

FACTORS DRIVING GENERATION Z'S USE OF ONLINE FOOD DELIVERY SERVICE AT THE END OF PANDEMIC

Amelda Pramezwarly¹, Kevin Gustian Yulius^{2*}, Vinka P. Viensa³, Jonathan F. Pujangga⁴

^{1,2,3,4}School of Hospitality & Tourism, Universitas Pelita Harapan, Indonesia

Email: kevin.yulius@uph.edu

*Corresponding author

Abstract

Food delivery industry has undergone a significant transformation with the rise of online platforms, appealing to tech-savvy Generation Z. Generation Z was chosen as they are considered the market of the future. This study examines the factors influencing Generation Z's use of online food delivery in Tangerang, during the post-COVID-19 period. Data from 150 Generation Z respondents who used online food delivery services in the past three months were analyzed using IBM SPSS version 25. The study found that perceived usefulness, trust, and time-saving benefits strongly influence Generation Z's intention to use online food delivery. They highly value the practicality, reliability, and efficiency of these platforms. Transparent communication and reliable delivery services are crucial for retaining Generation Z consumers, while highlighting the time-saving advantages is essential to meet their preferences. Surprisingly, factors like ease of use, food safety risk perception, COVID-19 severity, vulnerability, and price-saving benefits had insignificant influence. Understanding these preferences can help service providers, policymakers, and marketers enhance satisfaction and tailor their offerings to meet the needs of Generation Z in the competitive post-pandemic market. Further research is needed to uncover the specific drivers influencing Generation Z's adoption of online food delivery services.

Keywords: generation Z, intention to use, online food delivery, technology.

Abstrak

Industri pesan-antar makanan telah mengalami transformasi signifikan dengan munculnya platform online, menarik bagi Generasi Z yang melek teknologi. Generasi Z dipilih karena dianggap sebagai pasar masa depan dalam industri ini. Studi ini mengkaji faktor-faktor yang memengaruhi penggunaan pesan-antar makanan online oleh Generasi Z di Tangerang, selama periode pasca-COVID-19. Data dari 150 responden Generasi Z yang menggunakan layanan pesan-antar makanan online dalam tiga bulan terakhir dianalisis menggunakan IBM SPSS versi 25. Studi ini menemukan bahwa manfaat yang dirasakan, kepercayaan, dan penghematan waktu sangat memengaruhi niat Generasi Z untuk menggunakan pesan-antar makanan online. Mereka sangat menghargai kepraktisan, keandalan, dan efisiensi platform ini. Komunikasi yang transparan dan layanan pengiriman yang andal sangat penting untuk mempertahankan konsumen Generasi Z, sementara menonjolkan keuntungan menghemat waktu sangat penting untuk memenuhi preferensi mereka. Anehnya, faktor-faktor seperti kemudahan penggunaan, persepsi risiko keamanan pangan, keparahan COVID-19, kerentanan, dan manfaat penghematan harga memiliki pengaruh yang tidak signifikan. Memahami preferensi ini dapat membantu penyedia layanan, pembuat kebijakan, dan pemasar meningkatkan kepuasan dan menyesuaikan penawaran mereka untuk memenuhi kebutuhan Generasi Z di pasar pascapandemi yang kompetitif. Penelitian lebih lanjut diperlukan untuk mengungkap pendorong spesifik yang memengaruhi adopsi layanan pesan-antar makanan online Generasi Z.

Kata Kunci: generasi Z, intensi penggunaan, pesan antar makanan daring, teknologi.

INTRODUCTION

In recent years, the food delivery industry has witnessed a remarkable transformation with the rise of online platforms, revolutionizing the way consumers satisfy their culinary desires (Li et al., 2020). Particularly among Generation Z, individuals born between the

mid-1990s and early 2010s, online food delivery has become an increasingly popular option (Akhmadi et al., 2021; Yulius et al., 2022). This generation, having grown up in the digital age, is known for their tech-savvy nature and propensity to embrace innovative solutions that streamline their daily lives (Dimitriou & Abouelgheit, 2019; Vancia et al., 2023).

Generation Z, often referred to as the "Digital Natives," has been exposed to technology from a young age, making them highly proficient in navigating the digital landscape (Rue, 2018). They are accustomed to seamless online experiences and expect convenience to be an integral part of their interactions, including in the realm of food consumption (Rodríguez-Torrico et al., 2020; Poon & Tung, 2022). As such, it comes as no surprise that online food delivery services have gained significant traction among Generation Z individuals.

Generation Z are considered the future market although their importance as the customer of food and beverage service is still not much researched (Suyanto et al., 2023; Yulius et al., 2023). In the context of Tangerang, part of Jakarta's megapolitan, where traditional food establishments coexist with an expanding array of online delivery platforms, understanding the factors that influence Generation Z's preferences for online food delivery is of paramount importance (Safira & Chikaraishi, 2022). By delving into these factors, we can gain valuable insights into their impact on Generation Z's intentions to utilize online food delivery services.

This research aims to investigate the factors that play a significant role in shaping Generation Z's preferences for online food delivery. The independent variables under examination include perceived usefulness, perceived ease of use, trust, price saving benefits, time saving benefits, food safety risk perception, perceived severity, and perceived vulnerability (Hong et al., 2021; Yulius et al., 2022). These variables encompass a broad range of factors that are likely to influence Generation Z's decision-making process when it comes to adopting and utilizing online food delivery services.

Furthermore, this research was conducted at the end of the COVID-19 pandemic, a period marked by unprecedented reliance on online food delivery due to social distancing measures and health concerns (Li et al., 2022). The pandemic accelerated the adoption of digital solutions across various industries, including the food delivery sector (Amankwah-Amoah et al., 2021). Exploring Generation Z's attitudes and behaviors regarding online food delivery within this context can offer a unique perspective on the lasting impact of the pandemic on their preferences and adoption of digital food services.

The relationship between Generation Z and technology extends beyond mere convenience. For this generation, technology serves as a means of self-expression, social connection, and exploration of new experiences. Online food delivery aligns perfectly with their digitally immersive lifestyles, allowing them to

effortlessly order a wide variety of cuisines with just a few taps on their smartphones. The seamless integration of technology and food delivery resonates with Generation Z's desire for instant gratification and flexibility in their fast-paced lives (Turner, 2015; Szymkowiak et al., 2021).

