

Determinants of Adoption and Continuance Intention of Food Delivery Applications in Malaysia

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ABSTRACT

In Malaysia's competitive food delivery market, understanding factors that drive users' continued platform use is essential. This study investigates the determinants influencing users' continuance usage intention toward ShopeeFood in Malaysia by integrating perceived ease of use, perceived convenience, perceived usefulness, perceived value, and social influence into an extended technology acceptance model (TAM). A quantitative cross-sectional survey was conducted among 150 respondents, and data were analyzed using multiple regression via SPSS version 26. The results reveal that perceived value ($\beta = 0.600$, $p < 0.001$) is the most influential predictor of social influence, followed by perceived usefulness ($\beta = 0.277$, $p < 0.01$). In contrast, perceived ease of use ($\beta = -0.245$, $p < 0.01$) shows a negative association with social influence, while perceived convenience has no significant effect. For continuance usage intention, both perceived value ($\beta = 0.554$, $p < 0.001$) and social influence ($\beta = 0.338$, $p < 0.001$) significantly predict ongoing usage, explaining 77% of the variance ($R^2 = 0.770$; $F = 96.343$, $p < 0.001$). These findings extend the TAM by emphasizing the dominant roles of perceived value and social influence in sustaining behavioral intention, while ease of use and convenience emerge as baseline expectations in the post-adoption stage.

Keywords: Continuance Intention; Online Food Delivery; Perceived Ease of Use; Perceived Usefulness; Perceived Value; Social Influence

INTRODUCTION

In recent years, the global online food delivery (OFD) market has grown significantly, driven by busy lifestyles, increasing urbanization, and the COVID-19 pandemic. According to [Statista \(2025\)](#), digital restaurant delivery increased by 67% worldwide. This growth was particularly accelerated by the pandemic, as food delivery services became an essential alternative for individuals avoiding dining out for safety reasons ([Mohamad et al., 2023](#)). Therefore, as societies adapt to the “new normal,” behaviors such as reliance on food delivery are likely to persist beyond the pandemic ([Li et al., 2022](#)). As evidenced by [Momentum Works \(2024\)](#), Southeast Asia’s OFD platforms achieved a modest 5% year-over-year (YoY) growth in Gross Merchandise Value (GMV), reaching US\$17.1 billion in 2023, which is consistent with the growth rate observed in 2022.

This trend is especially evident in Malaysia. According to [Adroit Market Research \(2023\)](#), the Malaysian OFD market is projected to grow at an annual rate of 18.6% between 2018 and 2025. Shopee, a major player in Southeast Asia’s e-commerce sector, capitalized on this opportunity by expanding into food delivery with the launch of ShopeeFood. This service was initially introduced in Indonesia in early 2021 and later extended to Vietnam through the rebranding of NowFood ([AsiaTechDaily, 2021](#); [Le, 2021](#)). ShopeeFood Malaysia was officially launched in the Klang Valley on September 24, 2021 ([Cheong, 2021](#)). Unlike its versions in Indonesia and Vietnam, ShopeeFood Malaysia can be accessed directly from the main Shopee app ([Tan, 2021](#)). Since its launch, the service has expanded to several regions in Malaysia, including Johor Bahru, Penang, Melaka, Perak, Seremban, Sabah, Sarawak, Kuantan, and Kedah.

Shopee’s established brand and extensive customer base across Southeast Asia increase the likelihood that users will initially adopt ShopeeFood for their food delivery needs. However, while adoption is an important first step, continued use of the platform is essential for ShopeeFood’s long-term success. Malaysia’s OFD market is highly competitive, with major players such as Foodpanda and GrabFood dominating the industry ([Yong, 2021](#)). These platforms have already achieved strong customer loyalty and broad market penetration. As a new entrant, ShopeeFood must compete with these established brands not only to attract initial users but also to sustain their engagement and usage to maintain its market position.

Although existing research has widely explored adoption behavior in the OFD sector, studies focusing on continuance intention, that is, users’ sustained use of food delivery platforms after initial adoption, remain limited, particularly in the Malaysian context. Furthermore, many previous studies have examined continuance intention using the technology acceptance model (TAM), but often overlook the role of social influence as a mediating mechanism that connects user perceptions (e.g., perceived value, usefulness, convenience, and ease of use) with behavioral outcomes. This gap highlights the need to extend TAM by integrating social and post-adoption dimensions to better explain long-term platform engagement within competitive OFD ecosystems.

Social influence has been selected as a mediating variable in this study due to its significant role in shaping consumer behavior. According to [Teoh et al. \(2021\)](#), friends and family strongly influence product and service recommendations, making their opinions critical for attracting and retaining customers. Social influence can arise from peer recommendations, online reviews, and societal norms, all of which reinforce consumer perceptions and encourage continued usage ([Ganatra et al., 2021](#)). If users find an application user-friendly, convenient, valuable, and beneficial, they are more likely to recommend it to their social networks and continue using it. Therefore, this study aims to explore the mediating role of social influence in the relationships among

perceived ease of use, perceived convenience, perceived usefulness, and perceived value, and their impact on the continued use of ShopeeFood among Malaysian consumers. Furthermore, it examines the direct influence of these factors and social influence on continuance usage intention. This study seeks to provide valuable insights for ShopeeFood to strategically leverage social interactions and ensure sustained success.

This research is significant for multiple stakeholders, including ShopeeFood's management, industry competitors, and restaurant partners. By identifying the factors influencing continuance usage intention and understanding the role of social influence, each group can gain valuable insights to refine its strategies and operations. For instance, ShopeeFood's management can develop targeted marketing strategies to enhance customer satisfaction and retention (Ariffin et al., 2021; Mohamad et al., 2023). Understanding user engagement also helps inform app design improvements and promotional campaigns, making the app more attractive to users and contributing to increased revenue and market share (Aslam et al., 2021; Khalil et al., 2022). Additionally, other food delivery platforms can use these findings to set higher industry standards in usability, convenience, value, and engagement (Francioni et al., 2022; Pitchay et al., 2022). The results also provide a foundation for further research, allowing scholars to explore additional variables or apply the framework to different cultural or geographic contexts, thereby encouraging growth and innovation within the online service sector (Hasan, 2023; Prasetyo et al., 2021).

