Original Scientific Article

The Continuance Intention of Coffee Shop Mobile Food Ordering Applications

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The purpose of this study is to determine the continuance intention of mobile food ordering apps (MFOAs) for the coffee shop industry based on attributes and customer satisfaction. This study focuses on the category of firm-owned MFOAs, specifically for coffee shop settings in the Indonesian context, in contrast with prior studies that emphasize third-party MFOAs. This research developed a framework of Unified Theory of Acceptance and Use of Technology by focusing on the model for one food service setting. A survey with questionnaires was employed and 177 valid responses were obtained and further analysed with Structural Equation Modelling using SmartPLS. Firm-owned MFOAs from seven coffee shop brands in Indonesia were used in the study. Kopi Kenangan turned out to be the most frequently used MFOA coffee shop among respondents, even double that of Starbucks. The findings show that customer satisfaction in using MFOAs is influenced by various factors of the MFOA attributes themselves, most importantly online tracking. Consequently, this satisfaction leads to the user's intention to continue using the apps in the future. This study proposes several practical recommendations for coffee shop businesses to better understand how the existence of their own MFOA may influence customer satisfaction and future continuance intention.

Keywords: continuance intention, effort expectancy, e-satisfaction, mobile food ordering application (MFOA), performance expectancy

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Introduction

Currently, Indonesia is the fourth largest coffee-bean producing country in the world, right after Brazil, Vietnam, and Colombia (Food and Agriculture Organization of the United Nations, n.d.). The availability of raw materials should be supported by respective industries to improve product competitiveness (Matrutty et al., 2018), and that is one of the reasons for the significant growth of coffee shop establishments. For instance, in 2016, the number of coffee shops in

Indonesia was only 1,000 outlets, which grew to 2,950 outlets by 2019, and is estimated to reach 9,000 outlets in 2028 (Dahwilani, 2019; Tiofani & Prasetya, 2024). This rapid development of coffee shop establishments aligns with the annual national coffee consumption growth of 8.22% (Ekarina, 2020).

Meanwhile, more than two-thirds of Indonesia's population are active internet users (Asosiasi Penyelenggara Jasa Internet Indonesia, 2022), which may impact their behaviour in terms of online activities. In addition, due to the COVID-19 pandemic in April 2020, lockdown measures were put in place, leading to a decrease in onsite mobility. This created more opportunities for online activities such as online transactions for food and beverages (Wahid et al., 2024). This phenomenon prompted businesses to adjust their operations to current market trends and demands, necessitating the provision of services through online platforms (Al Amin et al., 2020; Madinga et al., 2023). These platforms, later known as mobile food--ordering apps (MFOAs), are defined as 'an innovative and convenient channel to access restaurants, view food menus, place food orders, and make payments without any physical interaction with restaurant staff' (Alalwan, 2020, p. 29).

MFOAs come with diverse service and business model and can be categorized into two basic structures: (1) firm-owned (restaurant-to-consumer) or third-party (platform-to-consumer), and (2) delivery-oriented or information-oriented (Dirsehan & Cankat, 2021). The coffee shop industry in Indonesia, which initially partnered with third-party platforms for delivery purposes, has started to develop its own applications. Firm-owned MFOAs are not only information-oriented but sometimes offer delivery services; Kopi Kenangan and Fore Coffee, for instance. Currently, the Indonesian market can still find coffee shop products either in third-party MFOAs (such as GoFood, Shopee Food, and GrabFood) or firm-owned MFOAs (such as Starbucks, Kopi Kenangan, Fore Coffee, Jiwa+, Maxx Coffee, Chatime, and JCO).

This study focuses on the latter category, firm-owned MFOAs, specifically for coffee shop settings in the Indonesian context. This means the main characteristic of MFOAs in this study is information-oriented, followed by delivery-oriented. This is in contrast with prior extensive studies that have investigated the former MFOA category, (third-party) as delivery-oriented apps with no specific business setting (Alalwan, 2020; Dirsehan & Cankat, 2021; Francioni et al., 2022; Gunden et al., 2020). However, studies have shown MFOAs benefit from a business perspective, such as accelerating competitive advantages, elevating the company brand, increasing employee productivity, improving order accuracy, and providing customer databases (Wang et al., 2022). From the customer's standpoint, an MFOA is easily accessible, time-saving, timeless, real-time, adds a unique experience, and is energy-saving (Alalwan, 2022; Lalita & Suzianti, 2022). Aside from the aforementioned benefits, a significant challenge lies in retaining customers and ensuring their continued use of the platform in the face of market competition in order to keep its sustainability (Humbani et al., 2024; Wiastuti et al., 2022).

In essence, MFOAs benefit both restaurants and customers, thus assessing how technology is perceived by the user is considered crucial, as retaining current users is more cost-effective than acquiring new ones (Munday & Humbani, 2024). Technology value lies not in how fast it is adopted, but instead primarily in how long it will be used by customers (Yap & Lee, 2023). MFOA markets are very competitive, thus, understanding how to retain customer continuance intention is critical (Munday & Humbani, 2024). This study corresponds to the recommendations from Francioni et al. (2022) and Tsang et al. (2024) to research restaurant-to-consumer platforms.

Additionally, Gunden et al. (2020), Teo et al. (2024), and Munday and Humbani (2024) suggest further investigating online food technology in specific platforms and settings. Here the authors focus on the coffee shop setting due to the phenomenon defined earlier. Consequently, there is a need for further research to investigate the predictors for customer satisfaction and continuance intention on MFOAs, specifically in the coffee shop setting. Therefore, this research aims to investigate the determinant factors that influence e-satisfaction and continuance intention of mobile food ordering applications for coffee shop businesses in the Indonesian market.