Understanding the underlying factors that drive Generation Z's inclination towards online food delivery is crucial for food delivery service providers, policy-makers, and marketers. By gaining a deeper understanding of their preferences and motivations, businesses can tailor their strategies to better cater to the needs of Generation Z consumers. This research aims to contribute to this understanding by exploring the factors influencing Generation Z's adoption of online food delivery services in the city of Tangerang, Indonesia.

In the following sections, the paper will present the literature review, methodology, data analysis, and results of this research, culminating in a comprehensive discussion of the implications and recommendations derived from our findings. By uncovering the factors that influence Generation Z's preferences for online food delivery, this study aims to provide valuable insights that can guide businesses in optimizing their services, enhancing customer satisfaction, and ultimately thriving in this competitive market after the pandemic.

LITERATURE REVIEW

Generation Z & Intention to Use Online Food Delivery

Generation Z, the cohort born between the mid-1990s and early 2010s, represents the first truly digital-native generation (Turner, 2015). Their lives have been profoundly shaped by the rapid evolution of technology, making them exceptionally comfortable with the digital landscape. As such, their attitudes and behaviors towards various aspects of life, including food consumption, are heavily influenced by technology (Bumbac et al., 2020; Kymäläinen et al., 2021; Zuo et al., 2022).

In recent years, the food delivery industry has witnessed a significant shift towards digitalization, driven by the proliferation of online platforms offering convenient and streamlined ordering experiences (Jiang & Stylos, 2021; Poon & Tung, 2022). For Generation Z, the seamless integration of technology and food delivery aligns perfectly with their fast-paced and digitally immersed lifestyles (Banerjee et al., 2019; Francioni et al., 2022). Understanding their intention to use online food delivery services is crucial for businesses seeking to cater to this digitally savvy demographic (Yulius et al., 2022).

Intention to use refers to an individual's willingness or plan to adopt a particular behavior or technology in the future (Peña-García et al., 2020; An et al., 2023). Intention to use a new technology commonly analyzed with a Technology Acceptance Model. In the context of online food delivery, it reflects Generation Z's expressed interest or readiness to use digital platforms for ordering food. Understanding their intention to use online food delivery is critical because it serves as a precursor to actual adoption behavior. Positive intentions often lead to the actual utilization of the service, while negative intentions might hinder or deter adoption (Lee et al., 2022).

Generation Z's intention to use online food delivery is shaped by various factors, including perceived usefulness, perceived ease of use, trust, perceived risks and benefits, and other psychological and sociocultural aspects (Hong et al., 2021; Yulius et al., 2022). These factors collectively contribute to the formation of attitudes and beliefs regarding online food delivery services, ultimately influencing their behavioral intentions. Understanding the determinants of Generation Z's intention to use online food delivery is essential for service providers, marketers, and policymakers to design effective strategies that resonate with this particular demographic. By identifying the key drivers of intention, businesses can tailor their marketing campaigns, improve service offerings, and address potential barriers to adoption, enhancing the overall appeal of online food delivery for Generation Z consumers (Dwivedi et al., 2021).

Perceived Usefulness

Perceived usefulness refers to Generation Z's subjective evaluation of how practical and valuable online food delivery platforms are for ordering meals. It revolves around their subjective evaluation of the practicality and value these platforms offer for ordering meals (Yulius et al., 2022). This perception is shaped by three key indicators: assessing the service's efficiency in fitting their fast-paced lifestyles and saving time, contemplating its convenience and accessibility, and making an overall judgment on its usefulness in fulfilling their dining needs and expectations (Hong et al., 2021; Jun et al., 2021). Positive views on these indicators reinforce their intention to use online food delivery services (Li et al., 2022). Generation Z's consideration of the service's efficiency and convenience, along with their assessment of its overall usefulness, plays a crucial role in their decision-making process.

H₁: Perceived usefulness has significant effect on generation Z intention to use OFD.

Perceived Ease of Use

Perceived ease of use is a pivotal factor influencing Generation Z's adoption of online food delivery services. This variable revolves around their subjective evaluation of how easily they can interact with these digital platforms. They consider indicators such as the simplicity of finding their desired food items, the clarity and understandability of their interactions, and the ease of becoming skillful at navigating through the service (Hong et al., 2021). A positive perception of ease of use enhances their intention to use online food delivery, making it crucial for businesses to optimize their platforms for a seamless and user-friendly experience (Muangmee et al., 2021).

H₂: Perceived ease of use has significant effect on generation Z intention to use OFD.

Trust

Trust refers to subjective belief in the reliability, credibility, and dependability of online food delivery services. It encompasses their confidence in the platform's ability to fulfill promises, maintain ethical practices, and execute the delivery process accurately. Trust fosters a sense of security and confidence in their interactions with the service. It is based on their subjective assessment of the reliability and dependability of these platforms (Muangmee et al., 2021). Indicators of trust are their belief in its overall trustworthiness, and their faith in its ability to execute the delivery process correctly (Hong et al., 2021). Positive perceptions of trust foster a sense of security and confidence in the platform, leading to a higher intention to use online food delivery for their dining needs. Their evaluation of the platform's reliability and competence significantly impacts their intention to utilize these digital platforms for ordering meals (Yulius et al., 2022).

H₃: Trust has significant effect on generation Z intention to use OFD.

Price Saving Benefits

Price saving benefits, refer to Generation Z's perception of the cost-effectiveness and monetary advantages of using online food delivery services (Francioni et al., 2022). Generation Z evaluates whether using an Online Food Delivery service saves money by considering factors such as delivery fees, discounts, and promotions that can reduce the overall cost of their food orders (Hasbi et al., 2022). They also take notice of the availability of cheap deals provided by the service and appreciate platforms that consistent-

ly offer budget-friendly options, reinforcing their perception of price saving benefits. Generation Z considers the overall value they receive for the money spent on online food delivery services, which includes aspects like food quality, delivery service, and overall customer experience (Li et al., 2020). An excellent perceived value enhances their view of price saving benefits and encourages them to use the platform more frequently (Hong et al., 2021).