OFD applications have become integral to daily consumption decisions in Malaysia, as super-apps reduce search costs, compress delivery times, and bundle payment promotions (Lee, 2023; Tan, 2021). Despite rapid adoption, many platforms experience user churn after initial trials, raising the managerial question of which factors truly sustain continued usage beyond novelty and discounts (Chotigo & Kadono, 2021; Li et al., 2022). Building on technology acceptance and post-adoption perspectives, this study focuses on perceived ease of use, perceived convenience, perceived usefulness, perceived value, and social influence as key antecedents of adoption and continuance intention (Bölen, 2020; Effendy et al., 2021; Obeid et al., 2024). The Malaysian context serves as the focal setting, with ShopeeFood as a representative marketplace that captures integrated-platform dynamics without privileging a single brand in the title (Adroit Market Research, 2023; Yong, 2021).

The novelty of this study lies in its integration of social influence as a mediating factor within the TAM framework to explain continuance usage intention in the context of OFD in Malaysia, an area that remains underexplored in both regional and international literature. By bridging individual perception factors with social dynamics, this study offers a more comprehensive understanding of post-adoption behavior and provides a refined model that extends beyond traditional TAM variables.

This paper contributes in three key ways. First, it integrates perceived value and social influence within an acceptance framework to explain continuance intention, a stage often under-theorized relative to initial adoption. Second, it provides Malaysia-specific evidence from a user sample, quantifying the magnitude of direct and indirect relationships among the variables. Third, it offers actionable implications for designing value-centric offers and socially embedded referral features that can enhance user retention and improve unit economics.

LITERATURE REVIEW

Overview of OFD Services

OFD services refer to online food ordering and offline delivery, which allow consumers to order food from a variety of restaurants and have it delivered directly to their doors (Yap & Lee, 2023). OFD services became increasingly common during the COVID-19 outbreak as people sought contactless and convenient dining options. This trend has continued post-pandemic, with many Malaysians still preferring food delivery due to its flexibility and convenience (Lee, 2023). In response to this demand, OFD platforms have adapted by offering personalized recommendations, a wide range of cuisines, and reliable delivery services to enhance the overall user experience (Hong et al., 2021).

In Malaysia, platforms such as GrabFood and Foodpanda have captured significant market share. According to a survey conducted by Rakuten Insight in April 2023, GrabFood is the most widely used food delivery application among Malaysians, with nearly 80% of respondents using it, followed by Foodpanda at 76% (Siddharta, 2025). Meanwhile, ShopeeFood has become a strong competitor, ranking among the top three most-used food delivery platforms in Malaysia, according to data from YellowBees (Salleh & Azizan, 2023). ShopeeFood's rapid growth is largely attributed to its integration within the broader Shopee platform, enabling users to place orders seamlessly without the need for a separate app (Bomstart, 2022).

Continuance Usage Intention in OFD Services

Continuance usage intention serves as the dependent variable in this study. It can be described as a user's sustained commitment to utilizing a specific technology or service over time (Bölen, 2020). Within the context of OFD services, it reflects a consumer's likelihood of repeatedly using a food delivery app after initial adoption. This intention is shaped by initial user experiences and can be subject to ex-post reversal, where a negative experience may lead to a decline in future usage (Yao et al., 2023). For example, issues such as delivery delays, poor food quality, or technical problems can significantly reduce a user's inclination to continue using the service (Lin et al., 2024). In today's fast-evolving digital age, innovation and responsiveness to user feedback are critical for sustaining interest and ensuring that the app remains a preferred choice for customers over time. Therefore, understanding the factors that shape continuance usage intention is crucial for maintaining competitiveness in Malaysia's highly dynamic food delivery market.

Perceived Ease of Use

Numerous studies have shown a strong positive relationship between perceived ease of use, social influence, and users' continued usage of food delivery apps. A fundamental concept in the TAM, perceived ease of use, describes how much a person believes a system would be easy to use (Wicaksono & Maharani, 2020). In the context of OFD services, users perceive the app as intuitive, easy to navigate, and quick to search for food and complete orders (Alnagrat et al., 2023). According to Yo et al. (2021), Shopee features a clear layout, easy-to-understand icons, and smooth transactions. Therefore, ShopeeFood, integrated within the Shopee platform, benefits from these same functionalities. These features enable users to locate restaurants easily, add dishes to their cart, and complete orders with minimal steps. Francioni et al. (2022) emphasized that an app's usability and design directly affect user retention in the food delivery sector. Users are more inclined to promote an application when they believe it is simple to use, which generates social influence. Hutahaeon (2020) further explains that social influence, ease of use, and purchase intention mutually influence one another, with social influence arising from external pressures and positive reinforcement from peers, such as

friends and family. These findings suggest that perceived ease of use not only enhances its social impact but also increases continuous use.

H1: Perceived ease of use has a significant negative effect on social influence.

H5: Perceived ease of use is positively related to continuance usage intention.

Perceived Convenience

Consumers' intentions to utilize food delivery applications and social influence are significantly influenced by perceived convenience. Several studies have shown that perceived convenience is closely correlated with a user's likelihood of adopting and continuously using an app (Prasetyo et al., 2021; Wicaksono & Maharani, 2020). Zeqiri et al. (2023) further emphasize various dimensions of convenience, including access, evaluation, search, possession, transaction, and post-purchase processes. In the context of OFD services, perceived convenience refers to the ease of ordering food and receiving it with minimal effort (Chotigo & Kadono, 2021). For example, ShopeeFood integrates with the Shopee platform, allowing users to order food without needing a separate app. This seamless experience increases convenience, encourages continued usage, and motivates users to share their positive ShopeeFood experiences with others. Furthermore, OFD services enable consumers to save time and effort compared to traditional dining experiences. They can order food from the comfort of their homes without having to go to a restaurant and wait for a table (Lok et al., 2024). Perceived convenience is especially important in OFD services because consumer needs are time-sensitive, unlike e-commerce services, where delivery timelines are more flexible (Hasan, 2023).

