

Generation Z's Determinants for Using Online Food Delivery in Jakarta

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Abstract — *One of the Indonesia's leading online food delivery services is Shopee Food. It has competed with other big players. This generation's convenience is influenced by many factors. This study analyzes the factors that influence attitudes and behavior for sustainable use of this application in Jakarta. Quantitative data is collected using a survey and questionnaire. This PLS-SEM modeling study shows that after using the service in this application, the user's hedonic motivation must be followed by comfort and usability. The user will evaluate the post-use usefulness of the previous experience to form an attitude toward the next perceived experience. Behavioral intentions toward sustainable use are encouraged. This study highlights the importance of usability and ease of use in determining user comfort. Generation Z does not easily form positive usage attitudes until the benefits of the next experience are the same or better. The review or evaluation of experience can be used as another variable in subsequent research as a research limitation. The use of different generations is also a limitation in this study, which can be used as a comparison study in future research.*

Keywords: *Behavioral intention, Attitude towards using, Hedonic motivations, Post-usage usefulness, Online delivery food services*

Abstrak — *Shopee Food merupakan pemain pada jasa online food delivery di Indonesia yang berhasil bersaing dengan pemain besar lainnya. Kenyamanan penggunaan pada generasi ini dibentuk oleh beberapa variabel. Atas dasar ini, penelitian ini mengangkat rumusan masalah pada determinan generasi Z dalam menggunakan Shopee Food. Dengan melibatkan area penelitian Jakarta, penelitian ini bertujuan untuk menganalisis faktor-faktor determinan pembentuk sikap dan perilaku penggunaan berkelanjutan pada aplikasi ini. Metode penelitian yang digunakan adalah kuantitatif dengan menggunakan pendekatan survey dengan kuesioner dalam pengumpulan data respon partisipan. Hasil penelitian dengan pemodelan PLS-SEM ini menjelaskan bahwa motivasi hedonis pengguna harus diikuti dengan kenyamanan dan kegunaan pasca penggunaan layanan pada aplikasi ini. Pengguna akan mengevaluasi kegunaan pasca penggunaan dari pengalaman sebelumnya untuk membentuk sikap pada pengalaman yang dirasakan berikutnya. Hal ini sejalan untuk mendorong intensi perilaku penggunaan berkelanjutan. Penelitian ini menekankan implikasi pada penguatan pentingnya peran kegunaan dan kemudahan penggunaan dalam membentuk kenyamanan penggunaan. Selain itu, generasi Z tidak mudah menentukan sikap penggunaan yang positif sampai manfaat penggunaan pada pengalaman berikutnya dirasakan sama atau bahkan lebih baik. Sebagai keterbatasan penelitian, tinjauan atau evaluasi pengalaman dapat dijadikan variabel lain pada penelitian berikutnya. Penggunaan generasi berbeda juga menjadi keterbatasan pada penelitian ini yang dapat dijadikan penelitian berikutnya sebagai perbandingan penelitian.*

Kata Kunci: *Intensi perilaku penggunaan, Sikap penggunaan, Motivasi hedonis, Kegunaan pasca penggunaan, Layanan pesan-antar makanan*

INTRODUCTION

According to Tenggara Strategics' survey on perceptions and consumption behavior of online food delivery in Indonesia, 72% of consumers in Indonesia stated that online food delivery services made life more convenient, and 41% made using this service a routine (Tenggara Strategics, 2022). Shopee Food is the most frequently installed online food delivery service application, trailing only GoFood and GrabFood. This is intriguing because Shopee Food is a new player following the two major players, but it has the potential to become a strong competitive partner. Jakarta, Indonesia's capital, is an intriguing area for research because it has a large number of users (up to 40%) of online-based platforms that provide access to various services, including food delivery services (Safira & Chikaraishi, 2022). This is why Shopee Food was chosen as a food delivery service application and Jakarta as a research location.

