Analysis of Factors Influencing the Continued Interest in Using Online Food Delivery Features Using ECM and UTAUT2

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ABSTRACT

The development of e-commerce in Indonesia itself is currently at the level of being able to provide online food delivery services, making it easier for users to order food. In addition, the Covid-19 pandemic has also indirectly changed consumer behavior to avoid or reduce activities outside the home, including in terms of ordering food. This research was conducted to identify what factors affect consumers in using online food delivery services with continuance intention after the pandemic. This study uses a method that integrates variables from ECM (Expectancy Confirmation Model) and UTAUT2 (Extended Unified Theory of Use and Acceptance of Technology 2). The data in this study was obtained by distributing questionnaires online. Meanwhile, the data analysis method uses excel for the data screening process and the SmartPLS 3 application for testing the inner and outer models. The results of this study show that the most commonly used online food delivery service application is Go-Food and is dominated by women, with an age group of 17 to 25 years, the majority of students. Then, there were six hypotheses accepted and five hypotheses rejected. Based on the hypothesis accepted, it was found that the variables of price saving orientation and habit were influential in influencing users in using online food delivery services with continuance intention. This research is expected to provide positive input for the authorities to be able to improve the quality of services provided to users in the future.

1　Introduction

Currently, there are a lot of innovations and renewals caused by technological developments The form of technological developments as they are today makes people's lifestyles changeable or dynamic (Indriany et al., 2022). These developments certainly make community activities in various fields easier, including in the economic field. The use of e-commerce certainly makes it easier for people to make transactions with other parties, because they are connected to each other through an internet connection. The internet is an important part of almost all daily activities so it is undeniable that the internet is able to facilitate many activities, and can even help complex problems within society (Foster & Johansyah, 2019).

The development of e-commerce in Indonesia has experienced significant evolution over time, driven by the need to enhance the quality of services provided by businesses. This continuous improvement is aimed at fostering better relationships and interactions with consumers (Mulyandi & Sani, 2020). these changes encompass various aspects of the e-commerce landscape, including technological advancements, customer service enhancements, and strategic business adaptations. The ultimate goal of these efforts is to meet the increasing demands and expectations of consumers, thereby ensuring their satisfaction and loyalty. By constantly refining their services, Indonesian e-commerce businesses strive to create a more engaging and seamless shopping experience, which in turn contributes to the growth and sustainability of the e-commerce sector in the country.

There are quite a lot of e-commerce applications in Indonesia, namely with food delivery services such as Go-food, Grab Food, Shopee Food and others. In addition, the Covid-19 pandemic has also indirectly changed people's behavior, including in terms of food orders. The pandemic has caused consumers to avoid or reduce activities outside the home, including in terms of ordering food. Therefore, the food delivery business experienced a significant increase in 2020 (Indriany et al., 2022).

Therefore, it is interesting to research, how e-commerce applications such as Grab, Gojek and Shopee can make their consumers continue to use online food delivery services. The continuance intention itself is the user's intention to continue using the related app services and the willingness to pay Bhattacherjee et al. (Bhattacherjee et al.), or continuing intention refers to an individual's intention to continue participating in an activity after previously using the app (Chen & Qi, 2015).

This study identifies what factors affect consumers in using online food delivery services, especially the repeated use of applications or continuance intention after the pandemic, whether consumers are still using online food delivery service applications or not. This study uses a method that integrates variables from ECM

(Expectancy Confirmation Model) and UTAUT2 (Extended Unified Theory of Use and Acceptance of Technology 2) in which there are variables of performance expectations, business expectations, social influence, trust, confirmation, satisfaction, hedonistic motivation, price saving orientation, and habits to investigate the factors that affect sustainable intentions in use online food delivery.

2   Theoretical Foundations

2.1.1 Online Food Delivery

Online food delivery is a technological advancement in the culinary field, where previously in ordering food normally consumers came directly to the restaurant and queued, while with the development of technology it can now make it easier for consumers to order food, namely without having to come to the restaurant and queue. According to Kaur et al. (2021) Online food delivery is a food delivery service contained in the application on the online delivery service feature, both through the existing e-commerce application and the restaurant's application. Moreover, there was a massive quarantine due to Covid-19, it was recorded that the use of food delivery services or online food delivery services increased and showed a significant growth in the revenue of the online food delivery sector , which was 43.2 percent due to the Covid-19 pandemic (Putri et al., 2021). However, currently the Covid-19 pandemic in Indonesia has been observed to be decreasing, so that many activities and jobs are starting to return to normal, so continuance intention or sustainable intention is one of the interesting consumer behaviors to be researched.