H2: Perceived convenience has no significant effect on social influence.

H6: Perceived convenience is positively related to continuance usage intention.

Perceived Usefulness

Perceived usefulness, a fundamental concept in the TAM, refers to the degree to which users believe that using a particular system can fulfill their needs and provide value (Tahar et al., 2020). Studies such as Hasan (2023) show that user intention to use OFD services in Bangladesh is positively correlated with perceived usefulness. To maintain user engagement with OFD services, it is crucial to maximize perceived usefulness. This can be achieved by offering a range of features and benefits, such as real-time delivery tracking, a wide variety of food and restaurant choices, and user-friendly interfaces (Lok et al., 2024; Yo et al., 2021). Additionally, online reviews and ratings play a significant role in enhancing perceived usefulness, especially for food delivery services where physical inspection is not possible (Aryani et al., 2022; Yo et al., 2021). Positive ratings or reviews from other users can significantly influence potential customers' decisions to try the service, as people often rely on social proof and the experiences of others when making choices (Edeh et al., 2021). This aligns with the concept of social influence, where individuals' behaviors are shaped by the opinions and actions of others within their community or network (Hameed et al., 2024).

H3: Perceived usefulness is positively related to social influence.

H7: Perceived ease of use has no significant effect on continuance usage intention.

Perceived Value

The general evaluation of a product or service's usefulness by customers is known as perceived value, and it is essential for sustained business success (Cuison et al., 2021). Khalil et al. (2022) stated that perceived value reflects consumers' perception of the overall benefits offered by a brand or service. However, individual perceptions of value can vary significantly (Xie et al., 2021). Apps that match users' expectations and provide

good value for money have a higher chance of being adopted and used again. Perceived value and usage intention have been shown to positively correlate in previous studies. For example, [Zeqiri et al. \(2023\)](#) found that perceived value positively influences trust, which in turn leads to increased repurchase intention. Similarly, [Aslam et al. \(2021\)](#) identified key factors such as trustworthiness, convenience, price, food variety, and design that positively impact perceived value, leading to improved attitudes and continuous usage intention. Perceived value is not only about what users believe they gain from a service but also about how their satisfaction influences others. When users find good value in an app, such as through rewards or promotions, they are more willing to share their satisfying experiences with friends and family. For example, ShopeeFood's reward system encourages users to recommend the app to others and attract new users. Additionally, ShopeeFood also provides time-limited free shipping and food vouchers to users. This supports the findings of [Hong et al. \(2021\)](#), who found that offering promotions and discounts can effectively attract and retain customers. These strategies emphasize the crucial role of perceived value in influencing social influence and ensuring customer retention in the competitive OFD market.

H4: Perceived value is positively related to social influence.

H8: Perceived convenience has no significant effect on continuance usage intention.

Social Influence

Social influence acts as a mediator in this study. The term "social influence" describes the extent to which a person's actions are impacted by the opinions of others ([Effendy et al., 2021](#)). In the context of social networks and word-of-mouth, where people are frequently influenced by the beliefs and experiences shared within their groups, this effect is especially prominent ([Truong et al., 2023](#)). Opinion leaders, such as family, friends, and influencers, can also impact decisions, especially among those unfamiliar with the technology ([Chotigo & Kadono, 2021](#)). For instance, ShopeeFood has utilized referral links, influencer partnerships, and user-generated content in campaigns that build social acceptance and encourage new users to join. This is consistent with findings by [Ganatra et al. \(2021\)](#), which demonstrate that social influence, particularly in the form of peer recommendations, significantly impacts technology usage. Moreover, younger users are especially influenced by their social circles and online communities, as highlighted by [Ariffin et al. \(2021\)](#) and [Mohd Rashid Lee and Abu Bakar \(2024\)](#). This social validation and peer recommendation can enhance users' continued usage intentions, suggesting that ShopeeFood's success could be partially driven by the factor of social influence.

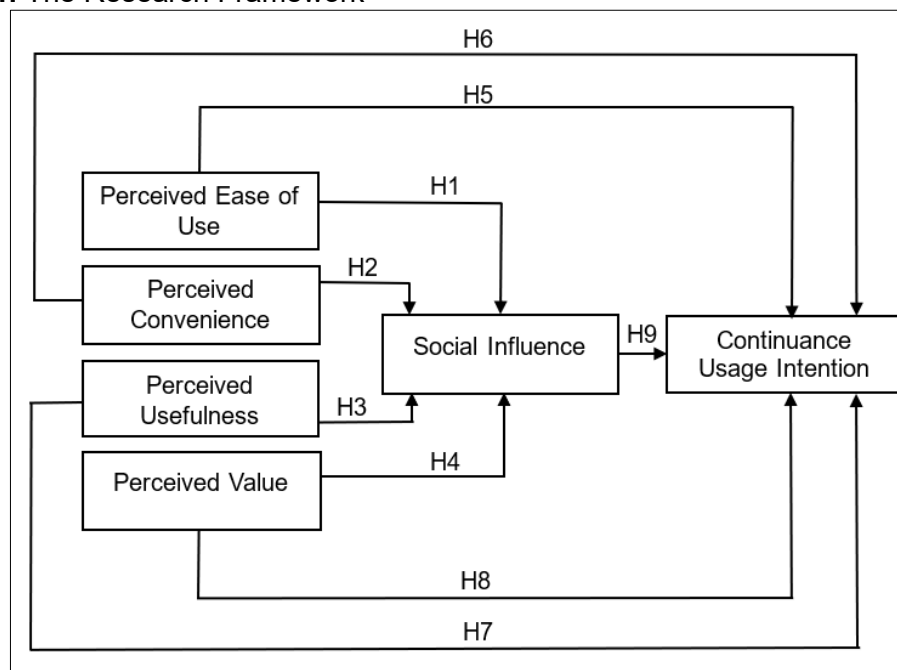
H9: Perceived usefulness has no significant effect on continuance usage intention.