Literature Review

Continuance Intention of MFOAs

Continuous intention (CI) is 'the degree to which a person has formulated a conscious plan to perform or not perform a specified behavior in the future' (Madinga et al., 2023, p. 178). In the context of mobile apps, including online delivery, CI is strongly related to user willingness to use the same application (Yap & Lee, 2023), or repeat use of the product or service (Gunden et al., 2020). CI pertains to the individual evaluation made by the customer regarding their likelihood of engaging in future repurchases or other transactional activities with the same service provider (Ramos, 2022).

Here, the Unified Theory of Acceptance and Use of Technology (UTAUT) and UTAUT2 theory (Venkatesh et al., 2003; Venkatesh et al., 2012) serve as underlying theories to explain the acceptance and usage of technology by individuals, consisting of four plus three predictors: performance expectancy, effort expectancy, social influence, and facilitating conditions, plus hedonic motivation, price value, and habit. Both UTAUT and UTAUT2 have become the two most frequently used models of technology acceptance and usage in various research because they cover diverse applications, integration, and extension (Dwivedi et al., 2019). In what follows, Humbani et al. (2024) believe that one of the keys to retaining customer CI on restaurant products and services is their satisfaction.

E-Satisfaction on MFOAs

E-Satisfaction (SA) is 'the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm' (Anderson & Srinivasan, 2003, p. 125). In the mobile app context, SA refers to the evaluation of all aspects of the app's performance, including its attributes and features (Tsang et al., 2024). It also implies the cumulative experience that emerges from the usage of several MFOAs, alongside the interactions with the providers, which can result in both negative and positive states (Humbani et al., 2024). In that case, when the actual results of using MFOAs meet or surpass customers' expectations, they are more likely to be satisfied with their experience (Alalwan, 2020). Consequently, satisfied customers are more inclined to keep using these apps (Yeo et al., 2021). This implies the more customers are satisfied with MFOAs, the more likely they are to show a willingness to keep using MFOAs in the future, as depicted in prior studies, for instance, studies on online food delivery in Indonesia (Wahid et al., 2024), online food delivery in Hong Kong (Lin et al., 2024; Tsang et al., 2024), mobile food delivery apps in South Africa (Humbani et al., 2024), and mobile food ordering apps in Jordan (Alalwan, 2020). Therefore, we propose the following hypothesis:

H9 MFOA e-satisfaction positively influences continuance intention

Antecedents of MFOA e-Satisfaction and Continuance Intention

Performance expectancy (PE) is 'the degree to which using a technology will provide benefits to consumers in performing certain activities' (Venkatesh et al., 2012, p. 159). PE shows how people believe that utilizing multiple channels, such as mobile, online, and physical stores, can help them shop more effectively and efficiently (Ryu & Fortenberry, 2021). In UTAUT, PE is about users' expectations of a technology's usefulness, convenience, and efficiency. This implies that a high level of performance expectancy leads to greater satisfaction with the MFOA technology, as proven by prior studies, for instance, online food delivery in Indonesia (Wahid et al., 2024), mobile food delivery apps in South Africa (Humbani et al., 2024), and mobile food ordering apps in Jordan (Alalwan, 2020). Additionally, PE is shown to have a significant effect on CI, such as through studies on mobile food delivery apps in South Africa (Munday & Humbani, 2024), food delivery apps in Saudi Arabia (Abed, 2024), and online food delivery systems in the USA (Gunden et al., 2020). Therefore, we propose the following hypothesis:

H1 Performance expectancy positively influences e-satisfaction on MFOAs

Effort expectancy (EE) is 'the degree of ease associated with consumers' use of technology' (Venkatesh et al., 2012, p. 159). In UTAUT, EE resonates with how much effort it takes users to be able to use the techno-

logy properly (Konietzny & Caruana, 2019). In other words, EE is also the extent to which the users believe that using the app does not require great effort (Okumus et al., 2018). Given the unique characteristics of MFOAs, which demand some level of expertise and ability, EE may be essential in forming users' desire to continue using them (Abed, 2024). Ramos (2022) found that EE is the most crucial factor that determines customer CI, especially during the COVID-19 era. Interestingly, EE studies on SA and CI show various results. For instance, a study on online food delivery services in Italy (Francioni et al., 2022) shows a significant impact between EE and CI, in contrast with other studies, such as a study on online food delivery in Malaysia (Teo et al., 2024), food delivery apps in Saudi Arabia (Abed, 2024), and mobile food ordering apps in Jordan (Alalwan, 2020). This implies that when customers agree effort expectancy is easy, it may lead to greater satisfaction with the MFOA. Hence, we propose the following hypothesis:

H2 Effort expectancy positively influences e-satisfaction on MFOAs

Social influence (SI) is 'the extent to which consumers perceive that important others, such as family and friends, believe they should use a particular technology' (Venkatesh et al., 2012, p. 159). In the MFOA context, SI can be described as 'the impact of one's surrounding social environment (i.e. family, friends, peers) on the intention to continue using apps' (Abed, 2024, p. 2047). SI reflects an individual's capacity to persuade others to adopt a new system based on the fact that important individuals in their social circle are also utilizing the same system (Taylor, 2021). SI influences a person's decision on which restaurant to go to. If their social circle chooses to go to a certain restaurant, the individual will likely to follow. Hence, a person's behavior can be shaped by various sources of social influence, whether those influences come from online (such as MFOA) or offline platforms (Hsieh & Tseng, 2018).

