Antecedents and Consequence of Satisfaction Towards Online Food Delivery Applications: A Modified UTAUT Model Perspective

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ABSTRACT

This study endeavored to investigate users' behavioral intentions towards online food delivery (OFD) applications, modifying the Unified Theory of Acceptance and Use of Technology (UTAUT2) Framework by including hedonic motivation as the additional component. Four hundred eleven (411) OFD app users who live in Tarlac Province, Philippines were found using snowball sampling. A predictive-correlational research methodology through PLS-SEM was utilized for this study. Hedonic motivation's impact on satisfaction and behavioral intention based on PLS equation modeling was established. Further, satisfaction and the relationships between effort expectancy, facilitating conditions, and performance expectancy were noted. Social influence and satisfaction with behavioral intention also had a favorable and significant effect. The study offers a theoretical contribution and presents sound conclusions for researchers and professionals involved in fields related to OFD apps.

Keywords: Modified UTAUT2, OFD Apps, Hedonic Motivation, Structural Equation Model.

1. INTRODUCTION

During the last decade, the fast development of information technology has fueled the expansion of the global digital economy, and humans have progressively entered a digital society (Chen and Lai, 2023). OFD services are now an essential component of the food technology industry. Its development started with food processing and manufacturing technology and progressed to the market for online ordering and delivery services. (Karulkar et al., 2019). In the United States, the use of OFD applications (apps) has become an essential part of the operations of restaurant/fast-food businesses. In contrast, in China, the use of such apps assisted companies in increasing their sales (Cho, Bonn, and Li, 2019). Similarly, Lee, Sung, and Jeon (2019) observed an exponential increase in the Korean delivery app market in 2018, with transaction volume reaching three (3) trillion KRW. OFD apps provide customers with the most detailed, updated, and timely information about food establishment and menu options, as well as the ability to track the status of customer orders at all stages (Algharabat et al., 2017).

In the last decade, a few studies have focused on OFD and used various models to explain its phenomenon better. To identify Indonesian satisfaction precursors towards loyalty in OFD at the height of the pandemic, Prasetyo (2021) sought to extend the Theory of Planned Behavior

approach. In predicting mobile catering apps' consequences for consumers, Wang et al. (2019) utilized the IS Success model. In 2018, through UTAUT, a conceptual framework was offered by Okumus et al. In 2017, Contingency Framework and Extended Model of IT Continuance was used by Yeo, Goh, and Rezaei to identify the prominent influencers of continued intention of customers to use online ordering systems in food. Using TAM, a number of variables was proposed by Okumus and Bilgihan (2014) as crucial determinants of the willingness of customers to use OFDs. Cho, Bonn, and Li (2019) identified that there are notable differences in Chinese consumers' perceptions of OFDapps. In a 2019 survey of 1000 university students in China, Yin and Hu found that 85.1% of them used OFD more than once a week and at least 71.45% had used it for at least two years; Li and Zhang (2018) came tothe conclusion that OFD is well-liked among Chinese university students because it saves time, practical and is easy to use. There have not been many studies on OFD done in the Philippines. The National Capital Region (NCR) was thesubject of Flores and Castao's (2020) investigation into the effect of OFD apps on consumer purchasing behavior. Participants were residents in the NCR and have mobile devices with an OFD app installed, according to Tomacruz and Flor's (2018) study on family perceptions and purchasing behavior for home-delivered food in the NCR.

The global pandemic (COVID-19) has highlighted the importance of OFD in the lives of consumers worldwide.In the Philippines, Sanchez (2020) cited a completed report by Ratuken Insight, which stated that some of the significant reasons for an increase in orders through OFD apps were (1) the closure of all restaurants, making dining out no longer an option; (2) social distancing; and (3) family quarantine, preventing them from leaving their home. Global Agricultural Information Network (Gain) data show that there was an increase in Filipino households' food purchases online and increase sales in food retail sales to $60 billion during pandemic. According to Arcalas (2020), Filipino consumers will switch to online food shopping by 30%, according to the report to Gain, produced by the US Department of Agriculture Foreign Agricultural Service in Manila. Additionally, Statistica (2021) projected that the online food delivery market would generate US$470 million by 2024. Even though there have been studies about OFD regarding consumersatisfaction and behavioral intentions, research on OFD during the pandemic in the Philippines is still scarce. In this study, the effects of using OFDS were examined from the perspective of the customer. Implementing UTAUT in thearea of Philippine OFDS during the pandemic is also essential.