As previously stated, Generation Z is the most frequent user of online food delivery services. Individuals born between 1996 and 2009 are referred to as generation Z. This generation is known for being technologically literate, connected to the internet and social media, having spontaneous purchasing habits, and a proclivity to switch from one brand to another (Bassiouni & Hackley, 2014; Indriyarti et al., 2022). These characteristics are worth investigating in the context of online food delivery services. As is well known, all online food delivery service providers employ user-attractive strategies such as price discounts, on-time delivery, and a wide range of restaurant options. When combined with other excellent services, such as the application's ease of use and the benefits available to users, it gives the user the ability to choose or change options easily and quickly.

Previous research on attitudes and behavior in the use of online food delivery services has yielded some intriguing results. Rezaei et al., (2016) discovered that an application's continued behavior is determined by the intention to use, which is based on positive experiences. Surprisingly, this study also explains that post-usage usefulness has no effect on the intention to use continuously. According to Al-Marouf & Al-Emran (2018), users will be motivated to use an application on an ongoing basis if the user has experienced aspects of usability and ease of use. In addition to technology adoption, applications intended for personal use are more flexible in giving users power, both in searching, selecting, and making purchasing decisions (Park et al., 2014). In this regard, a variety of factors such as convenience of use (Anouze & Alamro, 2020), ease of use (Nath et al., 2013), and usability that users obtain (Roy et al., 2017) influence users' attitudes toward using an application.

Many people have raised the point that hedonism is the desire to have fun or play as a rational contrast (Kang & Park-Poaps, 2010; Rezaei, Ali, et al., 2016; Venkatesh et al., 2012). This hedonic motivational

background will strongly influence users' attitudes and behaviors, including comfort (Bilgihan, 2016; Escobar-Rodríguez & Carvajal-Trujillo, 2014; Rezaei & Ghodsi, 2014). Technology comfort is motivated by how little work users have to do to use existing services, according to (Nath et al., 2013; Roy et al., 2017). Ease of use affects technology adoption and use, according to studies. Users are more likely to use a service if they feel comfortable, according to Anouze & Alamro, (2020) and Kaur et al., (2021). If the user benefits, this convenience will be sustainable.

Meanwhile, Mittal et al., (2020) defined post-use usability as technology usability. Similar concepts are explained by Hasan et al., (2021) and Zhou & Lu (2011). Post-use usefulness depends on past experience. Previous experience becomes an evaluation indicator for future use due to its perceived usefulness. This also explains the relationship between post-use usability perceptions and usage attitudes and behaviors, such as those of online food delivery services. According to Park & Kim (2013), a user's attitude is a preference when using a technology or device. Comfort, ease, perceived usefulness, satisfaction, efficiency, and complexity can all indicate a desire for further use (Anouze & Alamro, 2020; Christian et al., 2020a). User attitudes can affect specific usage behaviors in this case (Rezaei, Shahijan, et al., 2016).

Based on the studies mentioned above, the results are still inconsistent in general, indicating that more research is required. Existing research gaps highlight that the motivation for using online food delivery services is influenced by a few factors, including perceived usefulness, ease of use, convenience, and even the type of service provided. Furthermore, existing studies continue to use participants who use an app in general, rather than specific users, such as people of a certain generation. The inclusion of more targeted participants is expected to add to the novelty of measuring attitudes and behavioral intentions toward using sustainable online food delivery services. Based on the foregoing explanations, this study formulates the problem, namely, what factors influence the attitude and behavior of people who use Shopee's online food delivery services. Thus, the goal of this study is to find out and analyze the determinants of attitudes and behavior when using Shopee's online food delivery services, which is a response to the existing problem formulation.

LITERATURE REVIEW

Hedonism is defined as a desire to have fun or play, with this action viewed as a rational contrast (Kang & Park-Poaps, 2010; Rezaei, Ali, et al., 2016; Venkatesh et al., 2012). The enjoyment of using technology or applications is reflected in technology adoption (Ernst, 2015; Saber Chtourou & Souiden, 2010). As a result, users' attitudes and behaviors,