H₄: Price saving benefits has significant effect on generation Z intention to use OFD.

Time Saving Benefits

Time saving benefits represent Generation Z's perception of the efficiency and convenience of online food delivery services. They evaluate whether using the service saves them time compared to traditional meal-purchasing methods, such as going to restaurants or preparing meals at home. The speed and convenience of placing food orders through the online platform are crucial for Generation Z, as they appreciate a seamless and rapid purchasing process (Suhartanto et al., 2019). Ensuring quick and timely deliveries is important to them, reinforcing their positive perception of time saving benefits. It influences Generation Z's decision to adopt and use online food delivery services, highlighting the importance for businesses to prioritize efficiency and convenience to appeal to this time-conscious demographic (Hong et al., 2021; Yulius et al., 2022).

H₅: Time saving benefits has significant effect on generation Z intention to use OFD.

Food Safety Risk Perception

Food safety risk perception refers to customers' assessment of the potential risks associated with food delivered through online food delivery services (Pillai et al., 2022). This variable revolves around subjective evaluation on the potential risks associated with food delivered through these platforms. Generation Z considers indicators such as the likelihood of getting food poisoning, the seriousness of contamination issues, and the presence of germs or harmful microorganisms in the delivered food. Their perception of food safety risks plays a crucial role in shaping their willingness to use online food delivery services. If they perceive a higher likelihood of getting food poisoning or view contamination as a serious problem, it may deter them from using these platforms (Ismail et al., 2022). Concerns about the presence of germs or other harmful

agents in the delivered food could also influence intention to use online food delivery (Hong et al., 2021).

H₆: Food safety risk perception has significant effect on generation Z intention to use OFD.

Perceived Severity

Perceived severity of COVID-19 is closely linked to their intention to use online food delivery services. When they consider COVID-19 a serious threat with potential long-term health consequences and even a risk of death, they tend to be cautious about engaging in activities that involve exposure to public spaces like restaurants (Yulius et al., 2022). In such situations, online food delivery becomes a safer alternative as it minimizes the need to visit physical establishments.

Moreover, the belief that COVID-19 could significantly reduce their quality of life if infected prompts Generation Z to prioritize measures that limit exposure to potential infection sources (Liu et al., 2021). Online food delivery provides a convenient way to access meals without unnecessary risks associated with crowded dining places. Additionally, their perception that COVID-19 is more severe than other diseases heightens their overall risk perception when it comes to dining out. This, in turn, may increase their preference for using online food delivery services as a safer option to reduce potential exposure to the virus (Hong et al., 2021).

H₇: Perceived severity has significant effect on generation Z intention to use OFD.

Perceived Vulnerability

Perceived vulnerability in the context of COVID-19 refers to someone's subjective assessment of their susceptibility to the virus and the seriousness of the threat it poses to their health. Indicators of perceived vulnerability include beliefs that the threat is not significant in their area, a sense of personal immunity based on others' experiences, viewing COVID-19 outbreaks as contained, and considering their current health status as protective (González-Castro et al., 2021).

This perception of vulnerability can impact Generation Z's intention to use online food delivery services. When they perceive lower vulnerability, they may be less motivated to prioritize safety measures, including avoiding public places like restaurants, leading to a decreased intention to use online food delivery services (Min et al., 2021). Conversely, when they perceive higher vulnerability, they are more likely to adopt precautions and view online food delivery services as a

safer alternative to reduce exposure, thus increasing their intention to use these platforms for ordering meals (Hong et al., 2021).

H₈: Perceived vulnerability has significant effect on generation Z intention to use OFD.

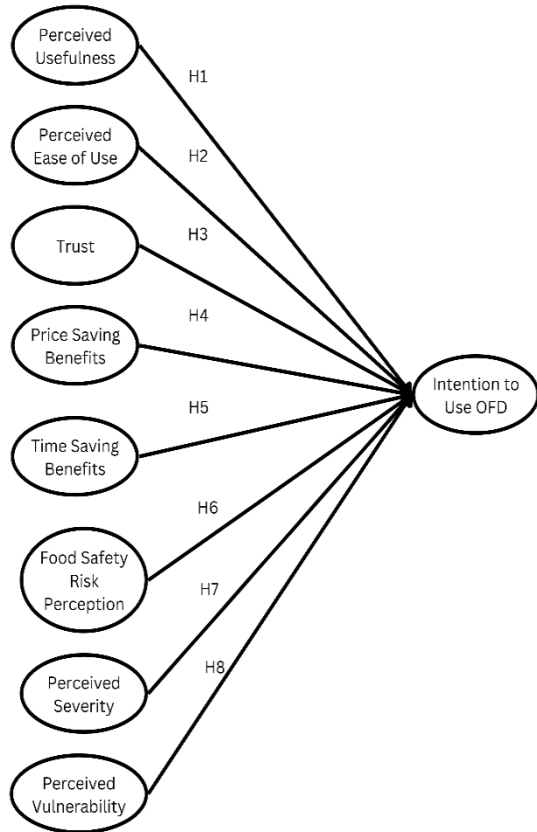


Figure 1. The conceptual research framework

METHODOLOGY

This research is an explanatory quantitative study aiming to investigate the relationships between latent variables among Generation Z in the city of Tangerang and their preferences for using online food delivery services. The study focuses on causative relations between the independent variables, they are perceived usefulness, perceived ease of use, trust, price saving benefits, time saving benefits, food safety risk perception, perceived severity, and perceived vulnerability, and the dependent variable of Generation Z's intention to use online food delivery platforms.