However, the OFD impact on satisfaction and their intention to repurchase from OFD apps raises significant questions. Thus, this study looked at the impacts of using OFD from the customer's viewpoint. The primary factors which affect satisfaction with OFD and usage intention with similar apps were identified and studied by the researchers. In this study, the researchers proposed a structural equation model and investigated the causes and implications of satisfaction with online food delivery services using the Modified UTAUT Model as a lens.

2. LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1 UTAUT2 Model
The extended UTAUT served as the study's theoretical framework for its proposed conceptual underpinning(UTAUT2). In 2012, Venkatesh et al. formed UTAUT2 aimed to test intention and adoption predictors from the viewpoint of customers. It includes fundamental ideas that prior research on OFDs has found to be true, including performance expectancy (PE), effort

expectancy (EE), social influence (SI) (Okumus et al., 2018), price value (Cho et al., 2019), and hedonic motivation (HM) (Wang, Tseng, et al., 2019; Tamilmani et al., 2019; Yeo et al., 2017).

2.1.1 Performance Expectancy

In Venkatesh et al.'s (2003) definition, PE refers to a new application's and system's capacity to assist users in meeting their needs and desires in a better, more efficient, and practical manner. Hence, customers tend to respond encouragingly and plan to use new methods in their hopes that it can spare them more time, energy, and effort when compared with their current systems do (Sharma & Sharma, 2019; Tamilmani et al., 2019; and Dwivedi, et al., 2017).

Previous studies have shown how consumers' perceptions of the benefits and utilities of technologically novel market offerings affect their behavioral intention and actual adoption (Alalwan, Dwived, and Rana, 2017; Rana et al., 2016; Shareef, et al., 2018; Venkatesh, et al., 2003). More specifically, PE has been statistically linked to customers' intentions to food apps in mobile phones (Okumus et al., 2018). In contrast, Yeo et al. (2017) discovered that it considerably affects customers' usage intention in OFD systems of ordering. The suggested hypothesis is:

H1. PE does not influence OFD app customers continued BI.

Without a doubt, OFD apps give customers a more practical way to interact with food businesses like restaurants. For instance, orders can be placed without physically moving around at any time of the day or week at a restaurant that offers plenty of food options (Cho et al., 2019; Wang et al., 2019, and Okumus & Bilgihan, 2014;). Given the growing customer concerns about the pandemic, traffic, parking spaces, and long wait times at food establishments, customers tend to be pleased and satisfied in using OFD apps if those apps offer a high level of functionality or performance. Thus, this suggested hypothesis:

H2. PE does not influence customers' satisfaction with OFDS.

2.1.2 Effort Expectancy

Numerous studies geared towards new technologies' acceptance and the diffusion of innovations have included effort expectancy, also known as usability.(Alalwan et al., 2016; Okumus & Bilgihan, 2014; Alagoz & Hekimoglu, 2012). As has often been seen, customers pay close attention to how simple and labor-saving a new method is to use (Alalwan, et al., 2017).

Customers using OFD apps must complete all ordering steps independently, without help from the staff. Therefore, usage intention of OFD apps may be influenced by how simple and straightforward they perceive using them to be. The appropriate size role that consumers play in a provider's operations is thus a strategic problem that must be addressed by providers (Inuzuka and Chang, 2023). Okumus et al. (2018) provided empirical support for this claim and showed how effort expectancy affects usage intention in OFD apps. Thus:

H3. EE does not influence OFD app customers continued BI.

The amount of effort and energy required by users may also indicate the ease or difficulty to use an OFD app. Then, it can be inferred that customers enjoy using and feel satisfied with such

apps if they perceive OFD apps as effortless and and less complex. Kaewkitipong, Chen, and Ractham (2016) found that effort expectations had an impact on student satisfaction, and Amin, Rezaei, and Abolghasemi (2014) established that easiness of usage and EE were related to customers' satisfaction. The association of ease of use and satisfaction with mobile payment was also examined and demonstrated in the Zhou (2011) study. Thus:

H4. EE does not influence customers' satisfaction with OFDS.

2.1.3 Social Influence
Social influence pertains to the person's magnitude to think that significant people think they have to adopt the new system (Venkatesh et al., 2003). When deciding whether to use mobile commerce applications, the persons that surround customer play a crucial role. Considering that users are still unfamiliar with OFD apps due to their recent emergence, their friends, family, opinion leaders, relatives, and co-workers' thoughts, opinions, and attitudes matter to them, customers may be induced by these individuals (Okumus et al., 2018; Alalwan et al., 2017).

Customers will go back to the old social network to get more relevant information to increase their awareness or get social support in their choice of new system usage (Verkijika, 2018; Khalilzadeh et al., 2017;). While Verkijika (2018) found that impact of social forces affected consumers' decisions to use mobile apps in South Africa. Khalilzadeh et al.(2017) revealed that SI completely influenced usage intention in. mobile payment. In the study by Okumus et al. (2018), SI predicted US consumers' mobile diet apps usage intention. Thus, the proposed hypothesis:

H5. SI does not influence OFD app customers continued BI.