Prior studies revealed SI to have a direct and positive impact on customer attitudes toward food delivery apps (Madinga et al., 2023), behavioural intention (Izzati, 2020), and continuance intention (Abed, 2024). On the other hand, SI does not significantly influence e-satisfaction (Alalwan, 2020). In contrast, Hariguna and Ruangkanjanases' (2020) study found significant results. Thus, we propose the following hypothesis:

H3 Social influence positively influences e-satisfaction on MFOAs

Facilitating conditions (FC) is defined as 'consumers' perceptions of the resources and support available to perform a behavior' (Venkatesh et al., 2012, p. 159). FC relates to access, infrastructure, and technical support, which is not the intention of the user's behaviour (Alharbi et al., 2020). It indicates the individual's understanding that the technical aspects and organizational infrastructure are necessary to support the existing systems. FC plays an important role in better enhancing customer experience (Ambarwati et al., 2020) because it ensures smooth operations and minimizes potential issues in the future (Dwivedi et al., 2019). This implies that a high level of facilitating conditions leads to greater satisfaction with the MFOA, as proven by prior studies (Alalwan, 2020). Thus, we propose the following hypothesis:

H4 Facilitating conditions positively influence e-satisfaction on MFOAs

Hedonic motivation (HM) is 'the fun or pleasure derived from using a technology' (Venkatesh et al., 2012, p. 161). HM involves multisensory, fantasy, and emotional experiences that are not based on primary needs (Chang et al., 2011). It is also when consumers try to find positive emotions, such as pleasure, joy, pride, and happiness, while avoiding negative emotions, for instance, regret and shame, at a later date (Rezvani et al., 2018). HM implies the pleasure and satisfaction as the outcomes of the appc or technology used (Tyrväinen et al., 2020). For instance, shoppers who shop based on hedonic motivation enjoy the fun, entertainment, and exploration of the store. Prior studies have shown that HM can be a significant (Abed, 2024; Alalwan, 2020; Hariguna & Ruangkanjanases, 2020) but also not significant (Munday & Humbani, 2024) predictor of SA and CI. This implies that a high level of HM may lead to greater or even lower

satisfaction with the MFOA. Hence, we propose the following hypothesis:

H5 Hedonic motivation positively influences e-satisfaction on MFOAs

Price value (PV) is the 'consumer cognitive trade-off between the perceived benefits of the application and the monetary cost for using them' (Venkatesh et al., 2012, p. 161). PV is usually used as the main measurement that represents what users have to sacrifice to get a product or service that they want to receive or have (Okumus et al., 2018). In essence, PV associates with the advantages of comparing prices among online food delivery users in regard to the quality of the food they consume (Tsang et al., 2024). The PV of a service or product paid for is very important. Customers hope that by paying a higher price, they will get better products or services (Kaczorowska et al., 2019). Further, PV has shown a positive and significant impact on SA and CI towards MFOAs, as depicted by prior studies, such as in the context of Malaysia (Teo et al., 2024), Thailand (Hariguna & Ruangkanjanases, 2020), Hong Kong (Tsang et al., 2024), and Jordan (Alalwan, 2020). Therefore, we propose the following hypothesis:

H6 Price value positively influences e-satisfaction on MFOAs

Habit is 'the extent to which people tend to perform behaviors automatically because of learning' (Venkatesh et al., 2012, p. 161). Habit implies a customer's tendency to react spontaneously and naturally due to the accumulation of experience and knowledge that the customer has (Hariguna & Ruangkanjanases, 2020). In other words, habit emerges as a result of prior learning (Yap & Lee, 2023), such as when someone has learned and experienced using an MFOA. Habit encompasses the compilation of past experiences, acquired knowledge, and received information, which subsequently influences behaviour and transforms into repetitive actions (Sun & Chi, 2018). In UTAUT, a regular habit of using an MFOA will form a connection to the application. Positive experiences customers have with MFOAs will lead to repeated use without additional thought and result in enjoyment and engagement, including feelings of happiness (Wahid et al., 2024). Habit has been studied to positively affect SA and CI, particularly in the context of MFOAs, online food delivery, and food delivery apps in Indonesia (Wahid et al., 2024), South Africa (Munday & Humbani, 2024), Saudi Arabia (Abed, 2024), Thailand (Hariguna & Ruangkanjanases, 2020), and the USA (Gunden et al., 2020). As a result, we propose this hypothesis:

H7 Habit positively influences e-satisfaction on MFOAs

Online tracking (OT) involves the monitoring of customers' orders at various stages and providing real-time updates on the progress of those orders until they are successfully completed (Kapoor & Vij, 2018). According to Yeo et al. (2017), OT enables users to find out the status of their orders, which has an impact on their experience in using the application. The availability of online tracking capabilities has the potential to incentivize customers to revisit MFOAs in the future (Flores & Castaño, 2020). This functionality assists in saving customers' time and effort compared to the conventional delivery system, thus serving as a motivating factor for their continued usage. This implies that the higher the aggregable level of online tracking, the greater satisfaction with the MFOA, as proven by prior studies, for instance, studies on mobile food ordering apps in Jordan (Alalwan, 2020) and Thailand (Hariguna & Ruangkanjanases, 2020). Hence, we propose this hypothesis:

H8 Online tracking positively influence e-satisfaction on MFOAs

Methodology

This research uses a quantitative method with a survey. The respondent criteria are (1) they must be Indonesian citizens, as the questionnaire is in the Indonesian language, and (2) they must have experience using at least one MFOA from seven specific coffee shop brands: Starbucks, Kopi Kenangan, Fore Coffee, Jiwa+, MAXX Coffee, Chatime, and JCO. These brands were selected because they are the only coffee shop brands in Indonesia that have an MFOA service available as of the beginning of 2022, which then can be downloaded through mobile phones in both Google