including those related to their comfort, will be heavily influenced by this hedonic motivational background (Bilgihan, 2016; Escobar-Rodríguez & Carvajal-Trujillo, 2014; Rezaei & Ghodsi, 2014). Furthermore, when considering users from generation Z, who are spontaneous and easily switch from one brand to another (Indriyarti et al., 2023), it is critical to respect the user's choice. The online food delivery service platform can be viewed as a piece of technology that provides pleasure by allowing users to please themselves by searching, selecting, and deciding what food looks appealing and delicious (Alavi et al., 2016). On the other hand, this platform meets the needs of its users in terms of food and beverages. As a result, whether this motivation is important in determining attitudes and behaviors toward using online food delivery must be studied continuously, along with the emergence of various user characteristics from existing generations. This is also consistent with the belief that hedonistic motivation cannot replace the concept of traditional consumption theory, in which this motivation is viewed as an extension of existing traditional concepts (Mittal et al., 2020). Online food delivery has become a way of life for many people, including users from generation Z, particularly in large cities such as Jakarta. Because of the ease of use and proliferation of restaurants and menus, this service has become a social necessity. Based on the explanations provided, the following hypothesis is proposed:

- H1a: Hedonic motivations influence convenience motivation significantly.
- H1b: Hedonic motivations, as mediated by convenience motivation, have a significant influence on post-usage usefulness.
- H1c: Hedonic motivations, as mediated by convenience motivation, have a significant influence on attitudes toward online food delivery services.

According to Nath et al., (2013) and Roy et al., (2017), the motivation for technology comfort is based on how little work users have to do to use existing services. According to various studies, ease of use is an important factor in the attitude and behavior of adopting or using a technology. Anouze & Alamro (2020) and Kaur et al. (2021) explain that when users feel at ease, they are more likely to want to continue using a service. This implies that if there are benefits for the user, this aspect of convenience will be formed in a sustainable manner. Mobile internet usage (Venkatesh et al., 2012), smartphones (Chun et al., 2012), marketplaces (Christian, Girsang, et al., 2022), instant messaging services (Zhao et al., 2016), and even online food delivery services can be used as indicators of the convenience of using a technology (Indriyarti et al., 2022). Existing explanations imply that there is a link between the user's comfort motivation and the attitude and behavior of use, with all benefits and sustainability of

the use that is formed. This is also consistent with the findings of other studies, including Chang et al. (2012), Belanche et al. (2012), and Di Pietro et al. (2014). The ease with which users can find the information they require in online food delivery applications, such as restaurant lists, menus, prices, and discounts, is an important component of providing a pleasant user experience. Based on the explanations provided, the following hypothesis is proposed:

- H2a: Convenience motivation influences post-usage usefulness significantly.
- H2b: Convenience motivation influences attitudes toward online food delivery services.
- H2c: Convenience motivation, as mediated by post-usage usefulness, influences attitudes toward online food delivery services significantly.
- H2d: Convenience motivation, as mediated by attitude toward online food delivery services, influences behavioral intention toward online food delivery services significantly.

Mittal et al. (2020) redefined post-use usability as the ease with which a technology can be used. Hasan et al. (2021); Zhou & Lu (2011) explain similar concepts, where this concept describes a use that is obtained on an ongoing or repeated basis. Previous experience influences whether the usefulness of post-use is perceived. Because of the perceived usefulness that follows previous experience, it can be said that it becomes an evaluation indicator for subsequent use. This also explains the relationship between post-use usability perceptions and usage attitudes and behaviors, such as those associated with online food delivery services. A positive experience with online food delivery services will influence the user's perception of their utility. This aspect of usability will eventually become an important point that users perceive when using the service. Based on the approaches described, this study proposes the following hypothesis:

- H3a: Post-usage usefulness influences attitudes toward online food delivery services.
- H3b: Post-usage usefulness influences behavioral intention toward online food delivery services.
- H3c: Post-usage usefulness, as mediated by attitude toward online food delivery services, influences behavioral intention toward online food delivery services significantly.

According to Park & Joon Kim (2013), a user's attitude is a kind of preference when using a specific technology or device. Feelings of comfort using (Anouze & Alamro, 2020), ease of use (Nath et al., 2013), perceived usefulness (Roy et al., 2017),

satisfaction with use (Christian, et al., 2022), efficiency (Sharma & Govindaluri, 2014), and complexity of use can all reflect a desire for further use (Christian et al., 2020b). In this case, user attitudes can influence user actions for specific usage behaviors (Rezaei, Shahijan, et al., 2016). User satisfaction will reflect user attitudes in the case of online food delivery services. This satisfaction can specifically

include clear menu and price information, as well as the accuracy of the delivery service. Based on the explanations provided, the following hypothesis is proposed:

H4: Attitude toward online food delivery services influences behavioral intention toward online food delivery services significantly.