Others may have an impact on how others perceive their use of OFD apps. Because OFD app users can receive social validation, their level of satisfaction may increase as a result of the social values that are recorded when using such systems (Gallarza & Saura, 2006). Hsiao, Chang, and Tang (2016) revealed that SI had a substantial influence on the satisfaction of users with mobile social apps. Hence:

H6. SI does not influence customers' satisfaction with OFDS.

2.1.4 Facilitating Conditions
In 2003, Venkatesh et al. believed that the usage level as well as customer satisfaction with a modern application experience largely depends on the methodical infrastructure and support that is available to customers. Customers place a premium on OFD apps' quality and their capability to operate reliably without interruption or methodological issues. On the other hand, company support can include call center accessibility, delivery wait times, and customer service.

Researchers in marketing and IT have long thought that facilitating circumstances could affect customers' intentions and usage patterns. Verkijika (2018) uncovered that facilitating conditions influenced intention of customers m- commerce usage, while Baabdullah et al. (2019) investigated the effect of FC on actual usage behavior and satisfaction with m-banking. A connection between facilitation conditions and actual m-banking adoption in Jordan was established by Alalwan et al. (2017). Thus:

H7. FC does not influence OFD app customers continued BI.

Customers will have a better experience using OFD apps when they realize they have adequate support (technical, organizational, infrastructural, and human) for doing so. Earlier research had demonstrated the importance of facilitating conditions with customers' adoption of new technology apps. Customer satisfaction will eventually increase. In e-government, Chan et al. (2010) and in health informatics, Maillet, Mathieu, and Sicotte (2015) both found evidence of a relationship between FC and satisfaction. Therefore, the suggested hypothesis:

H8. FC does not influence customers' satisfaction with OFDS.

2.1.5 Hedonic Motivation
The intrinsic motivations that may arise from utilizing novel products, services, and applications, such as playfulness, enjoyment, fun, and pleasure, are referred to as hedonic motivations. The novelty and creativity of using new systems may therefore be related to such inherent motivation (Venkatesh et al., 2012; Van der Heijden, 2004). Numerous studies have found that customers' intentions and willingness in using new procedures and functions are significantly influenced by hedonic motivations (Alalwan, 2018; Brown & Venkatesh, 2005; Davis and Venkatesh, 2004).

Yeo et al. (2017) found that HM affects how consumers judge the value and convenience of OFD services. It was discovered that willingness of customers to use OFD apps is influenced by their perception of enjoyment (Okumus and Bilgihan, 2014). With this, the suggested hypothesis:

H9. HM does not influence OFD app customers continued BI.

OFD apps empower customers to provide feedback by rating and reviewing their experience (See-To and Ho, 2014). Customers' level of satisfaction rises as they realize how important they are to service providers and other customers. In exchange, if users perceive any intrinsic motivation for using OFD apps, they may feel more contented with their usage experience. Hedonic value's role in users' satisfaction with mobile retailing apps was confirmed by Iyer et al. (2018). The satisfaction and enjoyment of users with mobile social apps were found to be significantly correlated by Hsiao et al. (2016). Thus:

H10. HM does not influence customers' satisfaction with OFDS.

2.2 Satisfaction
According to prior research, customer satisfaction and behavioral intention have a documented relationship (Burton et al., 2003). A weighty link between satisfaction and behavioral intentions was discovered by Lin and Hsieh in 2006. User satisfaction is associated with positive intentions to use self-service technology in the future, according to empirical research (Collier and Sherrell, 2010).

Studies have shown a connection between satisfaction and loyalty. As Kasiri et al. (2017) mentioned, the availability of methodological and functional quality service components has an

effect on customer loyalty. Essential variables ine-market settings that affect customer loyalty and satisfaction, which Anderson and Swaminathan identified (2011). In e-commerce settings, Norizan and Nor (2010) found a correlation between perceived quality of service, satisfaction, and loyalty. Deng et al. (2010) demonstrated that satisfaction, trust, and substituting cost boosts loyalty.

According to Anderson and Srinivasan's definition from 2003, satisfaction in the area of electronic commerce refers to how happy they are with past shopping experiences they had with a particular electronic commerce entity. This suggests that if the consequences of using OFDS balance or surpass the expectations of customers, they will be pleased with their experience. Users who have positive experiences with MFOA may use these OFDS in the future. Recently, Wang et al. (2019) used a mobile catering app to support this claim. Thus:

H11. SAT does not influence OFD app customers continued BI.