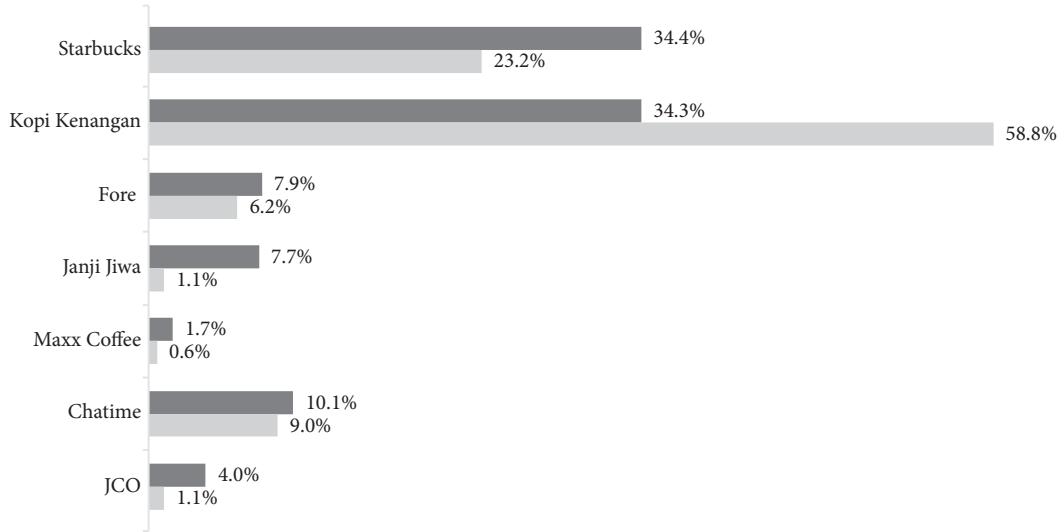

Figure 1 Research Framework

Play Store and Apple Store. Other coffee shop brands also offer online ordering, not through MFOAs, but instead through food delivery applications (FDAs), such as GoFood, GrabFood, ShopeeFood, and TravelokaEat. Our study focuses only on MFOAs instead of FDAs.

Primary data were collected through an online questionnaire, created using Google Forms and written in the Indonesian language. Further, this study employs a convenience and snowball sampling approach. To obtain the data and reach a varied range of respondents, the voluntary survey invitation was circulated for a month in May 2022 and posted on social media and in personal communications. Due to COVID-19 movement restrictions at the time this study was conducted, data collection could only be available through an online survey. As a result, 177 valid responses were obtained and further analysed with structural equation modelling (SEM) using SmartPLS. A study with SEM analysis in the context of tourism hospitality requires at least more than 100 samples (Memon et al., 2020). Thus, the sample size of 177 in this study follows this minimum threshold.

The questionnaire was divided into three parts: (1) respondent demographic profile, consisting of gender, age, domicile, and occupation; (2) behaviour pattern toward MFOAs, and (3) measurement items for all variables consisting of 33 questions. Figure 1 shows the research framework, consisting of 10 latent variables. The first to seventh variables are adopted from Venkatesh in Alalwan (Alalwan, 2020), which are performance expectancy (4 items), effort expectancy (4 items), social influence (3 items), facilitating conditions (3 items), hedonic motivation (3 items), online tracking (3 items), and habit (4 items). Price value is measured by 3 items adopted from Shang and Wu (2017) and Venkatesh in Alalwan (Alalwan, 2020). Next, e-satisfaction is measured by 3 items adopted from Wang et al. (2022) and Shang and Wu (2017). Lastly, continuance intention is measured by 3 items adopted from Masrurin et al. (2021). All items in part three are measured with a five-point Likert scale with five being 'strongly agree' to one being 'strongly disagree'.

Findings

Respondents' Profile

Figure 2 illustrates the findings from the seven MFOA coffee shops regarding their adoption and preferences. It is evident that Kopi Kenangan is the most widely used app, followed by Starbucks and Chatime. Kopi Kenangan, an Indonesian brand established in