Table 1. Variable operationalization

Variable	Item	Scale	Source
Attitude towards online food delivery	Purchasing food through Shopee Food is a wise decision.	ATTI1	Childers et al. (2001); Yeo et al. (2017)
	Purchasing food through Shopee Food is a good deed.	ATTI2	
	Purchasing food from Shopee Food is a wise decision.	ATTI3	
	Purchasing food through Shopee Food is advantageous to me.	ATTI4	
Behavioral intention towards online food delivery services	I intend to take advantage of Shopee Food's promotions or value-added services.	BEHAV1	Escobar-Rodríguez & Carvajal-Trujillo (2013); Kuo & Yen (2009); Taylor & Todd (1995); Yeo et al. (2017)
	If possible, I will try to take advantage of Shopee Food's promotions or value-added services.	BEHAV2	
	If necessary, I will try to take advantage of Shopee Food's promotions or value-added services.	BEHAV3	
Convenience motivation	Shopee Food makes it simple for me to buy or transact.	CONVEN1	Anderson & Srinivasan, (2003); Childers et al. (2001); Yeo et al. (2017)
	The procedure for purchasing at Shopee Food is, in my opinion, straightforward.	CONVEN2	
	I easily comprehend the stages of purchasing at Shopee Food.	CONVEN3	
	Overall, I find it simple to use Shopee Food.	CONVEN4	
Hedonic motivations	I enjoy using Shopee Food.	HEDON1	Khajehzadeh et al. (2014); To et al. (2007); Yeo et al. (2017)
	I enjoy using the services of Shopee Food.	HEDON2	
	Using Shopee Food is a fun activity for me.	HEDON3	
Post-usage usefulness	Buying food on Shopee Food is faster than buying it elsewhere.	POST1	Bhattacharjee, (2001); Bhattacharjee et al. (2008); Yeo et al. (2017)
	Shopee Food improves my efficiency when looking for menus or purchasing food.	POST2	
	Shopee Food is beneficial to me.	POST3	
	Shopee Food is profitable for me.	POST4	

The usability aspect is an important determinant in the intentional behavior of adopting a technology, such as in the use of mobile payments (Al-Marroof & Al-Emran, 2018; Lara-Rubio et al., 2021; Park et al., 2014; Singh et al., 2020). The complexity of using an application is also closely related to the user's intent (Mukminin et al., 2020). According to Vărzaru et al., (2021), the factors of ease and accessibility of use promote the formation of behavioral intentions to use. The user experience in using the application will be closely related to the use of the online food delivery platform. Positive experiences have a large influence on behavioral intention.

Based on the foregoing explanations, this study employs the research conceptual framework depicted in Figure 1.

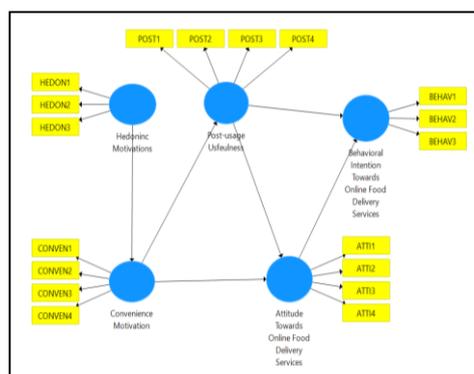


Figure 1. Research conceptual framework

METHODS

Partially least square structural equation modeling is used in this quantitative study (PLS-SEM). This modeling allows for the simultaneous analysis of complex structural models (Sarstedt et al. 2019; Schijns, 2021). Each variable is measured using a Likert scale of 1-5 (strongly disagree-strongly agree) in the operationalization of variables (Table 1). As part of this study, a survey with a questionnaire was distributed at random from February to March 2023. The sample size for this study was determined by multiplying the number of items by 10 (Benitez et al. 2020; Wolf et al. 2013), so that the size of the sample was This study included 180 participants in its sample. This study determined the criteria for the research sample, namely Generation Z (16-27 years) (Bassiouni & Hackley, 2014; Christian et al. 2022; Indriyarti et al. 2022) who use Shopee Food in Jakarta, using a purposive sampling technique. This technique aims to randomly sample groups with specific characteristics or criteria. For smaller sample sizes