The research follows a cross-sectional time dimension, collecting data from September to December 2022. The target population for this study comprises Generation Z residents in Tangerang who have used online food delivery services like Grabfood or Go-Food during the last three months period. A non-

Table 1. Respondents' year of birth

Year	Frequency	Percentage
1996	3	2%
1997	5	3%
1998	9	6%
1999	23	15%
2000	70	47%
2001	26	17%
2002	8	5%
2003	6	4%

Table 2. Use of OFD in last week

Number of Use	Frequency	Percentage
0	10	7%
Once (1)	28	19%
2-3 Times	70	47%
4-5 Times	21	14%
>5 Times	21	14%

probability convenience sampling technique is employed to select the respondents. The minimum required sample size is determined to be 150 respondents based on the inclusion of 30 indicators from 9 latent variables (Memon et al., 2020).

Data collection is conducted using online questionnaires distributed via Google Form. The respondents are screened to ensure appropriateness for the study. The primary data collected through the questionnaires will be analyzed using IBM SPSS version 25. The analytical sequence includes validity and reliability tests, R-Square (coefficient of determination) analysis, and t-test or partial hypothesis test.

To support the study and its findings, secondary data will be gathered from scientific articles, newspaper articles, and other publications related to the topic of Generation Z's preferences for using online food delivery services. These additional sources of information will add depth and context to the research, enhancing the overall understanding of the factors influencing Generation Z's intention to use online food delivery platforms in the specific context of Tangerang.

RESULTS

Following the completion of the questionnaire distribution period, the summary of the results was downloaded. The profile summaries of the respondents are provided below to offer a clearer depiction of the study's participant demographics.

To get representative and unbiased results, the selected respondents are part of Generation Z who are over 18 years old, because they are considered to have their own income and can answer questions better. In Table 1 it can be seen that the majority of respondents were born in 1999, 2000 and 2001 with 79% of

respondents born in that period. Meanwhile, table 2 shows the frequency of using online food delivery in the past week. The majority of respondents or around 75% of respondents used this service more than twice in the last one week period. In fact, 14% of respondents used online food delivery more than five times in the past week.

The analysis is followed by a validity test, the results of which can be observed in Table 3. The variable names will be abbreviated using initials to

Table 3. Validity test result

Indicators	r value	r table	Remarks
PU 1	0.842		Valid
PU 2	0.823		Valid
PU 3	0.792		Valid
PE 1	0.796		Valid
PE 2	0.852		Valid
PE 3	0.843		Valid
TR 1	0.860		Valid
TR 2	0.906		Valid
TR 3	0.889		Valid
PB 1	0.895		Valid
PB 2	0.815		Valid
PB 3	0.845		Valid
TB 1	0.864		Valid
TB 2	0.837		Valid
TB 3	0.830	0.160	Valid
FS 1	0.851		Valid
FS 2	0.822		Valid
FS 3	0.855		Valid
PS 1	0.701		Valid
PS 2	0.773		Valid
PS 3	0.777		Valid
PS 4	0.781		Valid
PS 5	0.741		Valid
PV 1	0.827		Valid
PV 2	0.771		Valid
PV 3	0.818		Valid
PV 4	0.672		Valid
IU 1	0.896		Valid
IU 2	0.885		Valid
IU 3	0.811		Valid

Table 4. Reliability test result

Cronbach's Alpha	N of Items
0.896	30

Table 5. Coefficient of determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.696	0.484	0.455	1.235

shorten the writing in the subsequent sections of the article. PU for Perceived Usefulness, PE for Perceived Ease of Use, TR for Trust, PB for Price Saving Benefits, TB for Time Saving Benefits, FS for Food Safety Risk Perception, PS for Perceived Severity, PV for Perceived Vulnerability, and IU for Intention to Use.

The r table value for the validity test is 0,1603 and the calculated r value of all indicators are larger than 0,1603, therefore all indicators are considered to be valid. In research, an indicator is considered valid when it accurately measures the concept or construct it is intended to represent. In other words, a valid indicator provides a reliable and accurate representation of the underlying variable or characteristic being studied. Next analysis is the reliability test as presented in table 4.

The value of Cronbach's Alpha of the model is 0.896 well above the standard of 0.7 proving the reliability of the research instrument (Taber, 2017). After the research instruments meet the requirements of validity and reliability, correlation and hypotheses analyses can be conducted. In Table 5, the multiple correlation values and the R-Square or coefficient of determination can be observed.

Based on Table 5, the coefficient of determination (R Square) for this study is 0.484, indicating that the ability of the independent variables used to predict or influence the dependent variable is 48.4%. The influence value below 50% is acceptable in social research, as the goal is not to predict human behavior but to determine whether there are predictor variables that significantly affect the dependent variable (Ozili, 2022). The remaining 51.6% of the influence comes from other variables not examined in this study, such as quarantine procedures and attitude (Francioni et al., 2022), habit, impulsive buying, congruity with self, and mindfulness (Yulius et al., 2022), or convenience and privacy & security (Lau & Ng, 2019). The correlation value (R) in this model is 0.696, indicating a moderate to strong relationship between the independent variables and the dependent variable (Schober et al., 2018).

Table 6 presents the results of the partial hypothesis testing or t-test. From the table, it can be observed that out of the eight proposed hypotheses, only three were

Table 6. Partial hypothesis test (t-test)

Variable	t value	Sig.	t value> 1,97693	Sig.<0.05
PU (x1)	2.019	0.045	Accepted	Accepted
PE (x2)	1.096	0.275	Rejected	Rejected
TR (x3)	3.851	0.000	Accepted	Accepted
PB (x4)	0.296	0.768	Rejected	Rejected
TB (x5)	3.373	0.001	Accepted	Accepted
FS (x6)	-0.664	0.508	Rejected	Rejected
PS (x7)	0.680	0.498	Rejected	Rejected
PV (x8)	0.444	0.658	Rejected	Rejected

accepted, namely H_1 , H_3 , and H_5 , while the remaining five hypotheses were rejected. The rejection of the five hypotheses is attributed to the computed t-values not exceeding the critical t-value of 1.97693 and the significance values above 0.05. The t-test results align with a previous study conducted by Hong et al. (2021), with one difference concerning hypothesis 4, which will be discussed further in the discussion section.

DISCUSSION

This research aims to analyze the factors influencing the intention to use Online Food Delivery among Generation Z in Tangerang, Indonesia. The conceptual framework is based on the study by Hong et al. (2021), and this research was conducted during the final phase of the COVID-19 pandemic towards the end of 2022. The data analysis was performed using IBM SPSS version 25, and the results were consistent with the previous study. The following section presents the discussion of the partial hypothesis testing conducted in this research.