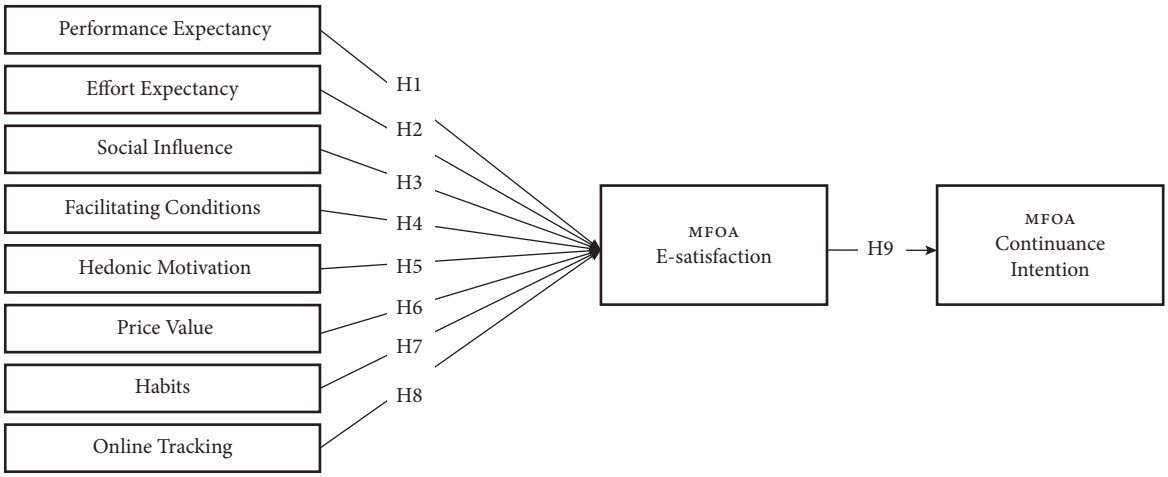

Figure 2 MFOA Coffee Shop Adoption

2017, launched their MFOA in January 2020. Remarkably, within just two years of launching their MFOA, Kopi Kenangan has captured the hearts of coffee lovers in Indonesia. The majority of respondents (74%) are students under the age of 27 in 2022, primarily residing in Jakarta (63.8%), with a nearly equal gender distribution of 50.8% male and 49.2% female. Furthermore, Table 1 outlines the MFOA usage profile of the respondents, showing that when using MFOA coffee shops, they typically order coffee-based beverages between 12:00 and 18:00, with a budget of IDR 20,000 to 30,000.

Measurement Test

Referring to Table 2, the loading factor value for all measurement items is in the range of 0.770 to 0.956, meaning that it has a good loading factor value (Ghozali, 2021); in other words, each item of the latent variable can explain the latent variables. Further, the CR value of all constructs complied with the rule of thumb of a minimum of 0.7 (Hair et al., 2017), namely 0.961 (CI), 0.919 (EE), 0.883 (FC), 0.927 (HB), 0.938 (HM), 0.946 (OT), 0.908 (PE), 0.933 (PV), 0.954 (SA), and 0.912 (SI). The AVE value of all constructs also meets the rule of thumb of a minimum of 0.5 (Hair

Table 1 MFOA User Profile

Questions	%	
What product do you frequently order from the MFOA?	Coffee-based beverages	67.8%
	Milk-based beverages	14.7%
	Chocolate-based beverages	7.9%
	Tea-based beverages	5.6%
	Smoothies	4%
What time do you frequently order from the MFOA?	Dinner time	30.5%
	Lunchtime	27.1%
	Afternoon teatime	24.3%
	Breakfast time	14.1%
	Supper time	4%
What is your budget for each order from the MFOA (per person)? (1 USD equal to IDR 15,000)	Less than IDR 20,000	0.6%
	IDR 20,000 to 30,000	46.3%
	IDR 30,000 to 50,000	33.3%
	More than IDR 50,000	19.8%

et al., 2017), namely 0.892 (CI), 0.739 (EE), 0.716 (FC), 0.762 (HB), 0.834 (HM), 0.854 (OT), 0.713 (PE), 0.823 (PV), 0.874 (SA), and 0.775 (SI). Hence, the result from the measurement model analysis confirmed that the data is valid, reliable, and fit, therefore it is possible to move forward to the second step of structural model evaluation and analysis.

The first variable, performance expectancy, comprises four key indicators: PE1, PE2, PE3, and PE4. According to the respondents, the MFOA is deemed useful in their everyday lives (PE1, mean 4.28), aids in completing important tasks more efficiently (PE2, mean 4.14), and facilitates faster task completion (PE3, mean 4.27). Furthermore, respondents strongly agree that their productivity has increased as a result of using the MFOA (PE4, mean 4.63). The second variable, effort expectancy, includes four indicators: EE1, EE2, EE3, and EE4. The respondents concur that learning the MFOA is easy (EE1, mean 4.45), the features of the MFOA are clear and easy to understand (EE2, mean 4.49), and becoming proficient in using the MFOA is easy (EE4, mean 4.49). Additionally, the respondents strongly agree that overall usage of the MFOA is easy (EE3, mean 4.79).

The third variable, social influence, comprises three indicators: SI1, SI2, and SI3. Respondents indicated that people important to them recommended the use of the MFOA (SI1, mean 4.14), as well as their role models (SI2, mean 4.37), and individuals whose opinions are valued by the respondents (SI3, mean 4.21). The fourth variable, facilitating conditions, includes three indicators: FC1, FC2, and FC3. Respondents strongly agreed that they have ample facilities for using the MFOA (FC1, mean 4.51) and sufficient knowledge of its usage (FC2, mean 4.74). Furthermore, the respondents strongly agreed that the MFOA is compatible with other technologies they use (FC3, mean 4.63).

The fifth variable, hedonic motivation, comprises three indicators: HM1, HM2, and HM3. Respondents indicated a strong agreement that using the MFOA is exciting (HM1, mean 4.56). They also agreed that using the MFOA is fun (HM2, mean 4.29) and entertaining (HM3, mean 4.47). The sixth variable, price value, includes three indicators: PV1, PV2, and PV3. The respondents agreed that the MFOA provides an economical price (PV1, mean 4.30) and that buying food through the MFOA is economically beneficial (PV3, mean 4.29). Additionally, respondents strongly agreed that the MFOA provides good value in exchange for the money spent (PV2, mean 4.67).

The seventh variable, habit, is made up of four indicators: HB1, HB2, HB3, and HB4. The respondents strongly agreed that using the MFOA has become a habit (HB1, mean 4.86), and they are accustomed to using it (HB4, mean 4.71). Furthermore, they agreed that they want to continuously use the MFOA (HB2, mean 4.34) and feel the need to use it (HB3, mean 4.18). The eighth variable pertains to online tracking and comprises three indicators: OT1, OT2, and OT3. Respondents consistently express strong agreement regarding the availability of the tracking feature on the MFOA (OT1, mean 4.78). They also agree that this feature is highly valuable (OT2, mean 4.45) and perceive it as useful for saving time (OT3, mean 4.46).