2.1.2 Continuance Intention

Continuance intention according to Choi et al. (2019) is a definition of an interest or desire to continuously use a system or technology. Sustainable intention can also be interpreted as the intention to continue participating, in other words to take a role in a certain system. Meanwhile, according to Hellier et al. (2003); Li (2015) customer continuance intention is a customer's personal assessment of whether or not the customer will repeat a purchase or other transactional activity from the same service provider in the future. Similarly, Wilson (2019) defines repurchase intention as a customer's consideration or intention towards the same company in the future, where customers will judge whether to repurchase or reuse the product in the future. From the above understanding, it can be concluded that continuance intention is the personal interest or desire of consumers to continue to use a service either in the form of goods or services for a long period of time or continuously. There are two parts in the continuance intention process in online food delivery services, namely pre-purchase where consumers have expectations before using online food delivery services and the second part is the process of consumers having ordered food and the initial perception of consumers when receiving the food order. From these two parts, consumers will determine whether consumers are satisfied

with the online food delivery service and give rise to the desire to reuse the application (continuance intention).

2.1.3 Food Delivery Applications (FDA)

Food delivery applications or FDA are the latest technology that has emerged by providing a channel between companies in the culinary and consumer sectors by integrating online ordering and offline delivery services (Zhao & Bacao, 2020). The FDA itself represents a special part of the Online Food Delivery (OFD) of the service sector and refers to the food ordering process using mobile-based applications or applications (Kaur et al., 2020). Grab Food, Go Food, and Shopee food are the 3 most popular e-commerce applications in Indonesia that can be used for online food delivery services (Putra et al., 2020).

2.1.4 Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

UTAUT2 or Unified Theory of Acceptance and Use of Technology 2 is a unified model which was originally the Unified Theory of Acceptance and Use of Technology (UTAUT) which has been modified and developed by Venkatesh et al. (2003), then Venkatesh et al. (2012) re-developed the UTAUT model by adding three new variables in it that focus on the adoption received by consumers. This study has several additions and changes in the UTAUT2 construct, namely performance expectancy, effort expectancy, social influence, hedonic motivation, price saving orientation, and habit (habit). In a previous study conducted by Lee et al. (2019); Rasli et al. (2020); Tartarin et al. (2020) It was found that the variables or constructs of facilitating conditions were not significant in influencing users to use an application system continuously. Therefore, the researcher concluded not to use the construct of facilitating conditions.

This study also adds the price saving orientation construct because it was found that the construct is significant in influencing users in the use of food ordering applications, in accordance with previous research conducted by Agarwal and Sahu (2021) where the study modified the price value construct to price saving orientation because in the use of theOnline food delivery does not charge any monetary cost to the user, but rather offers monetary cost savings that have a significant impact on what the user perceives, as shown by previous research in the context of technology by (Escobar-Rodríguez & Carvajal-Trujillo, 2014).

2.1.5 Expectancy Confirmation Model (ECM)

•   ECM is a model that is applied to conduct a sustainability analysis of the adoption of a mobile technology in individuals (Bhattacherjee, 2001). ECM has been used extensively to study the relationship between satisfaction and the intention to continue using various information systems (Shang & Wu, 2017; Zhang et al., 2015). According to Oliver (1980), it is stated that ECM is rooted in a theory of expectations

into a confirmation of an individual, to explain the use of satisfaction and sustainability in the use of the system using 3 constructs, namely Performance Expectancy , Confirmation , and Satisfaction (Bhattacherjee, 2001). Thus, the conceptual framework and hypothesis of this study can be seen in Figure 1.
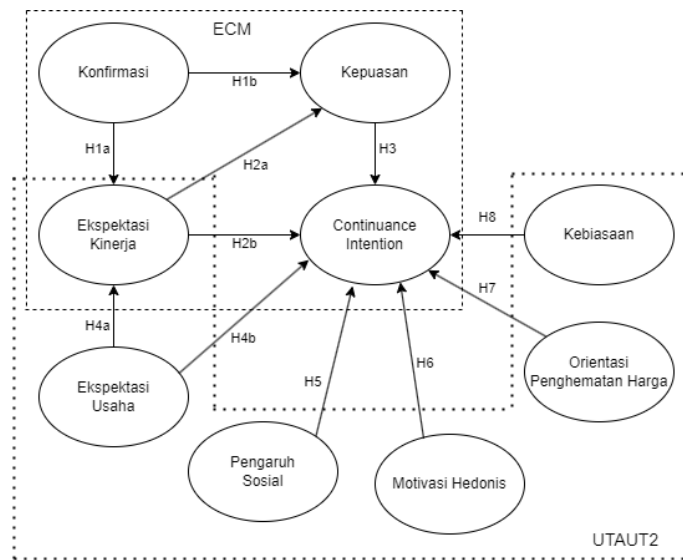