PU, TR, TB have significant influence on the IU

The study's findings shed light on the factors that hold paramount importance in influencing Generation Z's decision-making process when it comes to utilizing online food delivery services. Perceived Usefulness emerges as a critical aspect, reflecting the extent to which Generation Z values the practicality and value offered by these digital platforms (McKeever et al., 2021). In today's fast-paced and digitally immersed world, Generation Z seeks convenience and efficiency in every aspect of their lives, including their dining experiences (Priporas et al., 2017). Online food delivery services align perfectly with their digitally driven lifestyles, offering a seamless and time-saving solution to satisfy their culinary cravings (Kim et al., 2021; Yulius et al., 2022).

Trust surfaces as another pivotal determinant in Generation Z's intention to use online food delivery services. As digital natives, this tech-savvy demographic is well-acquainted with online platforms, but they also demonstrate a keen awareness of potential risks and concerns related to digital transactions (Thomas et al., 2018). Establishing a sense of reliability and credibility in the online food delivery process is therefore crucial to assuage any apprehensions and ensure a positive user experience (Jun et al., 2021). Service providers and marketers must prioritize building trust by emphasizing transparent communication, secure payment methods, and a commitment to delivering

quality food to maintain and strengthen their bond with Generation Z consumers (Li et al., 2020; Chayomchai, 2021).

Time Saving Benefits emerges as a significant driver that shapes Generation Z's inclination towards online food delivery. With busy schedules and a desire for instant gratification, Generation Z seeks efficiency in every aspect of their lives (Lu & Lin, 2022). Online food delivery services offer them the convenience of browsing diverse menus and placing orders within a few taps on their smartphones (Pillai et al., 2022; Chowdhury, 2023). This seamless process saves them time and effort compared to traditional methods of ordering food, making it an appealing choice for their dining preferences.

The implications of these findings are essential for service providers and marketers catering to Generation Z's preferences. To attract and retain this demographic, it is imperative to focus on enhancing perceived usefulness, building trust, and highlighting the time-saving benefits of their online food delivery platforms. Engaging marketing campaigns that emphasize the practicality and value of their services, alongside transparent communication and reliable delivery services, will further strengthen Generation Z's positive perceptions. By aligning with the digitally immersed lifestyles of Generation Z and addressing their specific needs and desires, service providers and marketers can establish a strong presence in the competitive landscape of online food delivery, capturing the hearts and loyalty of this tech-savvy generation in Tangerang, Indonesia, and beyond (Dwivedi et al., 2021).

PE, FS, PS, and PV have insignificant influence on the IU

The consistency of these findings with prior research provides valuable insights into the intricate dynamics of Generation Z's behavior towards online food delivery platforms. Previous studies examining factors such as Perceived Ease of Use, Food Safety Risk Perception, Perceived Severity, and Perceived Vulnerability have offered valuable insights in different contexts and with diverse demographic groups. However, in the context of Generation Z, a digitally native and tech-savvy cohort, these factors seem to have limited relevance in influencing their adoption of online food delivery services (Hong et al., 2021).

The perceived ease of use may have an insignificant influence on Generation Z's intention to use Online Food Delivery (OFD) due to their high digital literacy, the user-friendliness of online food delivery platforms, the prominence of other influential factors

such as perceived usefulness and time-saving benefits, and their unique preferences and priorities (McKeever et al., 2021). As the first digital-native generation, Generation Z is highly proficient in using technology, making the ease of use factor less impactful (Çoklar & Tatli, 2021). Moreover, the user-friendly design of online food delivery services and their fast-paced lifestyle prioritize convenience and efficiency, overshadowing the significance of ease of use in their decision-making process.

One intriguing finding from the study is related to the Food Safety Risk Perception variable, which surprisingly exhibits a negative *t* value of influence on Generation Z's Intention to Use OFD. This unexpected outcome can be attributed to the ongoing COVID-19 pandemic, which has dominated global consciousness and brought heightened awareness of health risks. However, the pandemic is not primarily associated with foodborne illnesses, and this knowledge may have influenced Generation Z's perception of food safety risks when using online food delivery services (Duda-Chodak et al., 2020; de Souza et al., 2022). Consequently, their concern about food safety may not strongly impact their intention to utilize such platforms (Yulius et al., 2022).

The insignificant influence of perceived severity and perceived vulnerability on Generation Z's intention to use Online Food Delivery (OFD) can be attributed to several factors (Li & Huang, 2022). Generation Z's emphasis on the convenience and practicality of OFD might overshadow their concerns about COVID-19's severity and vulnerability (Hong et al., 2021; Harari et al., 2022). They may prioritize the ease of ordering meals from home over perceived risks. Additionally, exposure to diverse media perspectives might lead them to view the COVID-19 threat as contained and less impactful (Gharzai et al., 2020; Harari et al., 2022). High vaccination rates or access to healthcare resources in their area could also contribute to their perception of reduced severity and vulnerability. Ultimately, factors such as convenience, information access, perceived health, and other influential drivers outweigh the significance of perceived severity and vulnerability in shaping their intention to use OFD.

PB has insignificant influence on IU

The study found that Price Saving Benefits had an insignificant influence on Generation Z's intention to use Online Food Delivery (OFD). Reflective indicators for this variable might not have fully captured Generation Z's perspectives on pricing and cost-effectiveness when it comes to OFD. Other

factors like convenience, food variety, delivery speed, and service quality could have played a more significant role in shaping their intention to use OFD, leading to a reduced impact of price-saving benefits (Jun et al., 2021; Ismail et al., 2022; Yulius et al., 2022).

Moreover, the effectiveness and relevance of discounts and promotions during the study period may have influenced Generation Z's perceived value for money in using OFD (Ayuni, 2019). If the discounts and deals offered were not compelling or aligned with their preferences, it could have further contributed to the insignificant influence of Price Saving Benefits (Upadhayay et al., 2020; Hasbi et al., 2022). This finding emphasizes the importance of understanding Generation Z's complex decision-making processes and identifying the specific drivers that motivate their adoption of online food delivery services. Further research is needed to delve into their preferences and perceptions comprehensively, providing valuable insights for service providers and marketers aiming to cater effectively to this digitally native demographic.