The ninth variable concerns e-satisfaction and includes three indicators: SA1, SA2, and SA3. Respondents consistently strongly agree that they have a positive experience using the MFOA (SA1, mean 4.68). Furthermore, they agree that the MFOA meets their expectations (SA2, mean 4.42) and overall, they express satisfaction with the MFOA (SA3, mean 4.44). Lastly, the tenth variable, continuance intention, comprises three indicators: CI1, CI2, and CI3. Respondents consistently express strong agreement regarding their intention to continuously use the MFOA (CI1, mean 4.75) and to order food using the MFOA whenever the situation permits (CI2, mean 4.69). Additionally, they agree that even after the end of the COVID-19 pandemic, they will continue to use the MFOA (CI3, mean 4.46).

Structural Model

The rule of thumb to accept the hypotheses are positive path coefficient (β), a p-value less than 0.05, and a t-value greater than 1.97 (Hair et al., 2017). According to Table 3, six direct relationships met the rule of thumb, while three failed. H1 shows the value of $\beta = 0.226$ positive; t-value = 2.318; p-value = 0.021, thus the hypothesis is accepted. It means performan-

Table 2 Measurement Items

Measurement Items		Mean	Loading	CA	CR	AVE
Performance Expectancy (PP)				0.866	0.908	0.713
PE1	The MFOA is useful in my daily life	4.28	0.886			
PE2	Using the MFOA helps me to complete the work that I per ceive as important	4.14	0.823			
PE3	The MFOA helps me to get work done faster	4.27	0.828			
PE4	My productivity has increased because of using the MFOA	4.63	0.838			
Effort Expectancy (EE)				0.885	0.919	0.739
EE1	Learning to use the MFOA is easy	4.45	0.892			
EE2	Features on the MFOA are clear and easy to understand	4.49	0.770			
EE3	Using the MFOA is easy	4.79	0.898			
EE4	Being skilful in using the MFOA is easy	4.49	0.872			
Social Influence (SI)				0.857	0.912	0.775
SI1	The people important to me recommend that I should use the MFOA	4.14	0.818			
SI2	The person who is my role model recommended that I should use the MFOA	4.37	0.892			
SI3	The person whose opinions I value recommended I use the MFOA	4.21	0.928			
Facilitating Condition (FC)				0.802	0.883	0.716
FC1	I have adequate facilities to use the MFOA	4.51	0.815			
FC2	I have sufficient knowledge of using the MFOA	4.74	0.855			
FC3	The MFOA is compatible with other technologies that I use	4.63	0.868			
Hedonic Motivation (HM)				0.907	0.938	0.834
HM1	Using the MFOA is exciting	4.56	0.926			
HM2	Using the MFOA is fun	4.29	0.891			
HM3	Using the MFOA is entertaining	4.47	0.922			
Price Value (PV)				0.894	0.933	0.823
PV1	The MFOA provides an economical price	4.30	0.880			
PV2	The MFOA provides a 'good value for money' price	4.67	0.922			
PV3	Buying food through the MFOA is more economical	4.29	0.920			
Habit (HB)				0.895	0.927	0.762
HB1	Using the MFOA has become a habit for me	4.86	0.788			
HB2	I want to continue to use the MFOA	4.34	0.882			
HB3	I must use the MFOA	4.18	0.931			
HB4	I am used to using the MFOA	4.71	0.885			
Online Tracking (OT)				0.915	0.946	0.854
OT1	The tracking feature is available on the MFOA	4.78	0.933			
OT2	The tracking feature in the MFOA is very important	4.45	0.914			
OT3	The tracking feature on the MFOA is useful to save my time	4.46	0.924			
E-satisfaction (SA)				0.928	0.954	0.874
SA1	I have a pleasant experience while using the MFOA	4.68	0.930			
SA2	The MFOA meets my expectancy	4.42	0.947			
SA3	Overall, I am satisfied with the MFOA	4.44	0.928			
Continuance Intention (CI)				0.940	0.961	0.892
CI1	I intend to continue using the MFOA	4.75	0.956			
CI2	I will use the MFOA to order food if the situation allows	4.69	0.941			
CI3	After COVID-19 ends, I will continue to use the MFOA	4.46	0.935			

Note MFOA (Mobile Food Ordering Application), (Cronbach's Alpha), CR (Composite Reliability), AVE (Average Variance Extracted)

Table 3 Hypotheses Testing for Direct Effect

Hypotheses	β	T-Value	P- Value	Result	
H1	Performance Expectancy → E-Satisfaction	0.226	2.318	0.021	Accepted
H2	Effort Expectancy → E-Satisfaction	0.090	1.065	0.288	Rejected
H3	Social Influence → E-Satisfaction	−0.196	3.489	0.001	Rejected
H4	Facilitating Condition → E-Satisfaction	0.178	2.412	0.016	Accepted
H5	Hedonic Motivation → E-Satisfaction	−0.128	2.001	0.046	Rejected
H6	Price Value → E-Satisfaction	0.138	2.162	0.031	Accepted
H7	Habit → E-Satisfaction	0.204	2.452	0.015	Accepted
H8	Online Tracking → E-Satisfaction	0.198	2.274	0.023	Accepted
H9	E-Satisfaction → Continuance Intention	0.275	3.520	0.000	Accepted

ce expectancy has a positive and significant impact on e-satisfaction. Therefore, the higher the value of performance expectancy, the higher the value of e-satisfaction, and vice versa. H2 shows the value of $\beta = 0.090$ positive; t-value = 1.065; p-value = 0.288, thus the hypothesis is rejected. It implies that EE negatively impacts SA. This finding, however, aligns with prior studies by Abed (2024), Alalwan (2020), and Teo et al. (2024).