RESULTS AND ANALYSIS

This study had 102 female participants (56.67%) and 78 male participants (43.33%), according to the descriptive analysis of participant profiles. There were 61 participants from North Jakarta (33.89%), 66 participants from West Jakarta (36.67%), 25 participants from Central Jakarta (13.89%), 19 participants from East Jakarta (10.56%), and 9 participants from South Jakarta (5%). In terms of how frequently participants used the Shopee Food application in one month, 101 (56.11%) used it less than five times, 57 (31.67%) used it five to ten times, 9 (5%) used it eleven to fifteen times, and 2 (1.11%) used it sixteen to twenty times. Furthermore, 85 participants (47.22%) have used Shopee Food since 2020, 54 participants (30%) in 2021, 36 participants (20%) in 2022, and 5 participants (2.78%) in 2023. In terms of payment, 155 people (86.11%) used Shopee Pay, 21 people (11.67%) used cash on delivery, and 4 people (2.22%) used Pay Later.

The PLS-Algorithm results in the first test had one item (BEHAV3) in the variable "behavioral intention toward online food delivery services" with an outer loading value less than 0.7. This item had to be removed, and the test had to be redone. The outer loading results for all items in the second test, as shown in Table 2, are in accordance with the provisions, where all items have a value greater than 0.7.

The R Square value for the variable attitude towards online food delivery services in the coefficient of determination (Table 3) is 0.590, indicating that the representative variables (convenience motivation, hedonic motivations, and post-usage usefulness) explain 59% of the variable attitude towards online food delivery services. Furthermore, the behavioral variable toward online

and more homogeneous populations, this technique is more effective. As previously stated, the criteria for participants from this generation are established because this is one of the generations with the greatest use of application services. Furthermore, this generation has the characteristics of easily switching mobile applications (depending on the attractiveness provided) and making mobile application services, such as online food delivery services, a part of their lifestyle. To ensure that these criteria matched, this study included screening questions at the beginning of the questionnaire, such as age, Shopee Food experience, and domicile. This study tested the reliability and validity using the initial analysis method. In this study, the reliability test was determined by the results of outer loading (> 0.7) and composite reliability (> 0.7), while the validity test was determined by Cronbach's alpha (> 0.7) and average variance extracted (> 0.5) (Barati et al. 2019; Memon & Rahman, 2014). The next step in the analysis is to test the hypothesis using the P value (< 0.05) (Ali et al. 2020; Otache, 2019).

food delivery services has a value of 0.520, which explains the variable representation of 52% (convenience motivation, hedonic motivations post-usage usefulness, and attitude toward online food delivery). These findings explain why the R square of the two variables is moderate. The following section of analysis will focus on proving the hypotheses developed in this study, which are shown in Table 4.

According to Table 4, the P-value of each path coefficient explains the research hypothesis results. The variable hedonic motivations has a direct and significant effect on the ease of use of online food delivery service applications (H1a is accepted). These findings are consistent with the findings of previous research (Escobar-Rodríguez & Carvajal-Trujillo, 2013; Rezaei & Ghodsi, 2014). The background of the Z generation's lifestyle, which is close to technology adoption, such as the use of online food delivery platforms, is followed by the importance of the convenience aspect of using these service providers' services. According to this, the pleasant aspect of using Shopee Food is the dominant shaper of users' hedonic motivation, according to the findings of this study. The different results on the two dependent variables, namely significant post-usage usefulness (H1b accepted) but not significant attitude toward using online food delivery services, are explained by hedonic motivation with convenience motivation as a mediator (H1c rejected). Bui & Kemp (2013) explain a different view in relation to these findings, in which the user's hedonic nature leads him to an attitude that supports purchasing actions even in sustainable purchases. Meanwhile, Alavi et al. (2016) agree that, whether for motivation or for other reasons, users must enjoy using an application. In terms of long-term consequences, this study explains that users' hedonistic attitudes do not completely shape their attitudes toward using online food delivery services.