3. RESEARCH METHOD

3.1 Research Design
PLS-SEM was used as a general method to validate the suggested model. PLS-SEM focus is to test a conceptual framework from the prediction perspective and exploratory by nature for development of theory and extensions (Hairet al., 2019). The project hereby proposes a model of the study, a modified version of the UTAUT 1 and UTAUT 2 tolook into the drivers and consequences of Satisfaction leading to BI towards OFD apps.

3.2 Respondents and Sampling Technique
The respondents to the study were those who had previously used the OFD app, were of legal age, were currently residing in Tarlac Province, and had been chosen using the snowball sampling technique. Kline (2016) asserts that a median sample based on study evaluations is N = 200, despite the fact that determining a minimum sample size for SEM investigations can be difficult. From February to May 2022, 411 online replies were gathered for the study. The information acquired made it possible to create a structural model of the causes and effects of general satisfaction withOFD apps.

According to Table 1, most responders (60.1%) were female, while only 39.90% were male. 63.02 percent of the respondents were students, making up most of the sample. Regarding their civil status, the majority, 83.70 percent, were single. 47.93% of the OFD app users utilized it for less than a year, while 43.31% did so for one to two years. The respondents' average spending (57.42%) ranged from 100 to 300 pesos.

Table 1: Characteristic of the Sample (N=411)

Characteristics		Frequency	Percentage (%)
Sex	Female	247	60.10
	Male	164	39.90
Civil Status			
	Engaged	1	0.24
	In relationship	1	0.24
	Married	62	15.09

	Separated/Widowed	3	0.73
	Single	344	83.70
Occupation	Government Employed	47	11.44
	Private Employed	70	17.03
	Self-employed	15	3.65
	Student	259	63.02
	Unemployed	19	4.62
	Working student	1	0.24
Years of Experience in using OFD apps	less than 1 year	1	0.24
	1 -2 years	178	43.31
	less than a year	197	47.93
	more than 2 years	34	8.27
Average spending in one purchase	1,000+	1	0.24
	100- 300 pesos	236	57.42
	301- 500 pesos	97	23.60
	Less than 100 pesos	45	10.95
	more than 500 pesos	31	7.54

3.3 Research Instrument

The researchers used the questionnaires created by Venkatesh et al. (2003) to assess the PE, EE, SI, FC and BI toward OFD apps as antecedents of satisfaction. Choi's (2020) satisfaction constructs and Escobar-Rodriguez and Carvajal- Trujillo's (2013) hedonic motivation was used as the tools to collect data from. These are frequently used to measure the variables employed in this study, indicating that they have been examined and found to be reliable measurements. A Likert scale with values of one (1) to five (5) indicating the spectrum from strong disagreement to strong agreement was employed. As demonstrated in Table 2, the constructs' validity, and reliability, as mentioned earlier, were evaluated.

4. RESULTS AND DISCUSSION

4.1 Measurement Model Assessment

The validity and reliability of construct measures are carried out to ensure that each item representing the latent variables provides adequate coverage of the context it tries to measure. Latent variables were used in the measurement model, or outer model, of this study using reflective constructs. These also relate to the variables' capacity to provide pertinent predictions for this study.

When evaluating reflective measurement models, the indicator/item loadings and internal consistency reliability should be checked first. In order to demonstrate that the construct provides acceptable item reliability by accounting for more than 50% of the variance of the indicator, loadings above 0.708 are encouraged. To quantify internal consistency, Cronbach Alpha (CA) and composite reliability (CR) will be used, and the value should range from 0.7 to 0.9. The item loadings, CR, and CA have successfully met the required values, as shown in Table 2.

Using the Average Variance Expected, the Convergent validity was assessed (AVE), shown in Table 2. Convergent validity is the extent to which both exogenous and endogenous constructs converge to explain the varianceof its items. At least half of the variance of the items' variance must be represented by the construct. A value of 0.5 orhigher is required for the AVE to be regarded as acceptable. As a result, the model meets this criterion.

The degree where construct differs from other constructs in the proposed model was also assessed, a processknown as discriminant validity. To demonstrate the discriminant validity of the model, the Fornell larcker Criterion (FL) and the Heterotrait-Monotrait (HTMT) Ratio were calculated. FL's diagonal values must be higher than its off- diagonal values to exhibit this property. In contrast, HTMT values use a 0.9 threshold to demonstrate the same characteristic, and both were met by the model, as shown in Tables 3 and 4.