CONCLUSION

In conclusion, understanding the factors that influence Generation Z's intention to use online food delivery services provides valuable insights for businesses and policymakers seeking to cater to this digitally native and tech-savvy demographic. By prioritizing factors such as perceived usefulness, trust, and time-saving benefits, service providers can optimize their offerings and marketing strategies to appeal to Generation Z's preferences and enhance customer satisfaction in the competitive market after the pandemic. Additionally, future research should explore other relevant variables and consider longitudinal or qualitative methods to gain a more comprehensive understanding of Generation Z's attitudes and behaviors towards online food delivery services.

This study's implications can guide businesses and policymakers in catering effectively to Generation Z's preferences and enhancing the appeal of online food delivery services. To capitalize on Generation Z's interest in technology and convenience, service providers should prioritize user-friendly app interfaces, seamless ordering processes, and efficient delivery services (Rodríguez-Torrico et al., 2020). Additionally, building trust through transparent communication, secure payment options, and reliable delivery services can strengthen their relationships with Generation Z consumers (Jun et al., 2021; Yulius et al., 2022).

Promotional strategies that emphasize the cost-saving benefits and value-for-money offerings of

online food delivery platforms can resonate well with Generation Z's desire for budget-friendly options (Hasbi et al., 2022; Francioni et al., 2022). Collaborating with popular influencers or celebrities within the Generation Z demographic can also enhance brand appeal and attract more users (Kaur et al., 2021; Chayomchai, 2022).

Moreover, businesses should recognize the significance of time-saving benefits for Generation Z consumers and prioritize efficient order processing and timely deliveries (Li et al., 2020; Pillai et al., 2022). Offering a diverse range of cuisine options and incorporating eco-friendly practices in packaging and delivery can further align with their values and preferences (Kaur et al., 2021).

Policymakers can play a role in supporting the growth of the online food delivery industry by ensuring a conducive regulatory environment and addressing any potential issues related to food safety and consumer protection (Harari et al., 2022). Encouraging businesses to adopt sustainable practices and support local food providers can also resonate positively with environmentally conscious Generation Z consumers (Yulius et al., 2022).

Despite the valuable insights gained from this study, there are several limitations that should be acknowledged. Firstly, the research was conducted in a specific geographical area, namely Tangerang, Indonesia, and may not fully represent the preferences and behaviors of Generation Z in other regions or countries. Cultural and contextual differences could influence their attitudes towards online food delivery services (Kaur et al., 2021).

Secondly, the data collection period coincided with the end of the COVID-19 pandemic, which may have influenced Generation Z's perceptions and intentions regarding online food delivery. As the pandemic situation changes, their preferences and behaviors could also shift (Vancia et al., 2023). Future studies could investigate the long-term impact of the pandemic on Generation Z's adoption of digital food services.

Thirdly, the study focused on specific indicators for each construct, which may not fully capture the complexity of Generation Z's decision-making process. There might be other relevant factors, such as social influence, brand image, and personal values that were not included in the model (Li et al., 2020; Poon & Tung, 2022). Exploring additional variables could provide a more comprehensive understanding of their intentions to use online food delivery services.

Lastly, the research utilized a cross-sectional design, limiting the ability to establish causal relationships between the variables. Longitudinal studies could

offer insights into how Generation Z's preferences and behaviors evolve over time (Vancia et al., 2023). Additionally, qualitative research methods, such as interviews or focus groups, could provide deeper insights into their motivations and decision-making processes (McKeever et al., 2021).

REFERENCES

- Akhmadi, H., Alfathah, A. R., & Susanawati. (2021). Generation Z consumer's preferences for online food ordering application: A study of gofood and Grabfood. *E3S Web of Conferences*, 316, 01011. <https://doi.org/10.1051/e3sconf/202131601011>
- Amankwah-Amoah, J., Khan, Z., Wood, G., & Knight, G. (2021). Covid-19 and digitalization: The great acceleration. *Journal of Business Research*, 136, 602–611. <https://doi.org/10.1016/j.jbusres.2021.08.011>
- An, S., Eck, T., & Yim, H. (2023). Understanding consumers' acceptance intention to use mobile food delivery applications through an extended technology acceptance model. *Sustainability*, 15(1), 832. <https://doi.org/10.3390/su15010832>
- Ayuni, R. F. (2019). The online shopping habits and e-loyalty of gen Z as natives in the Digital Era. *Journal of Indonesian Economy and Business*, 34(2), 168. <https://doi.org/10.22146/jieb.39848>
- Banerjee, S. P., Jain, D., & Nayyar, R. (2019). Measuring service quality of food delivery services: A study of Generation Z. *African Journal of Hospitality, Tourism and Leisure*, 8(2).
- Bumbac, R., Bobe, M., Procopie, R., Pamfilie, R., Giușcă, S., & Enache, C. (2020). How zoomers' eating habits should be considered in shaping the food system for 2030—a case study on the young generation from Romania. *Sustainability*, 12(18), 7390. <https://doi.org/10.3390/su12187390>
- Chayomchai, A. (2021). Effects of service quality, satisfaction, and perceived loyalty in technology use of generation Z consumers during the COVID-19 situation. *Journal of Southwest Jiaotong University*, 56(4), 300–310. <https://doi.org/10.35741/issn.0258-2724.56.4.25>
- Chowdhury, R. (2023). Impact of perceived convenience, service quality and security on consumers' behavioural intention towards online food delivery services: The role of attitude as mediator. *SN Business & Economics*, 3(1). <https://doi.org/10.1007/s43546-023-00422-7>
- Çoklar, A. N., & Tatli, A. (2021). Examining the digital nativity levels of Digital Generations: From generation X to generation Z. *Shanlax*