Users must still assess the post-usage usefulness of each transaction. This reinforces the Z generation's character as users who are sensitive and spontaneous, including switching to another brand if an experience falls short of expectations.

The motivation for convenience is the next exogenous variable, which has a direct effect with opposite results on the two endogenous variables and has a significant effect on post-usage usefulness (H2a is accepted) but not on usage attitudes (H2b is rejected). The motivation for convenience, with post-usage usefulness as a mediator, has a significant indirect effect on the attitude toward using online food delivery services (H2c is accepted). In the meantime, the motivation for convenience combined with the attitude of using it as medicine has no effect on behavioral intention toward online food delivery services (H2D is rejected). The significant results in this section are consistent with previous research (Chun et al., 2012; Venkatesh et al., 2012; Zhao et al., 2016) which explains that aspects of application ease and usability can provide user convenience, which, in the following results, has an impact on attitudes and positive usage behavior. The most important aspect of

the convenience motivation variable is the clarity of the information available at Shopee Food, such as restaurant information or food and beverage prices. Shopee Food has a relatively simple process to use as an online food delivery service provider application, beginning with selecting the desired restaurant or food and drink, then proceeding to the payment and ordering process as the final stage of ordering. Users are interested in several types of post-use benefits, such as food and beverage discount vouchers or reduced shipping costs. Users of Generation Z, on the other hand, do not immediately establish a positive attitude toward the previous usage experience until they receive the next usability that meets their expectations in the comfort of the next experience.

The variable of post-use usefulness, on the other hand, has a direct effect that has a significant impact on both the use attitude (H3a is accepted) and the behavior intention (H3b is accepted) toward online food delivery services. According to Chang et al., (2012), the usefulness obtained by users will shape the comfort of use, which in turn will form positive usage attitudes.

Table 2. PLS-Algorithm

Variable	Item	OL	CA	CR	AVE	Fornell-Larcker Criterion				
						ATTI	BEHAV	CONVEN	HEDON	POST
ATTI	ATTI1	0.907	0.934	0.953	0.836	0.914	-	-	-	-
	ATTI2	0.945								
	ATTI3	0.918								
	ATTI4	0.886								
BEHAV	BEHAV1	0.878	0.784	0.901	0.820	0.688	0.906	-	-	-
	BEHAV2	0.932								
CONVEN	CONVEN1	0.910	0.904	0.933	0.777	0.629	0.582	0.881	-	-
	CONVEN2	0.912								
	CONVEN3	0.851								
	CONVEN4	0.851								
HEDON	HEDON1	0.944	0.907	0.941	0.842	0.640	0.621	0.564	0.918	-
	HEDON2	0.939								
	HEDON3	0.869								
POST	POST1	0.869	0.922	0.945	0.811	0.768	0.667	0.814	0.714	0.814
	POST2	0.867								
	POST3	0.936								
	POST4	0.926								

*Note: ATTI=Attitude towards online food delivery services; BEHAV=Behavioral towards online food delivery services; CONVEN=Convenience motivation; HEDON=Hedonic motivations; POST=Post-usage usefulness; OL=Outer loading (>0.7); CA=Cronbach's Alpha (>0.7); CR=Composite reliability (>0.7); AVE=Average variance extracted (>0.5)

Table 3. Coefficient of determination

Variable	R Square	R Square Adjusted
Attitude towards online food delivery services	0.590	0.585
Behavioral towards online food delivery services	0.520	0.515