Table 2: Construct Validity

Constructs/Items	Item Loading	CA	CR	AVE
BI				
1	0.8494			
2	0.8690	0.862	0.916	0.785
3	0.9370			
EE				
1	0.9032			
2	0.9106	0.938	0.956	0.844
3	0.9465			
EE4	0.9132			
FC				
1	0.8976			
2	0.9083	0.913	0.939	0.794
3	0.9090			
4	0.8475			
HM				
1	0.9532			
2	0.9537	0.947	0.966	0.903
3	0.9445			
PE				
1	0.8422			
2	0.9131	0.913	0.939	0.793
3	0.9039			
4	0.9017			
SAT				
1	0.8667			
2	0.9102	0.931	0.951	0.829
3	0.9354			
4	0.9288			
SI				
1	0.9620	0.921	0.962	0.927
2	0.9633			

Table 3: Fornell-Larcker criterion

Variable/Constructs	BI	EE	FC	HM	PE	SAT	SI
BI	0.886						
EE	0.529	0.916					
FC	0.644	0.738	0.891				
HM	0.714	0.536	0.667	.960			
PE	0.634	0.614	0.593	.646	0.891		
SAT	0.713	0.686	0.761	.697	0.652	0.911	
SI	0.690	0.474	0.534	.649	0.655	0.516	0.963

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Table 4: Heterotrait-Monotrait (HTMT) Ratio

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Variable/ Constructs	BI	EE	FC	HM	PE	SAT	SI
BI							
EE	0.579						
FC	0.717	0.798					
HM	0.774	0.575	0.722				
PE	0.711	0.662	0.647	0.689			
SAT	0.784	0.743	0.825	0.744	0.703		
SI	0.777	0.506	0.584	0.684	0.715	0.555	

4.2 Structural Model

Once the measurement model is estimated to be satisfactory , assessment of the stuctural model follows. Standard assessment criteria which includes the coefficient of determination (R^2), the collinearity assessment, predictive relevance (Q^2) and the statistical significance and relevance of the path coefficients. Figure 2 shows the path model of the study.

4.3 Structural Path Analysis
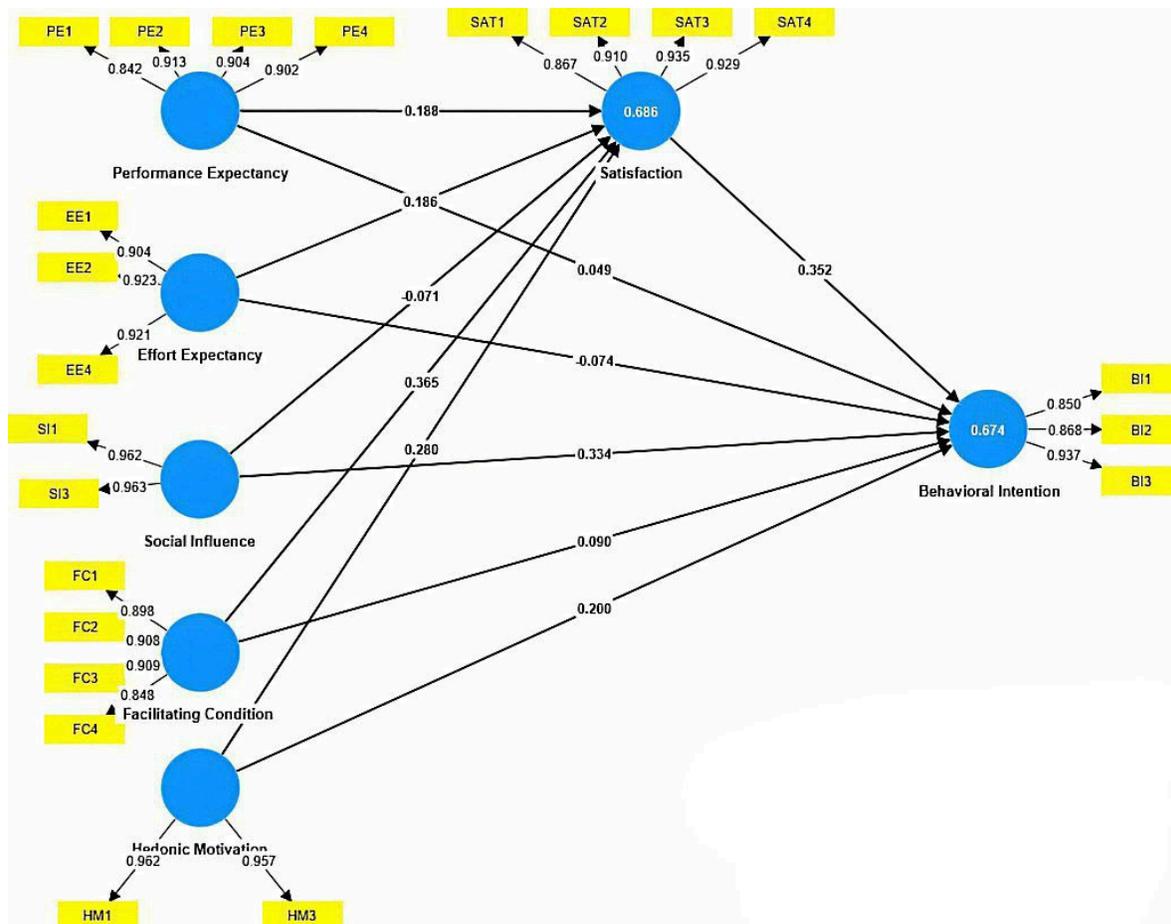
Collinearity through Variance Inflation Factor (VIF) must be analyzed to ensure it does not

