions and thoughts to fit in with their group or society. The social influence variable is identified through the following indicators (Jun et al., 2021): (1) people who influence my behavior think that I should use an online food delivery platform, (2) people who are important to me think that I should use an online food delivery platform, (3) my friends want me to use an online food delivery platform.

Research shows that social influence from family, friends, and social networks significantly shapes purchase behavior toward OFD services, reinforcing the role of interpersonal relationships in technology adoption decisions (An et al., 2023). Studies focusing on online food platforms also report that social influence positively affects intention to use OFD services and strengthens consumers' reliance on these apps, as users are influenced by the behavior and recommendations of important others (Nasir et al., 2025). Moreover, broader research on social influence within digital retail and mobile marketing contexts

highlights that social influence can directly affect attitudes and behavioral intentions, acting through normative pressures and social proof mechanisms that persuade individuals to conform to group usage patterns (Abdalla et al., 2024).

Kriestian and Tanggulangan (2010) define attitude as an individual's general assessment of cognitive beliefs built on the attributes inherent in technology. According to Chen (2015), attitude is a reaction to actions taken by individuals regarding how much effort they put into using technology. Furthermore, Chen (2015) states that individual reactions can be positive or negative responses that indicate an individual's interest after using a product or service. The attitude variable is identified with the following indicators (Jun et al., 2021): (1) using an online food delivery platform is a fun idea, (2) using an online food delivery platform is a positive idea, (3) using an online food delivery platform is an interesting idea.

Ryu & Jang (2008) define behavioral intentions as consumer behavioral intentions, which are demonstrated by positive behavioral intentions, such as the intention to continue connecting with the company, or negative behavioral intentions, such as complaining or switching. According to Sunardi et al. (2012), behavioral intentions are the result of the process of customer satisfaction with the products and services provided by product and service providers. The behavioral intentions variable is identified with the following indicators (Jun et al., 2021): (1) I intend to continue using the online food delivery platform in the future, (2) I predict that I will use the online food delivery platform in the future, (3) I plan to use the online food delivery platform in the future, (4) I hope that the use of online food delivery platforms will continue in the future. Based on the above theoretical framework, the hypotheses proposed are as follows:

- H1: Attitude has a positive effect on behavioral intention;
- H2a: Perceived usefulness has a positive effect on attitude;
- H2b: Perceived usefulness has a positive effect on behavioral intention;
- H3: Perceived ease of use has a positive effect on attitude;
- H4a: Enjoyment has a positive effect on attitude;
- H4b: Enjoyment has a positive effect on behavioral intention;
- H5a: Trust has a positive effect on attitude;
- H5b: Trust has a positive effect on behavioral intention;
- H6a: Social influence has a positive effect on attitude;
- H6b: Social influence has a positive effect on behavioral intention.

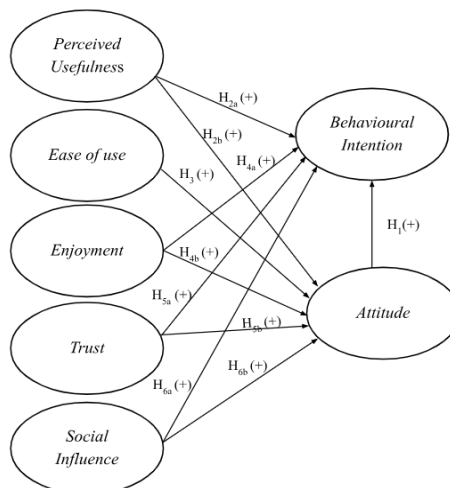


Figure 1. Research Framework

## Research methodology

This study is basic research with a causal approach. Quantitative data were obtained through primary sources in the form of online questionnaires distributed to 303 GoFood users in Indonesia. Respondent characteristics included a minimum age of 17 years, a minimum education level of high school, and having used GoFood at least 3 times in the last 6 months. Measurements were taken using a 7-point Likert scale. Data analysis was conducted in two stages: validity and reliability testing using SPSS 27, and structural model testing using SEM with the AMOS 23 application.

## Findings

### Analysis Results

After conducting validity and reliability tests in this study, the 303 respondents who were GoFood app users were classified based on several characteristics according to gender, age, visit frequency, and purchase frequency per month. Table 2 is used to clearly see the description of each respondent characteristic.