Theoretical Model and Research Framework

While previous studies have provided valuable insights into the factors influencing the adoption and continued use of food delivery apps, several gaps remain. Prior research has primarily focused on popular platforms like GrabFood and Foodpanda. However, the unique characteristics of integrated platforms like ShopeeFood Malaysia, which leverage the existing Shopee user base, still remain underexplored. The TAM and the Unified Theory of Acceptance and Use of Technology (UTAUT2) are applied in this study to address this gap and examine the factors influencing ShopeeFood's continuance usage intention. TAM highlights the roles of perceived usefulness and perceived ease of use in shaping user behavior, while UTAUT2 builds upon TAM by adding further concepts, including social influence. To provide a deeper understanding of food delivery app usage, this study also considers perceived convenience and perceived value as key elements. The framework posits that perceived ease of use, perceived convenience, perceived usefulness, perceived value, and social influence have a direct impact on continuance

usage intention. Furthermore, social influence is hypothesized to mediate the relationships between these constructs and continuance usage intention. The research framework for the study is shown in Figure 1.

Figure 1. The Research Framework



RESEARCH METHOD

This study employed a quantitative, cross-sectional survey targeting Malaysian users of OFD services, recruited through voluntary participation. ShopeeFood was selected as the focal application for this study due to its popularity and strong market presence in Malaysia. Data were collected using a structured questionnaire that utilized multi-item Likert scales adapted from prior literature and refined through expert review and a small pilot test to ensure clarity. A purely quantitative approach was used to maintain objectivity and ensure the statistical reliability of the findings.

The survey instrument was distributed online via Google Forms using social media platforms such as Facebook, Instagram, WhatsApp, Telegram, and others over a one-month period. A total of 150 ShopeeFood users in Malaysia were selected using a convenience sampling method. After screening, all 150 responses were deemed valid, and no incomplete or invalid data were found. The collected data were analyzed using IBM SPSS Statistics version 26. Unless otherwise stated, all items were measured using a five-point Likert scale, where respondents were asked to indicate their level of agreement with each statement (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

The questionnaire consisted of 40 questions divided into six sections corresponding to the six main constructs examined in this study. All measurement instruments were adapted from previous studies and modified to suit the Malaysian context of OFD. The analytical techniques used included descriptive analysis, regression analysis, reliability analysis, and correlation analysis. Demographic variables were measured using a nominal scale with single-item questions, including gender, age, race, location, occupation, monthly income level, educational qualification, years of experience using food delivery services, frequency of food orders, and monthly expenditure on ShopeeFood.

Cronbach's alpha values for all constructs were above 0.8, indicating strong internal reliability. Specifically, perceived ease of use reported a Cronbach's alpha of 0.876, with items adapted from [Prasetyo et al. \(2021\)](#), [Hong et al. \(2021\)](#), and [Yo et al. \(2021\)](#). These sources provided validated and reliable measures for assessing ease of interaction with applications, ensuring their relevance to this study. A sample item includes: "My interactions with ShopeeFood are clear and understandable." This construct was included to examine whether usability continues to play a significant role in shaping users' social and continuance behaviors.

Perceived convenience had a Cronbach's alpha of 0.880, with items derived from [Yo et al. \(2021\)](#) and [Hasan \(2023\)](#). These sources were chosen for their comprehensive approach to measuring convenience in technology use. A sample item includes: "Using ShopeeFood is convenient for me." This variable captures the practicality and ease of using the app. However, the results later indicated that convenience is no longer a determining factor of continued use.

Perceived usefulness showed a Cronbach's alpha of 0.873, with items adapted from [Aryani et al. \(2022\)](#), [Hong et al. \(2021\)](#), and [Yo et al. \(2021\)](#). These sources were selected for their emphasis on evaluating the perceived effectiveness of online service applications. A sample item includes: "Overall, using ShopeeFood is a useful way to order food." Perceived usefulness was found to significantly influence social influence but not continuance usage intention, confirming its indirect role in user retention.

Perceived value had a Cronbach's alpha of 0.893, with items adapted from [Aslam et al. \(2021\)](#), [Zeqiri et al. \(2023\)](#), and [Cuison et al. \(2021\)](#). These studies highlight the importance of evaluating perceived overall value, ensuring its relevance to ShopeeFood users. A sample item includes: "I feel I am getting good food products at a reasonable price when I use ShopeeFood." This construct evaluates cost-effectiveness and the value perceived by users. Perceived value emerged as the most influential predictor in this study, shaping both social influence and continuance intention among ShopeeFood users.

Social influence recorded a Cronbach's alpha of 0.900, with items adapted from [Pitchay et al. \(2021\)](#), as these sources address social perceptions and peer influence, which are highly relevant to this study. A sample item includes: "I believe that many people in my country use ShopeeFood to order food." This construct was found to have a strong positive effect on continuance intention, demonstrating that users' decisions are strongly influenced by social endorsement and peer behavior.

Finally, continuance usage intention achieved a Cronbach's alpha of 0.924, with items derived from [Ariffin et al. \(2021\)](#) and [Pitchay et al. \(2021\)](#). These sources emphasize user retention and provide reliable measures for assessing ongoing engagement. A sample item includes: "I intend to continue using ShopeeFood in the future." This construct measures users' likelihood of repeatedly using ShopeeFood based on prior satisfaction and perceived value and serves as the main dependent variable in this study.