skew the regression results before evaluating the structural relationships. VIF can have a maximum acceptable value of 10; wherein all items fall within the permitted range.

Table 5: Collinearity Assessment (VIF), Coefficient of Determination (R^2), and Predictive Relevance (Q^2)

Variable/Constructs		Item	VIF	R^2	Q^2
Endogenous Variables	BI	BI1	1.883	0.671	0.613
		BI2	2.792		
		BI3	3.713		
	SAT	SAT1	2.432	0.689	0.664
		SAT2	3.723		
		SAT3	4.716		
		SAT4	4.952		
Exogenous Variables	EE	EE1	3.591		
		EE2	3.470		
		EE3	5.354		
		EE4	3.547		
	FC	FC1	3.096		
		FC2	3.302		
		FC3	3.222		
		FC4	2.256		
	HM	HM1	4.820		
		HM2	5.172		
		HM3	4.343		
	PE	PE1	2.075		
		PE2	3.472		
		PE3	3.336		
		PE4	3.462		
	SI	SI1	3.680		
		SI3	3.680		

The coefficient of determination, or the R-squared (R^2), was also assessed. The R^2 coefficients are the variance percentage in the latent endogenous variables explained by the latent exogenous variables hypothesized to affect them (Kock, 2017). The R^2 coefficients of 0.671 and 0.689 for Behavioral Intention and Satisfaction, respectively, reflect a high predictive accuracy of the exogenous variables. Finally, the Stone-Geisser test or Q2 were used to determine the predictive relevance (Geisser, 1974; Stone, 1974). The calculated values of Q2 must be greater than 0 to demonstrate that the structural model has predictive relevance (Kock, 2015). As seen in Table 6, the Q^2 values were 0.613 and 0.664, which are classified as high predictive relevance.

The model's path analysis is showcased on Table 6. Among the antecedents of BI, PE (H1: β =0.049, t=0.772, p=0.440), EE (H3: β =-0.074, t=1.3930, p=0.164) and FC (H7: β =0.090, t=1.344, p=0.179) did not manifest a significant relationship. On the other hand, SI (H5: β =0.334, t=0.5.40, p=0.000), HM (H9: β =0.200, t=2.905, p=0.004) and SAT (H1: β =0.352, t=4.946, p=0.00) manifested a significant and positive relationship to Behavioral Intention.

On the path leading to SAT, only the antecedent SI (H1: β =-0.071, t=1.593, p=0.111) did not manifest a significant relationship. PE (H1: β =0.188, t=2.756, p=0.006), EE (H1: β =0.186,

t=3.139, p=0.002), FC (H1: β =0.365,t=4.977, p=0.000) and HM (H1: β =0.280, t=4.E133, p=0.000) showed a positive relationship to Satisfaction.

Table 6: Structural Relationships and Hypothesis Testing

Hypothesis	Path	Path Coefficient (β)	Standard deviation	t- statistics	p-values	Decision
H1	PE -> BI	0.049	0.063	0.772	0.440	*Rejected*
H2	PE -> SAT	0.188	0.068	2.756	0.006	*Supported*
H3	EE -> BI	-0.074	0.053	1.393	0.164	*Rejected*
H4	EE -> SAT	0.186	0.059	3.139	0.002	*Supported*
H5	SI -> BI	0.334	0.062	5.400	0.000	*Supported*
H6	SI -> SAT	-0.071	0.045	1.593	0.111	*Rejected*
H7	FC-> BI	0.090	0.067	1.344	0.179	*Rejected*
H8	FC -> SAT	0.365	0.073	4.977	0.000	*Supported*
H9	HM -> BI	0.200	0.069	2.905	0.004	*Supported*
H10	HM -> SAT	0.280	0.068	4.133	0.000	*Supported*
H11	SAT -> BI	0.352	0.071	4.946	0.000	*Supported*

4.4 Discussion and Implication

This study reveals that the FC and HM had the most significant impact on the link between the four antecedent components and satisfaction, followed by EE and PE.

