

UNIVERSITI TEKNOLOGI MARA

**THE ROLE OF FAMILIARITY AND
MEDIATING EFFECT OF USER
SATISFACTION ON FOOD
DELIVERY MOBILE APPS REUSE
INTENTION: AN APPLICATION OF
TECHNOLOGY ACCEPTANCE
MODEL**

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ABSTRACT

Food delivery mobile app (FDMA) is a platform of providing online food delivery marketplace that enables users to place orders at local restaurants via few clicks in the mobile app. The growth of FDMA in Malaysia is undoubtedly expanded tremendously due to increase amount of smartphone usage, working woman and hectic schedule among individuals. Hence, it is vital to comprehend factors that contribute to the FDMA user using the mobile app from time to time to become competitive and relevant in the challenging industry. For that reason, this study aims to examine the relationships between users' familiarity (FAM), perceived ease of use (PEOU), perceived usefulness (PU), satisfaction (SAT), and intention to reuse (ITR) of FDMA. Data was gathered from 92 individuals who have experienced in using any FDMA services specifically in Shah Alam, Selangor with the aid of online questionnaire. The questionnaire consists of 4 sections, Section 1: Demographic (6 items), Section 2: PU (7 items), PEOU (7 items) and FAM (7 items), Section 3: SAT (8 items) Section 4: ITR (7 items). Partial least squares structural equation modeling is employed to test the extended TAM towards FDMA study setting. Findings of this study validate that FAM ($p= 0.000$) and PEOU ($p= 0.016$) contribute significantly to SAT but not contributed by PU ($p= 0.791$). In contrast, FAM ($p= 0.785$) and PEOU ($p= 0.368$) were found to have insignificantly contributed to ITR, but PU ($p=0.009$) and SAT ($p= 0.000$) did. Findings also revealed that SAT mediates the relationship between FAM ($p=0.000$), PEOU ($p=0.030$) on ITR but it does not significantly work in PU ($p=0.791$). From results obtained, it can be suggested that getting familiar with FDMA without satisfaction may not lead to intention to reuse among users which might be beneficial to mobile app developers. It indicates that familiarity is a vital factor in determining satisfaction level and influence reuse intention of FDMA customers. Features of the FDMA including restaurant selection, menu list and payment gate should be giving emphasis to by the developers to satisfy the app user.

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CHAPTER ONE

INTRODUCTION

1.0 Preamble

This chapter explains the background of the study, research objectives, research questions, research hypotheses, statement of problems as well as research frameworks. Adding to that, this chapter also highlights the significance of this study from both academic and practical perspectives. This chapter ends by providing the appropriate definition of key terms used in the study.

1.1 Background of The Study

Food can be defined as a part of our body and life. Humans must have good and nutritious food in building a good life and ensuring a competent future. Aggarwal et al. (2016) mentioned that taste, nutrition, cost, and convenience are believed to be the key factors in food choice. This finding indicates that consumers have varied perceptions towards the quality of foods, and it is vital for food handlers to comprehend the concept and serve only the best quality of foods to guarantee customers' satisfaction. According to Prnewswire (2019), the global foodservice market size was worth US\$ 3.4 Trillion in 2018 and is expected to reach a value of US\$ 4.2 Trillion by 2024, registering a Compound Annual Growth Rate (CAGR) of 3.6% during 2019-2024. From this figure, The ASEAN Post (2020) highlighted that restaurants with consumer food delivery services has increased from 4 million in 2019 to 4.8 million in 2020 and it is expected to increase progressively until the year of 2024. The statistics indicate the growth of online food delivery businesses which will definitely expand with support from massive usage of smartphones.

The rapid growth in foodservice mobile apps trend was found to be in line with the increase usage of smartphone recently. Thereermore, Huckvale et al. (2015) clarified that there are over 1.5 billion adults who own and use smartphones worldwide. According to Richter (2013), the number of downloaded mobile applications has increased year by year