RESULTS

Table 1. Respondent Demography's Summary (N=150)

Demographic		Frequency	Percentage (%)
Gender	Female	90	60.0

	Male	60	40.0
Age	18-24	83	55.3
	25-34	17	11.3
	35-44	27	18.0
	45-54	20	13.3
	55 and above	3	2.0
Race	Chinese	56	37.3
	Indian	50	33.3
	Malay	44	29.3
Location	Johor	15	10.0
	Kedah	12	8.0
	Kelantan	11	7.3
	Kuala Lumpur	2	1.3
	Labuan	1	0.7
	Melaka	16	10.7
	Negeri Sembilan	7	4.7
	Pahang	7	4.7
	Penang	49	32.7
	Perak	7	4.7
	Perlis	4	2.7
	Sabah	3	2.0
	Sarawak	5	3.3
	Selangor	5	3.3
	Terengganu	6	4.0
Occupation	Employee	30	20.0
	Housemaker	9	6.0
	Retired	6	4.0
	Self-Employed	15	10.0
	Student	84	56.0
	Unemployed	6	4.0
Monthly Income Level	Less than RM1,000	76	50.7
	RM1,000 – RM2,999	20	13.3
	RM3,000 – RM4,999	22	14.7
	RM5,000 – RM6,999	20	13.3
	RM7,000 – RM9,999	12	8.0
Education Qualification	Bachelor's degree	105	70.0
	Master's degree	3	2.0
	Pre-university	36	24.0
	SPM	6	4.0
How many years of experience do you have using food delivery apps?	1-2 years	44	29.3
	3-4 years	65	43.3
	Less than 1 year	21	14.0
	More than 4 years	20	13.3
How often do you use food delivery apps to order food per month?	1-2 times	68	45.3
	3-4 times	60	40.0
	More than 4 times	20	13.3
	None	2	1.3
On average, how much do you typically spend per order on ShopeeFood?	Less than RM20	39	26.0
	RM20 – RM39	53	35.3
	RM40 – RM59	37	24.7
	RM60 – RM79	18	12.0
	RM80 or more	3	2.0

Table 1 presents the demographic characteristics of the 150 respondents who participated in this study. In terms of gender, the majority of respondents were female (60%), while male respondents accounted for 40%, indicating a slight predominance of female users in food delivery app usage. Regarding age, most respondents were between 18 and 24 years old (55.3%), followed by those aged 35–44 years (18.0%) and 45–54 years (13.3%). This distribution suggests that younger adults are the primary users of food delivery applications, reflecting their familiarity and comfort with digital platforms.

In terms of race, the largest proportion of respondents were Chinese (37.3%), followed by Indian (33.3%) and Malay (29.3%), broadly representing the multicultural composition of Malaysia's urban population. Geographically, respondents were distributed across various states, with the highest concentration in Penang (32.7%), followed by Melaka (10.7%) and Johor (10%), indicating strong participation from major urban areas with active digital service usage.

Regarding occupation, more than half of the respondents were students (56%), while employees (20%) formed the second-largest group. Smaller proportions included self-employed individuals (10%), housemakers (6%), retirees (4%), and unemployed respondents (4%). This reflects that a significant portion of users are students and young working adults who frequently rely on OFD for convenience.

In terms of monthly income, the majority of respondents earned less than RM1,000 (50.7%), consistent with the high proportion of students in the sample. Others earned between RM3,000–RM4,999 (14.7%) or RM1,000–RM2,999 (13.3%), while a smaller group earned above RM7,000 (8%). Educationally, most respondents held a bachelor's degree (70%), followed by pre-university qualifications (24%), indicating that the majority are well-educated and technologically literate.

Concerning their experience with food delivery applications, most respondents had been using such apps for 3–4 years (43.3%), followed by 1–2 years (29.3%), indicating long-term familiarity and established usage habits. In terms of frequency, 45.3% used food delivery apps one to two times per month, 40% used them three to four times, while 13.3% used them more than four times per month, suggesting regular but moderate engagement. Regarding average spending, most respondents typically spent RM20–RM39 per order (35.3%), followed by less than RM20 (26%) and RM40–RM59 (24.7%), implying that most users are moderate spenders who prioritize affordability.

Overall, the demographic profile demonstrates that OFD users are primarily young, educated, and tech-savvy individuals, dominated by female students and early-career adults, who actively engage in food delivery services as part of their modern urban lifestyle.

Table 2. Descriptive Statistics, Cronbach's Coefficient Alpha, And Zero-Order Correlations for All Study Variables (N =150)

Variables		1	2	3	4	5
1	Perceived Ease of Use	0.876				
2	Perceived Convenience	0.774**	0.880			
3	Perceived Usefulness	0.730**	0.833**	0.873		
4	Perceived Value	0.601**	0.744**	0.817**	0.894	

5	Social Influence	0.453**	0.663**	0.734**	0.809**	0.901
6	Continuance Usage Intention	0.479**	0.655**	0.727**	0.851**	0.813**
Number of Items		5	5	5	5	5
Mean		4.0747	4.0907	4.0653	3.9853	3.9800
Standard Deviation		0.68013	0.71366	0.69841	0.75586	0.81652

Note. N = 150; *p < 0.05, **p < 0.01, ***p < 0.001. The diagonal entries represent Cronbach's Coefficient Alpha.

Table 2 presents the correlation matrix, mean, standard deviation, and composite reliability values (diagonal) for the six constructs used in this study. All constructs exhibit high internal reliability, with Cronbach's alpha and composite reliability values exceeding 0.87, indicating strong internal consistency. Specifically, Continuance Usage Intention ($\alpha = 0.925$) and Social Influence ($\alpha = 0.901$) show the highest reliability, followed closely by Perceived Value ($\alpha = 0.894$), Perceived Usefulness ($\alpha = 0.873$), Perceived Convenience ($\alpha = 0.880$), and Perceived Ease of Use ($\alpha = 0.876$). These results confirm that the measurement items for each construct are consistent and reliable for further analysis.

The correlation coefficients reveal significant and positive relationships among all variables ($p < 0.01$). The strongest correlations are observed between Perceived Value and Continuance Usage Intention ($r = 0.851$), followed by Perceived Value and Social Influence ($r = 0.809$), and Perceived Usefulness and Perceived Value ($r = 0.817$). These findings suggest that users who perceive higher usefulness and value in using food delivery applications are more likely to continue using them. Conversely, the weakest correlation is found between Perceived Ease of Use and Social Influence ($r = 0.453$), implying that ease of use has a relatively limited impact compared to social or value-based motivations.

The mean values for all constructs range from 3.98 to 4.09, indicating that respondents generally agreed with the statements across all variables, reflecting a positive perception of the food delivery application. The standard deviations, ranging from 0.68 to 0.88, indicate moderate variation, suggesting relatively consistent responses among participants.