First, this study provides statistical support for the association between FC and SAT with the OFD app. This implies that respondents' satisfaction is related to their availability of the tools and knowledge needed to use an OFD app. Results, however, showed that behavioral intention is unrelated to FC. FC in older models like TPB and DTPB predict intention when EE is not provided. However, predicting FC on behavioral intention is insignificant in MPCU and IDT (Venkatesh et al. 2003). According to Venkatesh's study, facilitating factors impact user behavior, not behavioral intention. One of the enabling conditions is the availability of appropriate resources and assistance for people to use technology (Neslin & Shankar, 2009). Individuals may be repelled from adopting web-based technology by a lack of support, a delay in assistance, a lack of accurate information, and a deficiency of resources (Kamaghe et al., 2020). In every part of the world, social networking sites and internet connectivity have grown significantly. Social networking platforms swiftly alter how people communicate on a global scale. Mobile phones, one of the most widely used connected gadgets in society today, elevate electronic communication to practically face-to-face approaches (Lee, 2017).

Second, HM and SAT had a strong relationship as well as HM with BI. Hedonic value has been found to positively affect the satisfaction of customers in previous studies by Lee and Kim (2018), and Syafita et al. (2018). Furthermore, Lloyd et al. (2014) discovered that, particularly for groups with high economic time values, service convenience positively influences hedonic values, affecting customer satisfaction. This study supports Prasetyo et al. (2021) and Yeo et al. (2017), which demonstrate how the usage intention is significantly influenced by hedonic motivation. This suggests that the emotional arousal that motivates customers to make purchases is significantly influenced by hedonic motivation. Most respondents believed that they used OFDS not only to meet their own needs but also to see it as a fun way to buy food for others.

Third, effort expectancy has a strong relationship with satisfaction. According to Chan et al.

study (2021), effort and performance expectations greatly impact how satisfied customers are with their online buying experiences. It was discovered that the perception of minimal effort required and increased task performance were important predictors of satisfaction. Behavioral intention and EE are unrelated concepts. This result conflicts with research by Jaradat & Banikhaled (2013) and Nassuora (2012), who used the UTAUT to study education in Arab nations. For example, Jaradat and Banikhaled discovered that in Jordan, students' behavioral intentions to utilize the university website were most strongly influenced by effort expectancy. Nassuora claims that behavioral intentions of Saudi students to use mobile learning are predicted by effort expectations. Both Ho et al. (2003) and Venkatesh et al. (2003) discuss this connection between behavioral intentions and effort expectations.

Fourth, there was a substantial connection between PE and SAT but none with PE and BI. It implies that to increase customer satisfaction, OFD providers should direct on service quality, and that the goal of food delivery services should be to increase customer satisfaction rather than just make a profit (Nicolaides, 2008). According to Shiau and Luo (2013), EE and PE are all positively correlated with satisfaction with m-learning. The study's findings refuted previous research by Venkatesh et al. (2003), Hoque and Sorwar (2017), Khalilzadeh et al. (2017), and Umak and Orgo (2016), that found PE and EE had a favorable impact on BI.

Fifth, while SI and BI had significant relationship no relationship was registered with SAT. According to Lee et al. (2019), more factors than any other influence intentional continual intention to use, including habit, expectations of performance, and social impact. Numerous research has examined how subjective norms from a social influence perspective or prior online buying experiences affect behavior (McKechnie et al., 2006; Tong, 2010).

The relationship between behavioral intention and satisfaction's effect was significantly connected. Numerous earlier findings supported the vital association between customer satisfaction and repeat purchase intention (Mittal and Kamakura, 2001; Yu and Dean, 2001). According to Cass (2001), brand loyalty is anticipated from satisfied customers, and e-customer loyalty is influenced by contentment (Flavian et al., 2006). OFD services greatly influence the customer experience. According to Kwong and Shiun-Yi (2017), several factors contribute to customer satisfaction, including food availability, customer reviews, payment options, and interpersonal interactions. However, an Alalwan (2000) study reveals that customers' continued use of food ordering applications is influenced by habit, e-satisfaction, and performance expectations.

4.5 *Theoretical Contribution*
Due to the dearth of research in this field, it is imperative to have a more profound knowledge of how Filipino users perceive OFD apps. Thus, this study significantly contributes by enhancing our understanding of OFD app satisfaction and behavioral intention.