**Table 2. Respondent Characteristics**

Characteristics	Classification	Number	Percentage
Education	High School/Vocational School/Equivalent	77	25
	Diploma	62	20
	Bachelor	154	51
	Master's Degree	10	3
	Doctorate	0	0
Age	17 - 22 years	123	41
	22 - < 30 years	117	39
	30 - < 55 years old	49	16
	≥ 55	14	5
Gender	Male	148	49
	Female	155	51
Income	< 2 million	194	64
	2 million - < 5 million	60	20
	5 million - < 10 million	40	13
	10 - < 30 million	9	3
	≥ 30 million	0	0
Island	Java	277	91
	Kalimantan	6	2
	Sumatra	5	2
	Sulawesi	5	2
	Papua	0	0

Characteristics	Classification	Number	Percentage
	Bali and Nusa Tenggara	10	3
	Others	0	0
City	Banjarmasin	4	1
	Bandung	6	2
	Bali	7	2
	Jakarta	9	3
	Lombok	3	1
	Makassar	1	0
	Manado	4	1
	Malang	12	4
	Medan	1	0
	Padang	3	1
	Palembang	1	0
	Sampit	2	1
	Sidoarjo	13	4
	Solo	2	1
Surabaya	228	75	
Yogyakarta	7	2	

### Measurement Model Analysis

Measurement model analysis is the stage of measuring the dimensions that form latent variables/constructs in the research model. The purpose of measurement model analysis is to test the validity and reliability of the dimensions that form each latent variable. The stage of exogenous and endogenous construct measurement model analysis aims to test the unidimensionality of the dimensions that form each exogenous and endogenous latent variable construct. The exogenous constructs in this study are the variables of perceived usefulness (PU), ease of use (EOU), enjoyment (EJM), trust (TR), and social influence (SI). The endogenous constructs are the variables of attitude (AT) and behavioral intention (BI).

**Table 3. Goodness of Fit (GOF) Test Results and Fit Levels for the Measurement Model Analysis**

GOF Measure	Target Fit Level	Estimation Results	Fit Level
CMIN/DF	< 3	2.403	Good Fit
RMSEA	≤ 0.08	0.068	Good fit
GFI	0.8 - 0.9	0.847	Marginal Fit
TLI	0.9	0.906	Good Fit
CFI	0.9	0.919	Good Fit

Based on Table 3, the goodness of fit test results overall show a good level of suitability. Four GOF measures meet the criteria for good fit, namely CMIN/DF of  $2.403 < 3$ , RMSEA with a value of 0.068

< 0.08, TLI of 0.906 > 0.9, and CFI of 0.919 > 0.9. One GOF measure met the marginal fit criteria, namely GFI of 0.847, which is in the range of 0.8–0.9.

**Table 4. Results of Convergent Validity and Reliability Tests**

Variable	Indicator	Standardized Loading	Construct Reliability	AVE
PU	PU1	0.833	0.912	0.722
	PU2	0.823		
	PU3	0.865		
	PU4	0.877		
EOU	EOU1	0.840	0.893	0.676
	EOU2	0.807		
	EOU3	0.831		
	EOU4	0.811		
EJM	EJM1	0.867	0.897	0.685
	EJM2	0.798		
	EJM3	0.804		
	EJM4	0.839		
TR	TR1	0.830	0.864	0.680
	TR2	0.830		
	TR3	0.814		
SI	SI <sub>1</sub>	0.735	0.863	0.679
	SI <sub>2</sub>	0.889		
	SI <sub>3</sub>	0.840		
AT	AT <sub>1</sub>	0.799	0.899	0.642
	AT <sub>2</sub>	0.790		
	AT <sub>3</sub>	0.776		
	AT <sub>4</sub>	0.836		
	AT <sub>5</sub>	0.803		
BI	BI <sub>1</sub>	0.740	0.847	0.581
	BI <sub>2</sub>	0.835		
	BI <sub>3</sub>	0.736		
	BI <sub>4</sub>	0.734		

Table 4 shows that each indicator has met the convergent validity criteria for the dimensions that form the variables of perceived usefulness (PU), ease of use (EOU), enjoyment (EJM), trust (TR) and social influence (SI), attitude (AT) and behavior intention (BI), namely that each indicator has a standardized loading factor value above 0.7. Table 4 also shows that the test results indicate that the construct reliability values of each variable of perceived usefulness (PU), ease of use (EOU), enjoyment (EJM), trust (TR), and social influence (SI), attitude (AT), and behavior intention (BI) are greater than the cut-off value of 0.7. This is also consistent when measured based on the AVE value, because each variable of perceived usefulness (PU), ease of use (EOU), enjoyment (EJM), trust (TR) and social

influence (SI), attitude (AT) and behavior intention (BI) has an AVE value, which is greater than the cut-off value of 0.5. These results conclude that the indicators measuring the latent variables have demonstrated the criteria for unidimensionality.