Overall, these results demonstrate that all variables are positively correlated and highly reliable. The strong associations among Perceived Usefulness, Perceived Value, and Social Influence highlight their central role in driving continuance usage intention, confirming that users' perceived functional benefits and social motivations significantly influence their sustained engagement with food delivery platforms.

Table 3. Regression Results Between Social Influence and Continuance Usage Intention

Variables		Social Influence	Continuance Usage Intention
1	Perceived Ease of Use	-0.245**	-0.066
2	Perceived Convenience	0.176	0.027
3	Perceived Usefulness	0.277**	0.051
4	Perceived Value	0.600***	0.554***
5	Social Influence		0.338***
R ²		0.694	0.770
F Value		82.264	96.343
Durbin-Watson Statistic		1.874	1.911

Note. N=150; *p < 0.05, **p < 0.01, ***p < 0.001.

Table 3 presents the regression analysis results examining the determinants of Social Influence and Continuance Usage Intention toward food delivery application usage. The

model for Social Influence demonstrates strong explanatory power, with an R^2 value of 0.694 and an F-statistic of 82.264 ($p < 0.001$). This indicates that approximately 69.4% of the variance in Social Influence can be explained by the independent variables included in the model. Similarly, the model predicting Continuance Usage Intention exhibits even greater explanatory strength, with an R^2 value of 0.770 and an F-statistic of 96.343 ($p < 0.001$), showing that 77% of users' intention to continue using the food delivery application is explained by the selected predictors. The Durbin–Watson statistics of 1.874 and 1.911, respectively, confirm that there is no autocorrelation problem, suggesting that both models are statistically robust and reliable for interpretation.

For Social Influence, the results indicate that Perceived Value ($\beta = 0.600$, $p < 0.001$) is the strongest and most significant predictor, followed by Perceived Usefulness ($\beta = 0.277$, $p < 0.01$). These findings suggest that users who perceive the ShopeeFood platform as valuable and useful are more likely to be influenced by social interactions, such as recommendations or endorsements from peers and family members. Interestingly, Perceived Ease of Use shows a significant negative effect on Social Influence ($\beta = -0.245$, $p < 0.01$), implying that as users become more familiar and comfortable with the application, their reliance on others' opinions decreases. This pattern reflects a maturity effect, where experienced users depend more on personal experience than on social validation. Conversely, Perceived Convenience ($\beta = 0.176$, $p > 0.05$) has no significant impact on Social Influence, indicating that convenience alone does not strongly influence social perceptions or interactions regarding the platform.

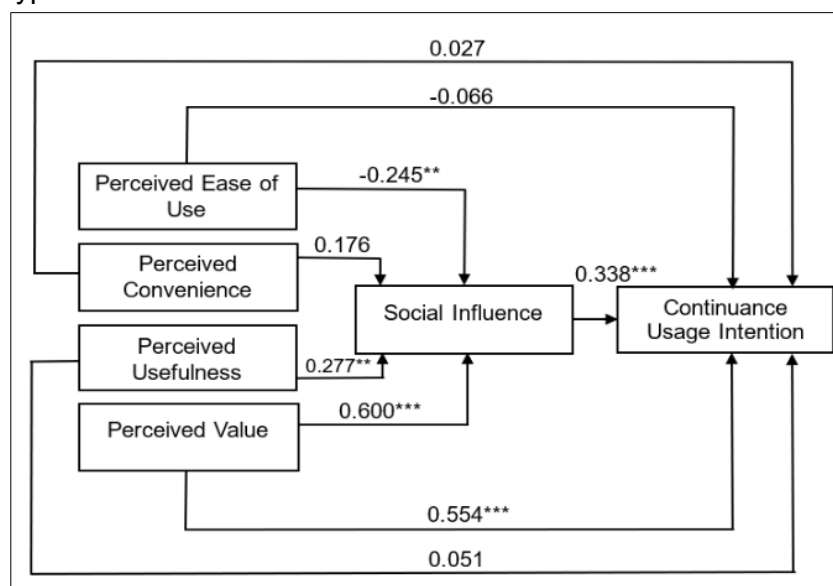
With respect to Continuance Usage Intention, the regression results reveal that Perceived Value ($\beta = 0.554$, $p < 0.001$) remains the most influential determinant, followed by Social Influence ($\beta = 0.338$, $p < 0.001$). This demonstrates that users' decisions to continue using ShopeeFood are largely shaped by the perceived overall value of the service, such as affordability, time savings, and satisfaction, and the influence of their social environment. In contrast, Perceived Ease of Use ($\beta = -0.066$), Perceived Convenience ($\beta = 0.027$), and Perceived Usefulness ($\beta = 0.051$) exhibit nonsignificant direct effects, suggesting that these variables play a lesser role in sustaining long-term engagement once users have become accustomed to the platform's basic functions.

Based on these findings, H1, H3, and H4 are accepted, while H2, H5, H6, H7, H8, and H9 are rejected. Specifically, the significant negative effect of Perceived Ease of Use on Social Influence supports H1, while the positive effects of Perceived Usefulness and Perceived Value on Social Influence validate H3 and H4. However, Perceived Convenience shows no significant effect, leading to the rejection of H2. Regarding Continuance Usage Intention, only Perceived Value and Social Influence emerge as significant predictors, confirming that users' continued engagement is more strongly influenced by perceived overall value and social reinforcement rather than by functional aspects such as ease or convenience of use, leading to the rejection of H5 through H9.

Overall, the results highlight the mediating role of Social Influence in linking users' perceptions to their continuance intentions. Perceived Value emerges as the most dominant determinant affecting both Social Influence and Continuance Usage Intention, underscoring that users are motivated to sustain their engagement when they derive tangible benefits, such as efficiency, fairness, and satisfaction, from the platform. This pattern supports both the expectation-confirmation theory (ECT) and the TAM, demonstrating that long-term behavioral intention in digital service platforms is primarily driven by perceived value and reinforced by social validation. In contrast, ease of use and convenience appear to be baseline expectations in the post-adoption stage, losing their predictive power once users have adapted to the platform's operation. [Figure 2](#)

visually depicts the hypothesized structural model illustrating these relationships among the key variables influencing continuance usage intention.