In contrast to previous studies on OFD apps, which frequently tested various aspects of initial adoption, the current research strongly emphasized user satisfaction and behavioral intention. This study also demonstrates how hedonic motivation affects satisfaction and behavioral intention. In OFD apps, this factor has not been adequately investigated. As a result, it offers fresh insight into the crucial factors that users know about but takes into account when deciding whether or not to continue using the OFD app.

By including HM as one the newly introduced components to SAT and BI, the present research can broaden the scope and theoretical depth of UTAUT2. The study's ability to extend UTAUT2 allowed it to provide a structural equation model for the OFD app.

4.6 Practical Contribution

This study offers a theoretical contribution and a concrete and pragmatic identification on important factors when creating and disseminating OFD apps. For instance, hedonic motivation should receive a lot of attention because it was found to be among the most critical factors influencing satisfaction with the OFD app. Marketers should also emphasize the hedonic advantages of utilizing OFD apps. Promotional campaigns should emphasize how exciting and fun using the OFD app is in this vein. Such advertising should also convey the appealing concept that utilizing an OFD app is a component of the contemporary lifestyle. According to Insley and Nunan (2014), e-commerce websites can use the fun element found in games to entice users with a more enjoyable user experience. To enhance the user experience, boost satisfaction, and encourage usage intention in OFD services, marketers may develop strategies and make changes to a customer's online engagement.

FC is another essential factor in determining satisfaction which indicates that customers think a technical and organizational framework is in place to make it easier for them to utilize the OFD app. The downtime of the services must be minimized by OFD service providers. A continual check must be made on factors like delivery time and the food's condition. It also urges OFD apps to constantly think about upgrading infrastructure because doing so would be essential for ensuring customer happiness and ensuring that OFD services are eventually still used.

It was shown that SI and BI are related. This suggests that users were significantly affected by peers in choosing what OFD app to use. As a result, it offers a chance for OFD apps to actively pursue word-of-mouth advertising. Considering that people in their youth make up a substantial segment of OFD users and are devoted social network users, they must be aggressively used to target said age groups being as potent user base and market segment.

The OFD apps/service providers need to concentrate on keeping their consumers satisfied because this is related to their continuous behavioral intention. Customers have been willing to enjoy food in the comfort of their homes due to the growing popularity of OFD applications during and even after the pandemic, which has, led to the development of contemporary consuming patterns for ongoing use. Therefore, companies need to follow this trend. They must come up with plans that will keep up with the growing customer demand for OFDs. The results could be used by the community businesses to develop smart marketing plans and build a more dependable customer base for short-term growth and emergencies.

This research will aid the previously established and fast-expanding online food delivery services in understanding the variables influencing customers' intentions to utilize OFD apps or services. A higher intention to use OFD services would boost income from a different source and help consumers save time and money. However, it can also be used in place of regular dining services. Consequently, there will be fewer opportunities to eat out. Hence, the adoption of OFD services may be crucial for restaurant owners.

5. LIMITATIONS AND FURTHER RESEARCH DIRECTIONS

This study has identified limitations while reporting the key findings of the current investigation. First, there is a lack of diversity in the sample used. The study's main drawback is that it was limited to young customers. Future research should examine comparisons and correlations among consumers from various age groups. Future research must broaden its sample demography to include the entire community that the OFDS is trying to reach. The survey mainly focused on one location (Tarlac Province). Hence it does not adequately reflect the entirety of the Philippines. As a result, the context will only be relevant to this nation and locality. Due to cultural differences, the adoption of technology, and numerous other variables, findings could differ in other countries. To further validate the model's validity and applicability in this study, it should be repeated and evaluated in other countries or places. Second, this study did not specifically target a specific kind of OFD app or service provider. There are various or more specialized providers of OFD services, such as a platform for consumer-to-customer self-delivery or restaurants. It would be the future direction topics to examine accepting these kinds. Third, the study was limited in including all potential elements influencing OFD behavioral intention using the UTAUT2 framework. It did not consider the influence of demographic or socio-cultural factors on intentions and other frameworks or theoretical models. Furthermore, this study did not include marketing mix elements as drivers of satisfaction or behavioral intentions. Future studies could include additional criteria or variables.

6. CONCLUSION

The proposed conceptual model was confirmed to have a sound theoretical basis in the UTAUT2 model. It expanded UTAUT2 to examine OFD app/service users' satisfaction and behavioral intention. This study also investigated HM in addition to looking into the other UTAUT predictors (PE, EE, SI, and FC). It has established the correlations between the four antecedent components, namely PE, EE, FC, HM, and SAT, toward OFD apps and the model's validity in OFD in the Philippines. This study found that SI, HM, SAT, and behavioral intention toward OFD apps are significantly correlated.

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