H3 shows the value of $\beta = 0.196$ negative; t-value = 3.489; p-value = 0.001, thus the hypothesis is rejected. It indicates that social influence has a negative but significant impact on e-satisfaction. Therefore, the higher the value of social influence, the lower the value of e-satisfaction will be, which is in contrast with Hariguna and Ruangkanjanases (2020). H4 shows the value of $\beta = 0.178$ positive; t-value = 2.412; p-value = 0.016, thus the hypothesis is accepted. It means the facilitating condition has a positive and significant impact on customer e-satisfaction. Therefore, the higher the value of facilitating condition, the higher the value of e-satisfaction, and vice versa.

H5 shows the value of $\beta = 0.128$ negative; t-value = 2.001; p-value = 0.046, thus the hypothesis is rejected. It means that hedonic motivation has a negative and significant impact on customer e-satisfaction. Therefore, the higher the value of hedonic motivation, the lower the value of e-satisfaction will be. Prior studies have shown that HM can be a significant (Abed, 2024; Alalwan, 2020; Hariguna & Ruangkanjanases, 2020) but also not significant (Munday & Humbani, 2024) predictor of SA and CI. H6 shows the value of $\beta = 0.138$ positive; t-value = 2.162; p-value = 0.031, thus the hypothesis is accepted. It means the price value has a positive and significant impact on customer e-satisfaction. Therefore, the higher the value of price value, the higher the value of e-satisfaction.

H7 shows the value of $\beta = 0.204$ positive; t-value = 2.452; p-value = 0.015, thus the hypothesis is accepted. It means the habit has a positive and significant impact on customer e-satisfaction. Therefore, the higher the value of habit, the higher the value of e-satisfaction, which aligns with Abed (2024) and Munday and Humbani (2024). H8 shows the value of $\beta = 0.198$ positive; t-value = 2.274; p-value = 0.023, thus the hypothesis is accepted. It means that online tracking has a positive and significant impact on customer e-satisfaction. Therefore, the higher the value of online tracking, the higher the value of e-satisfaction, and vice versa, in line with Hariguna and Ruangkanjanases (2020).

H9 shows the value of $\beta = 0.275$ positive; t-value = 3.520; p-value = 0.000, thus the hypothesis is accepted. It means that e-satisfaction has a positive and significant impact on continuance intention. Therefore, the higher the value of e-satisfaction, the higher the value of continuance intention, and vice versa. Moreover, this is in line with prior extensive studies in the food business context, for instance, Alalwan (2020), Al Amin et al. (2020), Humbani et al. (2024), Lin et

Table 4 Hypotheses Testing for Indirect Effect

Relationship	β	T-Value	P-Value	Results
PE → SA → CI	0.062	2.125	0.034	Significant
EE → SA → CI	0.025	0.971	0.332	Not Significant
SI → SA → CI	-0.054	2.729	0.007	Significant
FC → SA → CI	0.049	1.892	0.059	Not Significant
HM → SA → CI	-0.035	1.731	0.084	Not Significant
PV → SA → CI	0.038	1.702	0.089	Not Significant
HB → SA → CI	0.056	1.876	0.061	Not Significant
OT → SA → CI	0.054	1.607	0.109	Not Significant

Note PE (Performance Expectancy), EE (Effort Expectancy), SI (Social Influence), FC (Facilitating Condition), HM (Hedonic Motivation), PV (Price Value), HB (Habit), OT (Online Tracking), CI (Continuance Intention)

al. (2024), Tsang et al. (2024), Wahid et al. (2024), and Wiastuti et al. (2022). Similarly in other tourism hospitality contexts, the use of technology in medical tourism destinations (Bader et al., 2023) and beach tourism (Magaš et al., 2023) have the same results.

Further, Table 4 presents the statistical result of the indirect effect of SA as the mediating variable between eight MFOA attributes and CI. SA was found to significantly mediate the relationship of two MFOA attributes on CI with a *p*-value greater than 0.05, which are performance expectancy (*p*-value = 0.034) and social influence (*p*-value = 0.007). In contrast, customer e-satisfaction was found to not significantly mediate the relationship of the remaining six MFOA attributes on CI with a *p*-value less than 0.05, which are hedonic motivation (*p*-value = 0.084), effort expectancy (*p*-value = 0.332), price value (*p*-value = 0.089), habit (*p*-value = 0.061), and facilitating condition (*p*-value = 0.059).

Discussion and Conclusion

This study focuses on the category of firm-owned MFOAs, specifcally for coffee shop settings in the Indonesian context, in contrast with the majority of prior studies that emphasize third-party MFOAs. The study examines various attributes of MFOAs, such as performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habits, and online tracking, derived from the UTAUT2 and Technology Acceptance Models. The research found that these attributes significantly influence user e-satisfaction, except for effort expectancy, social influence, and hedonic motivation. Interestingly, social influence and hedonic motivation were found to have a negative impact on customer satisfaction with MFOAs. This indicates that customer satisfaction is primarily influenced by the performance and interface of MFOAs rather than emotional factors or external influences (such as friends, family, and peers).

Additionally, the R-squared value for continuance intention is 0.071, and 0.369 for e-satisfaction. This suggests that customer e-satisfaction could be influenced by 36.9 percent by eight MFOA attributes. Conversely, the continuance intention of using the MFOA is influenced by customer e-satisfaction by only 7.1 percent. This implies that customers may intend to use the MFOA in the future whether or not they are satisfied. Enhancing MFOA attributes could positively influence customers to continue using it.