Figure 1. Conseptual Framework

Research Hypothesis

Based on the conceptual framework in Figure 1, the composition of the hypothesis and research model are formulated as follows:

H1a: Confirmation has a positive effect on performance expectations to continue using online food delivery services after the Covid-19 pandemic.

H2b: Confirmation Construct has a positive effect on satisfaction in using online food delivery services after the Covid-19 pandemic.

H2a: Performance expectations have a positive effect on satisfaction to continue using online food delivery services after the Covid-19 pandemic.

H2b: Performance expectations have a significant effect on sustainable intentions in using online food delivery services after the Covid-19 pandemic.

H3: Satisfaction has a significant effect on sustainable intentions in using online food delivery services after the Covid-19 pandemic.

H4a: Business expectations have a positive effect on performance expectations to continue using online food delivery services after the Covid-19 pandemic.

H4b: Business expectations have a positive effect on sustainable intentions in using online food delivery services after the Covid-19 pandemic.

H5: Social influence has a positive effect on sustainable intentions in using online food delivery services after the Covid-19 pandemic.

H6: Hedonistic motivation has a positive effect on sustainable intentions in using online food delivery services after the Covid-19 pandemic.

H7: The price saving orientation has a positive effect on the sustainable intention to use online food delivery services after the Covid-19 pandemic.

H8: Habit has a positive effect on sustainable intentions in using online food delivery services after the Covid-19 pandemic.

3   Research Methods

3.1 Population and Sample

In the population of use of online food delivery application services is unknown, this study uses a minimum sample that applies from Nitzl (2016) with a sample number of 250 because this number can be said to be stable in the use of the model in the Structural Equation Model Partial Least Square (SEM-PLS).

Data Collection Techniques

The data collection technique in this study uses a questionnaire. The researcher made a questionnaire based on the indicators suggested by the researchers that were relevant to the selected research variables. This research was carried out by distributing questionnaires from Google forms and disseminated through social media such as WhatsApp and Instagram.

3.2 Data Analysis

Data analysis was carried out using the Partial Least Square or PLS method using SmartPLS software version 3.2.9. There are two analyses, namely the outer model and the inner model. After conducting the analysis, the researcher interpreted the results according to the data analysis that had been carried out, namely by describing the results of the analysis demographically, and explaining the results of the PLS-SEM analysis.

4   Results and Discussion

Data Collection Results

The results of the questionnaire distribution obtained as many as 254 data, of which 252 data were declared valid because they met the requirements, namely users who had used online food delivery services such as go-food, grab food or shopeefood and 2 data were declared invalid because respondents had never used online food delivery services. After cleaning the data using Excel Macros, the total *valid* data obtained was 252 data.