Figure 2. Hypothesized Model



DISCUSSION

Effect of Perceived Ease of Use on Social Influence and Continuance Usage Intention (H1 & H5)

The findings show that perceived value directly influences ShopeeFood users' continuance usage intention, while perceived usefulness indirectly contributes through social influence. Social influence acts as a mediating variable in this relationship. The results indicate that perceived ease of use does not have a significant impact on continuance usage intention. This suggests that users are already familiar with the interface and basic functions of food delivery applications, making usability a minimum expectation rather than a decisive factor for continued use. Interestingly, perceived ease of use shows a negative relationship with social influence, implying that as users become more proficient and independent, they rely less on social recommendations. This finding aligns with the TAM, which posits that ease of use primarily affects early adoption but loses significance as users gain experience. Once a system becomes habitual, the influence of perceived ease of use diminishes, supporting the notion that ShopeeFood users have moved beyond the initial learning curve.

Effect of Perceived Convenience on Social Influence (H2)

The results reveal that perceived convenience has no significant effect on social influence toward ShopeeFood, indicating that convenience, while essential for user satisfaction, may no longer be a differentiating factor influencing social behavior in food delivery application usage. This finding reflects the maturity of digital consumption behavior, in which users consider convenience a baseline expectation rather than a social cue for recommendation. According to TAM, convenience initially promotes adoption, but once a platform becomes a routine part of daily life, other variables such as perceived value and social influence become more salient drivers of engagement.

In the Malaysian OFD market, where services such as GrabFood, Foodpanda, and AirAsia Food offer similar levels of accessibility and interface intuitiveness, convenience has become standardized. When digital platforms share comparable functional

performance, convenience ceases to be socially distinctive and thus does not generate meaningful peer discussions or influence. This also resonates with expectation-confirmation theory (ECT), which suggests that once expectations regarding convenience are consistently met, they no longer strongly influence satisfaction or social perceptions.

In this context, ShopeeFood users likely perceive convenience as an inherent characteristic of all OFD platforms rather than a unique brand attribute worth sharing. Therefore, while convenience remains an implicit factor ensuring user satisfaction, it does not significantly enhance social influence. To strengthen peer-based engagement, ShopeeFood should focus on strategies such as referral incentives, influencer partnerships, and social media campaigns that emphasize collective experience and social value rather than functional convenience alone.

Effect of Perceived Value and Perceived Usefulness on Social Influence (H3 & H4)

Among the antecedents of social influence toward ShopeeFood, it is evident that the most significant determinant is perceived value. Compared to other elements influencing ShopeeFood users' intention to continue using the platform, perceived value stands out as the most dominant factor. In this context, the study by [Ajina \(2019\)](#) found that customer engagement and perceived value of social media marketing positively influence online word-of-mouth (oWOM). This aligns with the present model, where perceived value is identified as a key driver of social influence.

The second most crucial factor influencing social influence toward ShopeeFood is perceived usefulness. This finding aligns with [Shen et al. \(2006\)](#), who explored how perceived usefulness affects social influence in online learning environments. Their study revealed that when users perceive a system or technology to be useful, they are more likely to communicate and interact with others about it, including instructors, mentors, and peers. Similarly, in the ShopeeFood context, users who find the service functionally beneficial, such as saving time, offering diverse food options, and providing reliable delivery, are more inclined to engage socially, share experiences, and influence others' adoption decisions. Together, these findings demonstrate that both perceived value and usefulness play critical roles in shaping social behavior, but perceived value remains the stronger predictor, emphasizing the importance of perceived fairness, satisfaction, and overall worth.

Effect of Perceived Value on Continuance Usage Intention (H4)

Moreover, the results demonstrate that the perceived value of ShopeeFood can directly impact continuance usage intention even without the mediating effect of social influence. This aligns with the study of [Putra et al. \(2022\)](#), which emphasized the significant influence of perceived value on users' intention to continue using mobile payment applications, a finding that strongly resonates with the ShopeeFood model. Similarly, [Stevani and Bernarto \(2024\)](#) emphasized the importance of perceived value in driving patient satisfaction, which in turn influences continuance intention in the context of the Halodoc telemedicine application. This finding also identifies perceived value as one of the main factors influencing users' intention to continue using a product.

Furthermore, [Tumaku et al. \(2023\)](#) found that perceived value represents both the functional and emotional benefits that drive user satisfaction and loyalty. This is consistent with the ShopeeFood model, which identifies perceived value as a major determinant of users' desire to continue using the service. These results confirm that users' sustained engagement with food delivery applications is not merely based on ease or usefulness but primarily on the perceived overall value derived from the experience, combining affordability, reliability, and satisfaction.

Effect of Perceived Convenience on Continuance Usage Intention (H6 & H8)

Perceived convenience does not significantly affect continuance usage intention. This suggests that while convenience remains a valuable feature, it no longer determines continued use, as users have internalized it as a standard benefit of food delivery applications. This aligns with findings by Tan (2021), who observed that once convenience expectations are met, they no longer strongly influence continuance behavior. For ShopeeFood, this implies that convenience serves as a hygiene factor rather than a motivator, necessary to retain users but insufficient to inspire loyalty.

ShopeeFood can leverage these findings by enhancing perceived value through competitive pricing, diverse food options, and a user-friendly interface, while leveraging social influence through referral programs, influencer collaborations, and online reviews. Nevertheless, challenges remain in maintaining affordability, ensuring consistent quality, navigating market competition, and managing negative eWOM effectively.

Effect of Social Influence on Continuance Usage Intention (H7)

In addition, social influence toward ShopeeFood significantly determines continuance usage intention. In a study by Sanchez (2024), the impact of electronic word-of-mouth (eWOM) information on dissatisfied consumers' intention to continue using video streaming services was examined. The study found that eWOM information quality, credibility, and usefulness positively influence continuance of use intention. This aligns with the ShopeeFood case model, where social influence is identified as a key driver of continuance usage intention.