### Structural Model Analysis

Structural model analysis is intended to test the models and hypotheses developed in the study. Structural model testing is conducted through two tests, namely model fit testing and causality significance testing in regression coefficients. The results of the structural model analysis between research variables are shown in Table 5. Hypothesis testing was conducted at a significance level ( $\alpha$ ) of 5% or 0.05. The hypothesis is supported if the C.R. (Critical Ratio) value  $>$  the t-table value of 1.96 or with a p-value  $<$  0.05, with the same direction of relationship.

**Table 5. Results of Goodness of Fit (GOF) Test and Level of Suitability of Structural Model Analysis**

GOF Measure	Target Fit Level	Estimation Results	Fit Level
CMIN/DF	$< 3$	2.494	Good Fit
RMSEA	$\leq 0.08$	0.070	Good fit
GFI	0.8 - 0.9	0.842	Marginal Fit
TLI	0.9	0.900	Good Fit
CFI	0.9	0.914	Good Fit

Table 5 shows the overall goodness of fit test results indicate that the model fits the existing data, as most of the test results show a tendency toward a good level of fit. Four GOF measures meet the criteria for good fit, namely CMIN/DF of  $2.494 < 3$ , RMSEA with a value of  $0.070 < 0.08$ , TLI of  $0.900 > 0.9$ , and CFI of  $0.914 > 0.9$ . One GOF measure met the marginal fit criteria, namely GFI of 0.842, which is in the range of 0.8–0.9.

**Table 6. Structural Model Analysis Results (Hypothesis Testing)**

Hypothesis	Standardized Estimate	C.R.	p-value	Description
H <sub>1</sub> (+) AT $\rightarrow$ BI	0.346	5.286	***	Supported
H <sub>2a</sub> (+) PU $\rightarrow$ BI	0.245	4.198	***	Supported
H <sub>2b</sub> (+) PU $\rightarrow$ AT	0.242	3.917	***	Supported
H <sub>3</sub> (+) EOU $\rightarrow$ AT	0.140	2.321	0.020	Supported
H <sub>4a</sub> (+) EJM $\rightarrow$ BI	0.051	0.903	0.366	Not Supported
H <sub>4b</sub> (+) EJM $\rightarrow$ AT	0.144	2.319	0.020	Supported
H <sub>5a</sub> (+) TR $\rightarrow$ BI	0.249	3.933	***	Supported
H <sub>5b</sub> (+) TR $\rightarrow$ AT	0.154	2.257	0.024	Supported
H <sub>6a</sub> (+) SI $\rightarrow$ BI	0.120	2.046	0.041	Supported
H <sub>6b</sub> (+) SI $\rightarrow$ AT	0.202	3.191	0.001	Supported

A hypothesis is supported if it has an effect direction consistent with the test results and has a significant effect according to the criteria when the value of  $|CR| > 1.96$  or p-value  $<$  0.05 with a

significance level ( $\alpha$ ) of 5% or 0.05. Table 6 shows that of the ten hypotheses proposed, only one hypothesis is not supported (H4a).

## Discussion

The results of the study show that attitude has a significant positive effect on behavioral intention (H1 accepted). When users find the GoFood app easy to operate, with clear instructions and offering various conveniences such as saving time and energy, and providing a wide selection of food and restaurants, this creates a pleasant and comfortable experience. This positive attitude then leads to a preference to continue using GoFood because it is considered practical, profitable, and useful in a modern lifestyle. Furthermore, this positive attitude increases the tendency for users to use the application continuously and recommend it to others. Thus, attitude is a key factor that links users' positive perceptions of GoFood with consumers' behavioral intentions to continue adopting and utilizing the service in the long term. The research findings are consistent with those of Jun et al. (2021), Qi et al. (2021), and Mathew et al. (2023).

Furthermore, perceived usefulness has a significant positive effect on attitude and behavior intention (H2a and H2b accepted). The results of this study are consistent with those of Jun et al. (2021) and Qi et al. (2021) but differ from those of Hooi et al. (2021). This means that if consumers perceive the application as increasingly useful (such as saving time, easy access to various restaurants, or efficiency in the ordering process), it can directly influence positive user attitudes and increase usage intentions. The greater the perceived benefits of the application, the greater the tendency for consumers to intend to use it. In the context of GoFood, these tangible benefits not only strengthen technology acceptance but also increase trust and performance expectations, which simultaneously shape positive attitudes and encourage behavioral intention. Therefore, GoFood developers need to consistently improve and communicate the functional value of their services to maintain and strengthen long-term usage intentions.