Demographic Analysis

The results of this study show that the most frequently used online food delivery service application is Go-Food with 205 respondents and dominated by women with 149 respondents. dengan kelompok usia 17 tahun sampai 25 tahun dengan 160 responden, the majority of students with 120 respondents, the respondents were dominated by people domiciled in the province of West Java, the rest were spread throughout the island of Java and outside the island of Java as shown in Figure 2.
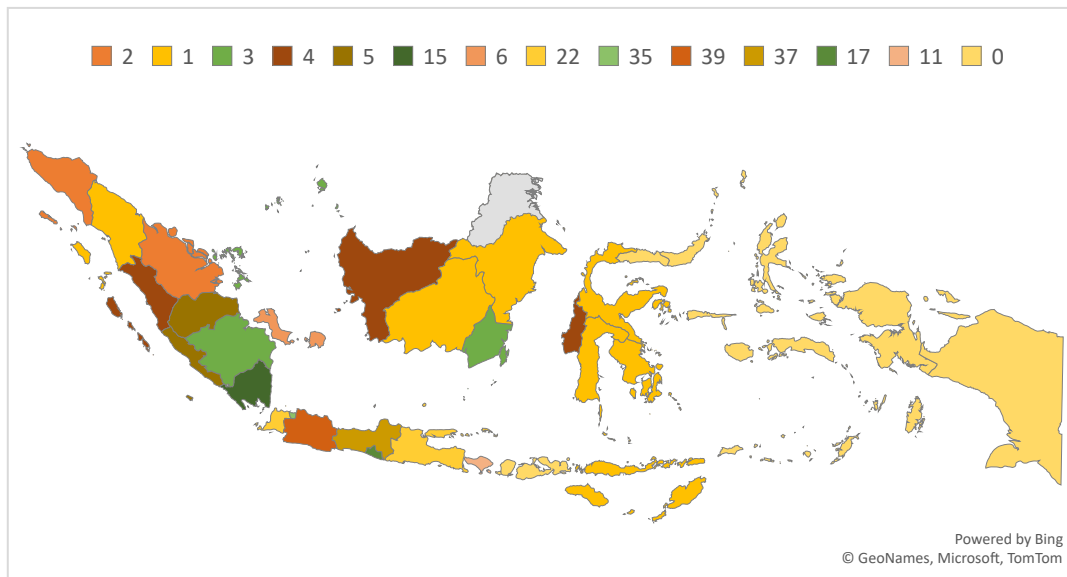
Figure 2. Respondent's domicile

Results of Outer Model Analysis

There are four tests on the outer model that aim to test the validity and reliability and see the relationship of indicators with their constructs or variables. The results of the analysis of each test on the outer model, namely:

- Outer Loading

  This test is carried out by examining the outer loading value of each variable which shows the correlation between each item and its variable. There is a general rule of thumb on the standard value of outer loading, which is 0.708 or higher, with a note that a value of 0.7 is also considered acceptable because it is close to 0.708. Indicators with weaker outer loading are sometimes retained on the basis of their contribution to content validity, but indicators with very low outer loading (below 0.40) should always be omitted from the construct (Bagozzi et al., 1991; Hair et al., 2011). The results of the outer loading values are described in Table 4.1.

Table 1. Outer Loading Value

	CI	CON	EE	HAB	HM	PE	PSO	SAT	SI
CI1	0.802								
CI2	0.843								
CI3	0.859								
CI4	0.864								
CON1		0.866							
CON2		0.686							
CON3		0.756							
EE1			0.792						
EE2			0.613						
EE3			0.839						
HAB1				0.839					
HAB2				0.836					
HAB3				0.893					
HAB4				0.908					
HM1					0.789				
HM2					0.711				
HM3					0.827				
PE1						0.754			
PE2						0.729			

PE3	0.710		
PE4	0.720		
PSO1		0.639	
PSO2		0.739	
PSO3		0.768	
PSO4		0.745	
SAT1		0.813	
SAT2		0.690	
SAT3		0.750	
SI1			0.745
SI2			0.799
SI3			0.710
SI4			0.814

Based on Table 1, each indicator has an acceptable value and does not exceed the indicator with a very low outer load, which is below 0.040, so it can be said to be valid and can be continued in the next test.

- Discriminant Validity

Discriminant validity is carried out by calculating the fornell-larcker value (Hair et al., 2017; Yamin & Kurniawan, 2011). The condition for calculating the Fornell-Larcker value is by looking at the root value of AVE in one variable against another variable, provided that the value of each variable itself must be greater or not less than the correlation value of the variable with other variables (Hair et al., 2017). The results of the outer loading values are described in Table 2.

Table 2. Discriminant Validity Test

	CI	CON	EE	HAB	HM	PE	PSO	SAT	SI
CI	0.842								
CON	0.394	0.773							
EE	0.378	0.648	0.754						
HAB	0.737	0.419	0.388	0.869					
HM	0.482	0.622	0.619	0.469	0.777				
PE	0.413	0.618	0.668	0.396	0.702	0.728			
PSO	0.440	0.556	0.614	0.350	0.679	0.655	0.724		
SAT	0.326	0.602	0.705	0.290	0.668	0.723	0.622	0.753	
SI	0.509	0.639	0.675	0.552	0.670	0.658	0.608	0.642	0.768

Based on Table 2, it can be seen that the value on Fornell-Larcker has met the requirements so that it can be continued in the next test.