Table 4. Hypothesis testing

Path	Original sample	T-Statistics	P-Value	Remark
Direct effects				
Hedonic motivations → Convenience motivation	0.564	7.947	0.000	H1a accepted
Hedonic motivations → Convenience motivation → Post-usage usefulness	0.348	6.132	0.000	H1b accepted
Hedonic motivations → Convenience motivation → Attitude towards online food delivery services	0.006	0.120	0.904	H1c rejected
Convenience motivation → Post-usage usefulness	0.814	22.856	0.000	H2a accepted
Convenience motivation → Attitude towards online food delivery services	0.011	0.126	0.900	H2b rejected
Convenience motivation → Post-usage usefulness → Attitude towards online food delivery services	0.617	8.823	0.000	H2c accepted
Convenience motivation → Attitude towards online food delivery services → Behavioral intention towards online food delivery services	0.005	0.113	0.910	H2d rejected
Post-usage usefulness → Attitude towards online food delivery services	0.759	9.284	0.000	H3a accepted
Post-usage usefulness → Behavioral intention towards online food delivery services	0.428	0.341	0.000	H3b accepted
Post-usage usefulness → Attitude towards online food delivery services → Behavioral intention towards online food delivery services	0.325	3.900	0.000	H3c accepted
Attitude towards online food delivery services → Behavioral intention towards online food delivery services	0.339	3.375	0.001	H4 accepted

*Note: OS=Original sample; P-value (<0.05)

This variable also explains the same results when it acts as an indirect effect with the attitude of use as a mediator explaining the significance of behavioral intention toward online food delivery services (H3c is accepted). In this study, the use attitude variable strengthens the behavioral intention to continue using online delivery services (H4 is accepted). In this case, studies like those by Belanche et al., (2012) and Di Pietro et al., (2014) show that post-usage usefulness has an effect on attitudes toward technology use, even when the intention is to continue using it. According to the findings of this study, Shopee users from generation Z agree that the perceived usefulness of using this service is the most important factor in shaping post-usage usefulness. As previously stated, the types of promotions available on Shopee Food are post-use uses that must be retained by users. This will encourage the development of a positive attitude toward the application's experience. The consistency of post-use experiences with this application will influence the behavioral intention to continue using it. In a business context, this leads to satisfaction, which can lead to user loyalty (Christian et al., 2023).

CONCLUSION

According to this study, Shopee Food users from generation Z have hedonic motivations for using the app. This motivation must be accompanied by a pleasant experience with online food delivery services. This adds to the understanding that, in addition to being easy to switch between brands (depending on the perceived experience), this generation is also very sensitive to aspects of application convenience. This convenience can be

attributed to the application's ease of use and usability for users. It is hoped that this will be consistent with the user's experience in subsequent encounters, forming a positive usage attitude. This study also explains that if the post-use benefits of previous experiences are no longer felt or do not provide the same benefits as previous experiences, this generation of Shopee Food users will find it difficult to form positive usage attitudes. Users of this generation will be interested in using Shopee Food again if they have a positive attitude toward the usage experience. If this is accomplished, the behavioral intention to use Shopee Food in a sustainable manner can be realized. In terms of theoretical implications, this study reinforces the concept of the unified theory of acceptance and use of technology (UTAUT) regarding the existence and importance of aspects of a technology application's ease and usability in forming a comfortable experience for users. It can also theoretically support the successful concept of developing positive usage attitudes and behaviors to promote usage satisfaction and loyalty. This study also emphasizes that positive usage attitudes are difficult to form for users of certain generations, such as generation Z, if the post-use benefits from previous experiences are not obtained in subsequent experiences. This relates to the theoretical concepts of reality and usage expectations, where there must be a balance or even a higher perceived reality to retain users as customers in the long term. In terms of practical implications, the findings of this study inform online food delivery service providers that, to attract and retain customers with unique characteristics, such as generation Z, aspects of

convenience of use, such as clarity and up-to-date information on applications, must remain balanced or even better or more appealing than previously offered to users. This research is inextricably linked to the existing constraints. The use of the research area, namely Jakarta, which has the highest number of online food delivery app users in Indonesia, can accommodate more participants in this study. It can increase the number of participants as a recommendation for future research. Comparisons between big cities in Indonesia with many online food delivery service application users can be used to enrich research studies in the future. Because it is critical to understand the users of this service from other generations, the generations preceding and following Generation Z are deemed necessary to be involved as criteria for future research participants. As a research limitation, the review or evaluation of experience can be used as another variable in subsequent research. The use of different generations is also a limitation in this research, which can be used as a comparison study in future research.

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