The results of the study show that ease of use has a significant positive effect on attitude (H3 accepted). This means that when consumers find the GoFood app easy to use, they tend to develop a more positive attitude towards the service. The ease of finding product information, placing orders, and making payments makes consumers feel that this service is efficient and does not require much effort. In the context of mobile applications such as GoFood, ease of use is a critical factor given the limitations of screen size and input on mobile devices. Ease of use can also reduce the stress and frustration that consumers may experience when using new technology, thereby increasing positive attitudes toward the service. All of these factors contribute to the formation of positive consumer attitudes toward the use of GoFood, which in turn can encourage purchase intent and continued use. The results of this study are in line with the research by Qi et al. (2021), which states that ease of use has a significant positive effect on attitude. However, this differs from the results of the study by Jun et al. (2021), which state the opposite.

Research shows that enjoyment has a significant positive effect on attitude, but not on behavioral intention, so these findings are consistent with the study by Jun et al. (2021) in terms of attitude but contradict it in terms of behavioral intention. In the use of GoFood (a functional and utilitarian service), consumers tend to be driven by considerations of efficiency, practical needs (such as saving time and energy), and perceptions of risk and trust, which are more dominant than the pleasure factor in shaping usage intentions. However, enjoyment still plays an important role in shaping positive attitudes, as enjoyable experiences such as the ease of browsing menus, reading reviews, and interacting with app features increase satisfaction and perceptions of entertainment value, which ultimately reinforce positive attitudes toward the service. Thus, although enjoyment does not directly drive behavioral intention in

this context, its contribution to attitude formation remains relevant as a potential foundation for continued acceptance of the service.

Research shows that trust has a significant positive effect on both attitude and behavioral intention, consistent with the findings of Jun et al. (2021). In the context of GoFood, trust is a critical foundation because consumers cannot verify products directly before a transaction. High levels of trust reduce perceived risks (such as data security, food quality, and delivery accuracy), strengthen perceptions of service reliability, and build affective relationships and long-term loyalty. As a result, consumers not only develop positive attitudes toward GoFood but are also more likely to intend to use it repeatedly. Thus, trust plays a dual role: as the primary determinant of psychological acceptance (attitude) and as a direct driver of behavioral intention, making it a strategic element in the design and management of transaction-based digital services.

Research shows that social influence has a significant positive effect on attitudes and behavioral intentions. These results are consistent with the findings of Jun et al. (2021) for behavioral intentions but differ in the context of attitudes. In Indonesia's collective society, decisions to use GoFood are heavily influenced by recommendations from family, friends, or respected figures, as well as social norms formed through word-of-mouth, social media reviews, and acceptance of the service as part of a modern lifestyle—especially among millennials and students. Social influence not only shapes positive perceptions (through external validation and reduced uncertainty) but also creates normative pressure that encourages consumers to adopt GoFood as socially acceptable behavior. Thus, social influence plays a dual role: building positive attitudes through perception formation and group affiliation, while also reinforcing usage intentions through normative expectations and conformity effects, making it a crucial factor in digital service technology adoption strategies within a collective cultural context.

## Conclusions

This study replicates Jun et al. (2021) in the Indonesian context with a focus on GoFood services, using SEM-AMOS and testing 10 hypotheses (nine of which were accepted). Theoretically, these findings enrich the technology acceptance literature by demonstrating that the influence of TAM/UTAUT constructs can vary according to cultural context (collective in Indonesia vs. individualistic in the US) and service specifications. Practically, the results emphasize the importance of building positive attitudes through ease of use, perceived usefulness, enjoyment, trust, and social influence. Additionally, behavioral intention can be strengthened through attitude, perceived usefulness, trust, and social influence.

Strategic implications for GoFood include optimizing intuitive interface design, enhancing functional value (efficiency, reliability, security), communicating tangible benefits, strengthening trust through transparency and service consistency, and leveraging social dynamics such as word-of-mouth, reviews, and group norms, particularly in Indonesian society. For example, through attractive loyalty programs or food recommendation systems based on personal preferences. In addition, perceived usefulness and attitude can be improved by making the application interface more intuitive, expanding the number of quality restaurant partners, speeding up delivery times, and providing features that truly meet the daily needs of users. These steps not only enhance satisfaction but also encourage sustained usage intent and customer loyalty. Thus, a combination of functional, emotional, and social approaches can drive adoption and sustained loyalty.

Future research could expand the object of study to other food delivery platforms (e.g., GrabFood, ShopeeFood) in order to compare the influence of theoretical constructs across different brands and enrich our understanding of the factors that determine the adoption of similar services. In addition, the scope of respondents needs to be expanded to various regions in Indonesia so that the data is more geographically and demographically representative. This expansion of the sample is expected to

strengthen the validity of the findings, especially for hypotheses that were not supported in this study, and to improve the generalization of the results.

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