1. Convergent Validity

   To measure it, you can use the average variance extracted or AVE, with the recommended minimum value being equal to 0.5 or greater than 0.5 which means the construct can explain 50 percent or more of the variant of the indicator. The results of the calculation can be seen in Table 3.

Table 3. AVE Calculation Results

	Average Variance Extracted
CI	0.710
CON	0.597
EE	0.569
HAB	0.756
HM	0.604
PE	0.530
PSO	0.525
SAT	0.566
SI	0.590

Based on the results shown in Table 3, it can be seen that all variables in this study already have an AVE value above 0.5. This shows that the variables used in this study are valid or have good convergent validity.

2. Internal Consistency Reliability

   The internal consistency reliability test was carried out by looking at the composite reliability and cronbach's alpha values of each variable. If the

composite reliability and Cronbach's alpha values are above 0.7, it is acceptable and has met the requirements so that it can be continued at the next stage of testing, while if it is 0.6 to 0.7, it is still acceptable (Hair et al., 2017). The results of the calculation of composite reliability and cronbach's alpha are shown in Table 4.

Table 4. Composite Reliability and Cronbach's Alpha Calculations

	Cronbach's Alpha	*Composite Reliability*
CI	0.863	0.907
CON	0.661	0.815
EE	0.609	0.796
HAB	0.892	0.925
HM	0.674	0.820
PE	0.705	0.819
PSO	0.701	0.815
SAT	0.616	0.796
SI	0.768	0.852

Based on these results, it is concluded that the indicators contained in this study can be said to be reliable.

Results of Inner Model Analysis

The data analysis process uses SmartPLS 3 software. In this test, a structural model test or often called *the inner model* is carried out. This analysis was carried out in several stages, including *path coefficient* ($β$),R^2 *coefficient of determination* (),f^2 *t-test using the bootstrapping method, effect size* (), *and* predictive relevance Q^2*().*

- *Path Coefficient* dan *T-test*
  If the *path coefficient value* is more than 0.1, it has an influence in the model (Hair *et al*., 2017). The t-test aims to find out whether independent variables affect dependent variables (Widarjono, 2020). The t-test value is used in testing research hypotheses. The t-test was carried out by a two-tailed test with a bootstrapping method with a significance level of 5%. If the t-test value is more than 1.96, the hypothesis is acceptable (Hair et al., 2017). The following are the results of the calculation of the path coefficient and t-test values listed in Table 5.

Table 5. Path Coefficient and T-Test Result

Hipotesis		Path Coefficient	T-Statistic	P Values	Information
H1a	CON -> PE	0.319	4.533	0.000	Accepted
H1b	CON -> SAT	0.251	4.744	0.000	Accepted
H2a	PE -> SAT	0.568	9.612	0.000	Accepted
H2b	PE -> CI	0.017	0.149	0.881	Rejected
H3	SAT -> CI	-0.019	0.234	0.815	Rejected
H4a	EE -> PE	0.460	6.047	0.000	Accepted
H4b	EE -> CI	-0.038	0.418	0.676	Rejected
H5	SI -> CI	0.031	0.376	0.707	Rejected
H6	HM -> CI	0.064	0.537	0.591	Rejected
H7	PSO -> CI	0.177	2.378	0.018	Accepted
H8	HAB -> CI	0.641	9.514	0.000	Accepted

It is shown in Table 4.5 that the path coefficient has five hypotheses that have a value of 0.1 so that the variable is rejected and in the t-test value there are six hypotheses more than 1.96 so that the hypothesis is accepted. Meanwhile, there are five other hypotheses that were rejected because they had a t-test score of less than 1.96.

- *Coefficient Of Determination* (R^2)
  If the value is higher, the better the model in predicting the research model used, if the value is around 0.75, it is said to be strong, around 0.50 is said to be moderate, and around 0.25 is said to be weak R^2 R^2(Hair *et al.*, 2017). The following are the results of the r-square calculation listed in Table 6.

Table 6. Coefficient of Determination Result

Variabel	*R Square*	Information
Continuance Intention (CI)	0.583	Moderate
Performance Expectancy (PE)	0.505	Moderate
Satisfaction (SAT)	0.562	Moderate

Based on the calculation results shown in Table 6, all variables meet the minimum value for *R-square* and the CI, PE, SAT variables are said to be moderate because they have a value of around 0.50.