- International Journal of Education*, 9(4), 433–434.
<https://doi.org/10.34293/education.v9i4.4224>
- de Souza, T. S. P., Miyahira, R. F., Matheus, J. R., Nogueira, T. B., Maragoni-Santos, C., Barros, F. F., Costa Antunes, A. E., & Fai, A. E. (2022). Food Services in times of uncertainty: Remodeling operations, changing trends, and looking into perspectives after the covid-19 pandemic. *Trends in Food Science & Technology*, 120, 301–307.
<https://doi.org/10.1016/j.tifs.2022.01.005>
- Dimitriou, C. K., & Abouelgheit, E. (2019). Understanding generation Z's travel social decision-making. *Tourism and Hospitality Management*, 25(2), 311–334.
<https://doi.org/10.20867/thm.25.2.4>
- Duda-Chodak, A., Lukasiwicz, M., Zięć, G., Florkiewicz, A., & Filipiak-Florkiewicz, A. (2020). Covid-19 pandemic and food: Present knowledge, risks, consumers fears and safety. *Trends in Food Science & Technology*, 105, 145–160.
<https://doi.org/10.1016/j.tifs.2020.08.020>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
<https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Francioni, B., Curina, I., Hegner, S. M., & Cioppi, M. (2022). Predictors of continuance intention of online food delivery services: Gender as moderator. *International Journal of Retail & Distribution Management*, 50(12), 1437–1457.
<https://doi.org/10.1108/ijrdm-11-2021-0537>
- Gharzai, L. A., Beeler, W. H., & Jagsi, R. (2020). Playing into stereotypes: Engaging millennials and generation Z in the COVID-19 pandemic response. *Advances in Radiation Oncology*, 5(4), 679–681.
<https://doi.org/10.1016/j.adro.2020.04.009>
- González-Castro, J. L., Ubillos-Landa, S., Puente-Martínez, A., & Gracia-Leiva, M. (2021). Perceived vulnerability and severity predict adherence to COVID-19 protection measures: The mediating role of instrumental coping. *Frontiers in Psychology*, 12.
<https://doi.org/10.3389/fpsyg.2021.674032>
- Harari, T. T., Sela, Y., & Bareket-Bojmel, L. (2022). Gen Z during the COVID-19 crisis: A comparative analysis of the differences between gen Z and gen X in resilience, values and attitudes. *Current Psychology*. <https://doi.org/10.1007/s12144-022-03501-4>
- Hasbi, I., Syahputra, S., Syarifuddin, S., Wijaksana, T. I., & Fariás, P. (2022). The impact of discount appeal of food ordering application on consumer satisfaction in Southeast Asia. *Journal of Eastern European and Central Asian Research (JEECAR)*, 9(6), 978–991.
<https://doi.org/10.15549/jeecar.v9i6.956>
- Hong, C., Choi, H. (Hailey), Choi, E.-K. (Cindy), & Joung, H.-W. (David). (2021). Factors affecting customer intention to use online food delivery services before and during the COVID-19 pandemic. *Journal of Hospitality and Tourism Management*, 48, 509–518.
<https://doi.org/10.1016/j.jhtm.2021.08.012>
- Ismail, N. A. F., Nasir, N. Mohd., Ghazali, S. N. F. M., Zamli, S. S., & Shafie, F. A. (2022). Delivering safety and hygiene: Online food delivery during crisis. *MAEH Journal of Environmental Health*, 4(1), 12–15.
- Jiang, Y., & Stylos, N. (2021). Triggers of consumers' enhanced digital engagement and the role of digital technologies in transforming the retail ecosystem during COVID-19 pandemic. *Technological Forecasting and Social Change*, 172, 121029.
<https://doi.org/10.1016/j.techfore.2021.121029>
- Jun, K., Yoon, B., Lee, S., & Lee, D.-S. (2021). Factors influencing customer decisions to use online food delivery service during the COVID-19 pandemic. *Foods*, 11(1), 64.
<https://doi.org/10.3390/foods11010064>
- Kaur, P., Dhir, A., Talwar, S., & Ghuman, K. (2021). The value proposition of food delivery apps from the perspective of theory of consumption value. *International Journal of Contemporary Hospitality Management*, 33(4), 1129–1159.
<https://doi.org/10.1108/ijchm-05-2020-0477>
- Kim, S., Jang, S., Choi, W., Youn, C., & Lee, Y. (2021). Contactless service encounters among millennials and generation Z: The effects of millennials and gen Z characteristics on technology self-efficacy and preference for contactless service. *Journal of Research in Interactive Marketing*, 16(1), 82–100.
<https://doi.org/10.1108/jrim-01-2021-0020>
- Kymäläinen, T., Seisto, A., & Malila, R. (2021). Generation Z food waste, diet and consumption habits: A Finnish social design study with future consumers. *Sustainability*, 13(4), 2124.