The Kopi Kenangan brand leads as the most widely used MFOA for coffee shop settings, offering seven main functions: locating the nearest outlet, customizing orders, pre-ordering, cashless payment, real-time tracking notifications, collecting points, and exclusive app promos, similar to the MFOAs offered by Starbucks and Chatime. What sets firm-owned MFOAs apart from third-party MFOAs is the function of collecting points and exclusive app promos. It is the case that some promotional programmes are exclusively available on firm-owned MFOAs and cannot be found in third-party MFOAs. This serves as a key reason why customers choose the former over the latter.

In the coffee shop business, ensuring customer satisfaction is crucial. However, to maintain sustainable success for firm-owned MFOAs, customers prioritize the app's attributes over satisfaction with the product or company. Once customers discover that the MFOA offers a reliable tracking system and provides value for money, they are likely to continue using it. Furthermore, in today's digital era, coffee shops must focus on innovation not only in terms of product development but also in process innovation, particularly in the area

of ordering and delivery systems. Direct ordering through the company's official distribution channel is far more advantageous than orders placed through third-party platforms such as GoFood, GrabFood, and ShopeeFood. One of the main benefits is that the company can build its own customer database, allowing for personalized engagement based on customers' buying habits and preferences. From a profitability standpoint, the company can retain all margins as no third-party commissions need to be paid.

This research makes three significant contributions. Firstly, it focuses on firm-owned MFOAs rather than third-party MFOAs, which have received more attention from scholars. Secondly, it highlights the intention of repeat customers of the MFOA, a group that has been understudied (Ramos, 2022). As a result, this study has been able to identify salient areas and make small contributions to enhance the theoretical framework. Lastly, it revealed that in the context of firm-owned MFOAs, social influence and hedonic motivation were found to be negative predictors of customer e-satisfaction.

The coffee shop business in Indonesia has been going through remarkable shifts due to the increasing popularity of coffee as a lifestyle choice and social activity. Among local tourists and customers, for instance, the coffee shop is not solely a place to drink coffee; instead, it is considered a place to enjoy quality time (Mulyaningtias, 2022). Particularly for Gen Z tourists, coffee drinking culture in cafés has become a prominent factor when they visit certain places (Agustiani & Agoes, 2023). Given that Gen Z is highly tech-savvy, offering online service options at coffee shops can provide a unique and competitive advantage.

On the other hand, among international tourists, coffee shops, especially in major tourist destinations like Bali, Yogyakarta, and Bandung, serve as alternative workspaces, especially for digital nomads. Catering to the digital nature of these tourists, providing an online platform at coffee shops can be an additional selling point. Furthermore, this can help overcome language barriers, as international tourists may prefer not to engage in face-to-face transactions and instead conduct their transactions online. In summary, the innovative MFOA services offered by coffee shops are expected to address the technology needs and demands of both local and international tourists when they travel and therefore support the tourism industry in that particular destination.

Based on the research findings, we have formulated some recommendations for coffee shop businesses to enhance their firm-owned MFOAs to effectively compete in the market and attract customers from various third-party MFOAs. Firstly, to enhance the MFOA attribute of performance expectancy, the company should consider incorporating a messaging feature that allows users to communicate with the company, similar to what is offered by GrabFood. Simplifying the app interface is also crucial, as some users have found it overly complex compared to other pre-existing food delivery applications (such as GoFood, Shopee Food, and GrabFood). It is important for the MFOA to be compatible with all mobile phone types and have a smaller file size for wider accessibility.

Secondly, to improve MFOA e-satisfaction, it is advisable to introduce additional monetary incentives such as points, price discounts, and quantity discounts, along with a loyalty programme for active users who play a vital role in driving sales and attracting new customers. Lastly, to enhance MFOA continuance intention, it is recommended to periodically review and update the MFOA features to ensure they meet customers' expectations, thereby encouraging continued usage. Overall, satisfactory performance of MFOA attributes is essential for the coffee shop business as it significantly influences customer e-satisfaction and their intention to continue using the app.

Although this study provides valuable insights, it is important to acknowledge certain limitations. The findings are specifically limited to the MFOAs of coffee shops in Jakarta, Indonesia, and may not apply to similar MFOA coffee shops in other settings. The data was gathered during the COVID-19 pandemic, when lockdown measures were in place, leading to the usage of an online survey exclusively. It is worth noting that the number of respondents is relatively low due to the limited customer base of the targeted MFOA coffee shops. As these establishments are relatively new, their recognition among the general population is still growing. Furthermore, there is an uneven

distribution of respondents, with a predominant representation from younger age groups. Additionally, the study solely relied on a quantitative approach and did not explore potential moderating effects based on respondent profiles, such as gender, budget category, and ordering time.

Therefore, we suggest that future studies consider the specific context of different settings, tailored to the characteristics of each location. For example, in Indonesia, the growth of firm-owned MFOAs is notable in coffee shop settings, as well as in fast food and bakery settings. Key brands in these settings include KFC, McDonald's, Burger King, Hokben, Pizza Hut, Domino's Pizza, Harvest, Capital, and BreadTalk. It is essential to ensure a broad and equally distributed pool of respondents. Additionally, segmenting the findings by generation cohort could yield valuable insights, as different age groups may have varying perspectives on technology adoption in their daily lives.

It would be beneficial to employ a mixed methods approach, possibly incorporating interviews with select respondents to gather more in-depth data through open-ended questions, alongside face-to-face data collection during surveys. Moreover, supplementing data analysis with econometrics, such as regression analysis, could provide forecasts for the dependent variables, such as satisfaction and intention to continue using the MFOA, based on the independent variables. By integrating the findings from both surveys and interviews with additional data analysis, we can enhance the overall results. Furthermore, conducting an exploratory study to understand the push and pull factors influencing customer resistance to initially downloading firm-owned MFOAs could offer valuable insights for the restaurant industry, enabling them to adapt their strategies based on customer feedback.

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