1. *Effect Size* (f^2)
   The effect size value is said to have a small influence when it is around 0.02. If it shows a value of around 0.15, it has a medium influence, while if it is around 0.35, it has a large influence (Hair et al., 2017). The following Table 7 is the result of the calculation of the effect size.

Table 7. Results of Effect Size Calculation

	CI	CON	EE	HAB	HM	PE	PSO	SAT	SI
CI									
CON						0.119		0.089	
EE	0.001					0.248			
HAB	0.640								
HM	0.004								
PE	0.000							0.455	
PSO	0.033								
SAT	0.000								
SI	0.001								

Based on the calculation of the results *of the effect size* test in Table 7, it can be seen that there are five hypotheses that are not supported.

2. *Predictive Relevance* (Q^2)

   This test is carried out by calculating the value with Q^2 *the blindfolding method* which functions to determine the predictive relationship between a variable and another variable. As a benchmark, the Q2 value is higher than 0, 0.25., and 0.50 describe the small, medium and large predictive relevance of the model (Hair *et al*., 2011). The results of the calculation of the *predictive relevance* test are shown in Table 8.

Table 8. Predictive Relevance Result

Variabel	Q²
Continuance Intention (CI)	0.400
Performance Expectancy (PE)	0.254
Satisfaction (SAT)	0.307

Based on the data results in Table 8, the overall value of the dependent variable, which is above zero, so it has a predictive relationship with other variables. Based on the results of the calculations, it shows that the model has relevant predictions. In other words, any change in the dependent variable is able to be predicted by the independent variable. The following is an analysis of each hypothesis proposed based on the results of the calculation analysis.

4.1.1 **Confirmation**

H1a*: Confirmation towards Performance Expectancy*

The results of the calculation of the path coefficient on the influence of CON on PE obtained a coefficient value of 0.319 which means that the CON variable has a significant influence on the PE variable. Then, the correlation of the t-statistic value is 4.533 and the p-values obtained are 0.00 so that the hypothesis can be accepted. These results are relevant to previous research that the CON variable has a positive effect on PE on sustainable intentions in the use of online food delivery services Lee and Kwon (2011); Tam et al. (2020); Zhao and Bacao (2020).

H1b: Confirmation towards Satisfaction

The results of the calculation of the path coefficient on the influence of CON on SAT obtained a coefficient value of 0.251 which means that the CON variable has a significant influence on the SAT variable. Then, the correlation of the t-statistic value is 4,744 and the p-value obtained is 0.00 so that the hypothesis can be accepted. The results of this study are supported by research conducted by Lee and Kwon (2011) validating that confirmation has a positive influence on satisfaction in the continuous intention of using the application.

4.1.2 **Performance Expectancy**

H2a: Performance Expectancy towards Satisfaction

The results of the calculation of path coefficient on the influence of PE on SAT obtained a coefficient value of 0.568 which means that the PE variable has a significant positive influence on the SAT variable. Then, this correlation obtained a t-statistic value of 9.612 and a p value of 0.000 which means that the hypothesis was accepted. The results of this study are also supported by previous research which states that PE has a positive influence on SAT in research conducted by (Tam et al., 2020).

H2b*: Performance Expectancy towards Continuance Intention*

The results of the calculation of the path coefficient on the influence of PE on CI obtained a coefficient value of 0.017 which means that the PE variable has no positive effect on the CI variable. Then, the correlation of the t-statistic value of 0.149 and the p-value obtained was 0.881 so that the hypothesis was rejected. The results of this study are inversely comparable to the research conducted by Chong (2013) and Marinković et al. (2020) which verifies that performance expectations are a significant variable in influencing the intention of sustainable use.

4.1.3 **Satisfaction**

H3: *Satisfaction* towards *Continuance Intention*

The results of the calculation of the path coefficient on the influence of SAT on CI obtained a coefficient value of -0.019 which means that the SAT variable has a negative influence on the CI variable. Then, the correlation of the t-statistic value of 0.234 and the p-value obtained was 0.815 so that the hypothesis was rejected. The results of this study are not in line with previous research that validates satisfaction has a significant effect on the use of online food delivery services such as the example of research conducted by Wang et al. (2022) In his research on food ordering applications, it was shown that satisfaction or satisfaction has an effect on the user's intention to use the application.