- <https://doi.org/10.3390/su13042124>
- Lau, T.-C., & Ng, D. (2019). Online food delivery services: Making food delivery the new normal. *Journal of Marketing Advances and Practices*, 1(1), 63–78.
- Lee, W. S., Song, M., Moon, J., & Tang, R. (2022). Application of the technology acceptance model to Food Delivery Apps. *British Food Journal*, 125(1), 49–64. <https://doi.org/10.1108/bfj-05-2021-0574>
- Li, Chaojun, & Huang, X. (2022). How does covid-19 risk perception affect wellness tourist intention: Findings on Chinese generation z. *Sustainability*, 15(1), 141. <https://doi.org/10.3390/su15010141>
- Li, Charlene, Miroso, M., & Bremer, P. (2020). Review of online food delivery platforms and their impacts on sustainability. *Sustainability*, 12(14), 5528. <https://doi.org/10.3390/su12145528>
- Li, Y., Yao, P., Osman, S., Zainudin, N., & Sabri, M. F. (2022). A thematic review on using food delivery services during the pandemic: Insights for the post-covid-19 era. *International Journal of Environmental Research and Public Health*, 19(22), 15267. <https://doi.org/10.3390/ijerph192215267>
- Liu, H., Liu, W., Yoganathan, V., & Osburg, V.-S. (2021). Covid-19 information overload and generation Z's social media discontinuance intention during the pandemic lockdown. *Technological Forecasting and Social Change*, 166, 120600. <https://doi.org/10.1016/j.techfore.2021.120600>
- Lu, J.-D. (Evelyn), & Lin, J.-S. (Elaine). (2022). Exploring uses and gratifications and psychological outcomes of engagement with Instagram Stories. *Computers in Human Behavior Reports*, 6, 100198. <https://doi.org/10.1016/j.chbr.2022.100198>
- McKeever, M., Duffley, S., & O'Rourke, V. (2021). Generation Z: An exploration of their unique values driving brand affinity. *Irish Academy of Management Conference*.
- Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample size for survey research: Review and recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx. [https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)
- Min, J., Yang, K., & Kim, J. (2021). The role of perceived vulnerability in restaurant customers' co-creation behavior and repatronage intention during the covid-19 pandemic. *Journal of Vacation Marketing*, 28(1), 38–51. <https://doi.org/10.1177/13567667211014932>
- Muangmee, C., Kot, S., Meekaewkunchorn, N., Kassakorn, N., & Khalid, B. (2021). Factors determining the behavioral intention of using food delivery apps during COVID-19 pandemics. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1297–1310. <https://doi.org/10.3390/jtaer16050073>
- Ozili, P. K. (2022). The acceptable R-square in empirical modelling for social science research. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4128165>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Pillai, S. G., Kim, W. G., Haldorai, K., & Kim, H.-S. (2022). Online food delivery services and consumers' purchase intention: Integration of theory of planned behavior, theory of perceived risk, and the elaboration likelihood model. *International Journal of Hospitality Management*, 105, 103275. <https://doi.org/10.1016/j.ijhm.2022.103275>
- Poon, W. C., & Tung, S. E. (2022). The rise of online food delivery culture during the COVID-19 pandemic: An analysis of intention and its associated risk. *European Journal of Management and Business Economics*. <https://doi.org/10.1108/ejmb-04-2021-0128>
- Priporas, C.-V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Computers in Human Behavior*, 77, 374–381. <https://doi.org/10.1016/j.chb.2017.01.058>
- Rodríguez-Torrico, P., Apadula, L. T., San Martín, S., & Cabezudo, R. S. J. (2020). Have an omnichannel seamless interaction experience! Dimensions and effect on consumer satisfaction. *Journal of Marketing Management*, 36(4), 1731–1761. <https://doi.org/10.1080/0267257x.2020.1801798>
- Rue, P. (2018). Make way, millennials, here comes gen Z. *About Campus: Enriching the Student Learning Experience*, 23(3), 5–12. <https://doi.org/10.1177/1086482218804251>
- Safira, M., & Chikaraishi, M. (2022). The impact of online food delivery service on eating-out behavior: A case of multi-service transport platforms (MSTPS) in Indonesia. *Transportation*. <https://doi.org/10.1007/s11116-022-10307-7>

- Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation coefficients: Appropriate use and interpretation. *Anesthesia & Analgesia*, *126*(5), 1763–1768. <https://doi.org/10.1213/ane.0000000000002864>
- Suhartanto, D., Dean, D., Leo, G., & Nyoman Triyuni, N. (2019). Millennial experience with online food home delivery: A lesson from Indonesia. *Interdisciplinary Journal of Information, Knowledge, and Management*, *14*, 277–294. <https://doi.org/10.28945/4386>
- Suyanto, B., Yulius, K. G., Julita, Djati, S. P., & Nurbaeti. (2023). Predictors of generation Z revisit intention to Mangkokku Restaurant during COVID-19 pandemic. *Enrichment: Journal of Management*, *12*(6), 4911–4918. <https://doi.org/10.35335/enrichment.v12i6.1185>
- Szymkowiak, A., Melović, B., Dabić, M., Jeganathan, K., & Kundi, G. S. (2021). Information Technology and gen Z: The role of teachers, the internet, and technology in the education of young people. *Technology in Society*, *65*, 101565. <https://doi.org/10.1016/j.techsoc.2021.101565>
- Taber, K. S. (2017). The use of Cronbach's alpha when developing and Reporting Research Instruments in science education. *Research in Science Education*, *48*(6), 1273–1296. <https://doi.org/10.1007/s11165-016-9602-2>
- Thomas, M. R., V., K., & (India), M. M. (2018). Online website cues influencing the purchase intention of generation Z mediated by trust. *Indian Journal of Commerce & Management Studies*, *IX*(1), 13. <https://doi.org/10.18843/ijcms/v9i1/03>
- Turner, A. (2015). Generation Z: Technology and social interest. *The Journal of Individual Psychology*, *71*(2), 103–113. <https://doi.org/10.1353/jip.2015.0021>
- Upadhayay, D., Thakkar, H., & Ghiya, N. (2020). A study of impact of promotion and marketing campaigns by online food delivery service on buying behavior of customer of Ahmedabad. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3637941>
- Vancia, A. P. P., Băltescu, C. A., Brătucu, G., Tecău, A. S., Chițu, I. B., & Duguleană, L. (2023). Examining the disruptive potential of generation Z tourists on the travel industry in the Digital age. *Sustainability*, *15*(11), 8756. <https://doi.org/10.3390/su15118756>
- Yulius, K. G., Chriselina, C., Darmadi, D., & Sianipar, R. (2023). Preferensi Generasi Z dalam membeli minuman ukuran venti di Starbucks Harapan Indah Bekasi Barat. *Journal of Tourism Destination and Attraction*, *11*(1), 47–58. <https://doi.org/10.35814/tourism.v11i1.4696>
- Yulius, K. G., King, F. T., & Suhaidi, K. (2022). Faktor-faktor keputusan penggunaan online foodservice delivery system pada generasi milenial di Jakarta. *Hospitour: Journal of Hospitality & Tourism Innovation*, *6*(1), 58–75.
- Zuo, Y., Zhang, K., Xu, S., Law, R., Qiu, Q., & Zhang, M. (2022). What kind of food can win Gen z's favor? A mixed methods study from China. *Food Quality and Preference*, *98*, 104522. <https://doi.org/10.1016/j.foodqual.2021.104522>