Similarly, Seridaran et al. (2024) found that eWOM content positively influences continuance usage intention for branded mobile applications. Since ShopeeFood is also a digital platform that offers services through mobile apps, user behavior in terms of continuance intention is likely influenced by similar factors. Furthermore, Ruangkanjanases et al. (2020) stated that social influence affects continuance usage intention through group norms and social image, which positively affect social identity. This, in turn, enhances perceived usefulness and confirmation, leading to satisfaction and eventually continuance usage intention. This matches the ShopeeFood model, where social influence acts as a key mediator. Lastly, Obeid et al. (2024) also support this finding, stating that social influence and continuance intention are positively correlated, indicating that social factors significantly affect users' continuous engagement.

Effect of Perceived Usefulness on Continuance Usage Intention (H9)

The analysis indicates that perceived usefulness has no significant direct effect on continuance usage intention toward ShopeeFood. This finding diverges from the traditional TAM assumptions, where perceived usefulness strongly predicts behavioral intention. However, it aligns with post-adoption behavior models, which argue that once users have integrated a technology into their daily routines, utilitarian benefits such as usefulness diminish in importance compared to value-based and social factors.

In the ShopeeFood context, users may already recognize the platform's usefulness, such as saving time and offering convenience, as a given feature, reducing its salience in predicting continued use. Similar findings were reported by Putra et al. (2022) and Tan (2021), who found that perceived usefulness becomes less predictive in mature usage stages, as satisfaction and perceived value take precedence. Moreover, Obeid et al. (2024) highlighted that social influence and perceived value now play a greater role in sustaining engagement with digital platforms.

Therefore, ShopeeFood's sustained user retention may depend less on emphasizing functional usefulness and more on enhancing perceived value and social engagement. Initiatives such as loyalty programs, personalized recommendations, and community-based marketing could reinforce users' emotional connection and perceived worth, ultimately compensating for the diminished role of usefulness in post-adoption continuance.

Managerial Implications and Challenges

Potential risks that ShopeeFood may face include maintaining affordability, ensuring food quality and delivery standards, facing strong competition from market rivals, and preventing negative eWOM. Implementing competitive pricing and promotions may impact profitability, so the company must strike a balance between financial sustainability and perceived value. Expanding the restaurant network may also create challenges in maintaining consistent food quality and delivery reliability. ShopeeFood must implement strict quality control measures and ensure dependable delivery services to prevent negative social influence.

The OFD market is highly competitive; thus, ShopeeFood must continuously innovate and adapt to changing consumer preferences to remain ahead of competitors. Additionally, negative reviews or user experiences can rapidly spread through social media networks, potentially harming the company's reputation and discouraging users. Therefore, ShopeeFood should actively manage online feedback and respond promptly to customer complaints to mitigate the effects of negative eWOM. Strengthening user engagement through community building, satisfaction-driven campaigns, and social listening will be key to sustaining long-term loyalty.

CONCLUSION

This study investigated the factors influencing social influence and continuance usage intention among users of food delivery applications in Malaysia, using ShopeeFood as a representative case. The findings revealed that perceived value and social influence are the two most significant determinants shaping users' continued engagement with the platform. Perceived usefulness also contributes indirectly through social influence, reinforcing perceived benefits and social interactions. In contrast, perceived ease of use and perceived convenience have minimal or nonsignificant direct effects, suggesting that users now view ease and convenience as baseline expectations rather than decisive factors for ongoing use.

The results confirm that perceived value plays a central role in both shaping social influence and directly driving continuance usage intention, while social influence serves as a key mediator linking cognitive perceptions (value and usefulness) to behavioral intention. The significant negative relationship between perceived ease of use and social influence further indicates that as users become more proficient with the application, they rely less on peer recommendations, reflecting a maturity effect in user experience.

The study extends the TAM by incorporating social and value-oriented constructs, demonstrating that continuance intention in digital service platforms is largely determined by perceived value and social reinforcement rather than by functional usability alone. It also supports the ECT, which posits that satisfaction and confirmation of expected value lead to sustained behavioral intention.

From a practical perspective, service providers should focus on enhancing perceived value through affordability, variety, and reliability, while leveraging social influence via user-generated content, referral programs, and online reviews to foster peer

endorsement and trust. Maintaining consistent service quality, monitoring eWOM, and addressing customer feedback promptly are essential to sustaining loyalty and mitigating reputational risks.

Future research could extend this study by examining moderating variables such as user demographics, technological innovations, or cross-cultural factors that may influence continuance usage behavior. Exploring these aspects could provide a deeper understanding of how social and value-based drivers evolve in the competitive and fast-changing OFD industry.

LIMITATION

This study is constrained by a few limitations. The first limitation concerns language fluency. The survey was conducted in English, which may have excluded respondents who were not proficient in the language. This limitation could affect the study's generalizability, as it primarily represents English-speaking individuals in Malaysia. Consequently, a significant portion of the population with different perspectives and experiences with food delivery applications may have been excluded. Future research should consider using multilingual surveys to overcome language barriers and capture a broader range of insights.

The second limitation relates to time constraints. Due to limited time, the researchers were able to collect responses from only 150 participants within one month. Furthermore, most respondents were students, which may influence the generalizability and depth of the insights derived from this study. While larger sample sizes typically yield more reliable and generalizable results, they also require additional time for data collection and analysis. Therefore, the limited sample size may not be sufficient to draw definitive conclusions about the adoption and continued use of ShopeeFood. To enhance the reliability of future results, researchers should consider involving a larger and more diverse sample over an extended data collection period.

The third limitation concerns the sampling method. Although the convenience sampling approach used in this study facilitated efficient data collection, potential limitations must be acknowledged. Self-selection bias may have influenced the sample, as individuals who were more engaged with ShopeeFood and social media were more likely to participate. To mitigate this bias, future studies should consider employing more rigorous sampling techniques, such as stratified or random sampling, to achieve greater representativeness.

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DECLARATION OF CONFLICTING INTERESTS

The researcher did not disclose any possible conflicts of interest.

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