4.1.4 **Effort Expectancy**

H4a: *Effort Expectancy* towards *Performance Expectancy*

The results of the calculation of the path coefficient on the influence of EE on PE obtained a coefficient value of 0.460 which means that the EE variable has a significant positive influence on the PE variable. Then, this correlation obtained a t-statistic value of 6.047 and a p value of 0.000 which means that the hypothesis was accepted. The results of this study are also supported by research conducted by Tam et al. (2020); Zhao and Bacao (2020) who stated that business expectations affect performance expectations.

H4b: *Effort Expectancy* towards *Continuance Intention*

The results of the calculation of path coefficient on the influence of EE on CI obtained a coefficient value of -0.038 which means that the EE variable does not have a significant positive influence on the CI variable. Then, this correlation obtained a t-statistic value of 0.418 and a p value of 0.676 which means that the hypothesis was rejected. The results of this study contradict the research conducted by Fang and Fang (2016); Kang (2014) where the study validated that effort expectancy has a positive effect on continuity intention.

4.1.5 **Social Influence**

H5: *Social Influence* towards *Continuance Intention*

The results of the calculation of the path coefficient on the influence of SI on CI obtained a coefficient value of 0.031 which means that the SI variable has no positive effect on the CI variable. Then, the correlation of the t-statistic value of 0.376 and the p-value obtained is 0.707 so that the hypothesis can be said to be rejected. The results of the above calculations are inversely proportional to the results of previous research conducted by Lai and Shi (2015); Zanetta et al. (2021); Zhao and Bacao

(2020) where social influence affects sustainability intentions in using online food delivery services.

4.1.6 Hedonic Motivation

H6*: Hedonic Motivation* towards *Continuance Intention*

The results of the calculation of the path coefficient on the influence of HM on CI obtained a coefficient value of 0.064 which means that the HM variable has no positive effect on the CI variable. Then, the correlation of the t-statistic value of 0.537 and the p-value obtained was 0.591 so that the hypothesis was rejected. The results of the study are inversely proportional to previous studies that have validated that hedonistic motivation is a variable that describes behavioral intentions for the sustainable use of technology such as research conducted by (Amalia, 2019; Chen et al., 2021; Putri, 2018).

4.1.7 Price Saving Orientation

H7*: Price Saving Orientation* towards *Continuance Intention*

The results of the calculation of path coefficient on the influence of PSO on CI obtained a coefficient value of 0.177 which means that the PSO variable has a significant positive influence on the CI variable. Then, this correlation obtained a t-statistic value of 2.378 and a p value of 0.18 which means that the hypothesis is acceptable. The results of this study are supported by previous research, where the effectiveness of a promotion or discount will affect users to continue using an application service on an ongoing basis, such as research conducted by (Pitchay et al., 2021; Ramos, 2022; Yeo et al., 2017).

4.1.8 Habit

H8*: Habit* towards *Continuance Intention*

The results of the calculation of path coefficient on the influence of HAB on CI obtained a coefficient value of 0.641 which means that the HAB variable has a significant positive influence on the CI variable. Then, this correlation obtained a t-statistic value of 9.514 and a p value of 0.000 which means that the hypothesis is acceptable. The results of this study are also supported by previous research which states that habits have a positive effect on users in using a technology service on a sustainable basis, which is validated by several previous studies conducted by (Li et al., 2018; Yan et al., 2021; Zanetta et al., 2021).

5   Conclusion

In this study, the variables that most influence the sustainable interest in online food delivery services are two variables, namely price saving, orientation, and habit. The variable price saving orientation in the form of discounts and discounts is the reason for users to continue using online food delivery services, the variable of habit or habit, where the frequency of users ordering food using online food delivery services more than 1 time a week has the highest number, meaning the habit of ordering food on online food delivery serviceswith a frequency that often affects users in using online food delivery   services continuously. Furthermore, of the 11 hypotheses submitted, there are six hypotheses accepted in this study, based on the accepted hypotheses of the variables confirmation, price saving orientation, habit have a positive influence on continuity intention, and there are five hypotheses that are rejected, based on the rejected hypotheses variables performance expectation, satisfaction, effort expectation, social influence, And hedonic motivation has no influence on continuance intention in the use of online food delivery services.

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