
Elucidating E-satisfaction and Sustainable Intention to Reuse Mobile Food Application Service, Integrating Customer Experiences, Online Tracking, and Online Review

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Abstract

Mobile food application service (MFAS), the result of technological transformation in the field of food service and ordering, is one of the mobile applications that can reach customers and provide high quality services. The impact of applying MFAS on e-satisfaction and on the customer's intention to reuse the application has not been a particular concern for previous researchers. The fundamental purpose of this study is to identify and empirically test the main factors that predict e-satisfaction and customer intent to reuse MFAS applications. This research integrates customer experience, several variables from unified theory of acceptance and use of technology (UTAUT), and online review, online tracking, and online rating variables. As many as 691 valid data items were processed by structural equation modeling using partial least square. Of the 10 hypotheses proposed, all are significant. This study contributes theoretically to the growing body of knowledge in the field of MFAS.

Key words: Customer Experiences, Online Review, Online Tracking, Online Rating, Mobile Food Application Service, E-satisfaction, Intention to Reuse.

1. Introduction

With the rapid penetration of internet among users, smartphones and mobile application software have become a broad and

integrated part of daily activities. The presence of mobile-based applications adds a new convenience in the community, namely mobile food application service (MFAS). MFAS typically takes the form of a mobile application that can be downloaded and used by smart phone users as an innovative and convenient channel that is accessible both ways by restaurants as providers' food and customers. The restaurant provides facilities where customers can view food menus, order food, and make payments without physical interaction with restaurant staff (Okumus & Bilgihan, 2014; Wang et al, 2019). MFAS is generally packaged with a booking application based on

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transportation. A survey conducted by the Boston Consulting Group found that around 60

percent of food catering customers have previously engaged in online food transactions and use one or more MFASs (BCG, 2017).

By using MFAS, customers can more easily and effectively access and order food from various restaurants at a time and location that is convenient for users. Such applications also provide customers with more comprehensive, current and accurate information about restaurants and menu choices. MFAS is equipped with real time information provided to customers, allowing them to see the progress of their orders. The typical online food ordering application consists of various innovative characteristics, helping customers and restaurants overcome problems such as long waiting times, traffic, miscommunication, late delivery, or handling customer complaints.

Although online food ordering applications have attracted considerable interest, especially in Indonesia and other countries in the region, the problems associated with these applications have not been fully studied and tested by academics and researchers. There is a need to examine which aspects shape user perceptions, user intentions, and customer behavior towards MFAS.

Furthermore, most of the previous studies have discussed cellular applications in general; some have discussed MFAS specifically, but focused only on aspects related to customer intentions and initial adoption. This research will go further by considering customer e-satisfaction and customer intention to reuse, and antecedent customer experience, with five formative constructs, given that most of the MFAS are popular and are well adopted by various levels of society (Kapoor & Vij, 2018; Statista, 2018).

Therefore, this study primarily focuses on the impact of MFAS on customer experience, as well as customer e-satisfaction and intention to reuse. To understand these issues fully, this study proposes a model that can cover the dimensions associated with most mobile application features and address the most important aspects from the customer perspective.

2. Literature review

Although MFAS is a general system adopted by the restaurant sector throughout

the world, academic interest in examining issues related to MFAS is still in its initial stages (Okumus & Bilgihan, 2014; Wang et al., 2019). Several empirical studies reveal a number of themes that have been tested by previous MFAS researchers. The most common theme related to MFAS is examining applications from the customer's perspective. A recent study from Hariguna et al. (2020) involved a model developed to examine the main aspects that motivate the adoption of MFAS by customers. The significant findings showed that content, usability, and functionality impact customer decisions about the use of these online ordering systems.

Researchers have also considered other themes related to the main drivers of MFAS user acceptance. For example, Okumus and Bilgihan (2014) offered the first theoretical contribution based on the Technology Acceptance Model (TAM) as the main predictor of customer willingness to use MFAS.

To identify the main predictors of customer intention to use online food ordering systems, Yeo, (2017) built a model based on the Contingency Framework and IT Continuation Model. In that study, it was found that as long as customers thought that using such an online food ordering system was fun and entertaining, they found it useful and made their daily lives much easier, and therefore they were more likely to form more positive attitudes and were willing to continue using the application. The authors also discussed the important impact of the ability of online food systems to save customers time and money on customer perceptions about usability and ease of use.

The attitude of customers towards MFAS has become an important theme that is being considered by a number of researchers. An empirical study in China conducted by Cho et al. (2019) found that perceived value and customer attitudes toward food delivery applications are largely shaped by the level of customer trust, and design and honesty of the product. The perception of such applications is observed between one person's family and the families of many people. Previous research on online food ordering by Alagoz and Hekimoglu (2012) found that factors such as usability, innovation, and trust shape customer attitudes towards MFAS.

Some researchers (Kapoor & Vij, 2018; Wang et al., 2019) have focused customer satisfaction and experience with respect to MFAS. Wang et al. (2019), for example, proposed a model based on the IS Success model to predict the main results of the use of mobile catering applications by customers. They

found that customers are more likely to positively evaluate such applications and are satisfied with their experience using mobile catering applications if they see an adequate level of quality in terms of information, services, systems and products. Kapoor and Vij (2018), using data from questionnaires and focus groups, provided quantitative and qualitative evidence about the important impacts of mobile application features namely, visual design, information design, navigation design, and collaboration design.

As mentioned, the research to date is fairly limited; further research is needed to find the main dimensions that can hinder or contribute to the successful implementation of MFAS. In addition, to the best of our knowledge, a study of MFAS has never been carried out specifically in Indonesia. Therefore, an examination of how MFAS has an impact on customer perception and satisfaction in Indonesia will be of great value.

While typical behavior of customers, both in terms of using smartphones and applications or in terms of ordering food from restaurants, can be a very important component in shaping customer intentions and behavior towards MFAS (Alalwan et al., 2018; Davis & Venkatesh, 2004; Eriksson et al., 2008), these habits have not been fully considered by previous MFAS studies. Thus, there is a need to consider and validate the impact of this construct in shaping customer behavior towards MFAS.

More importantly, there has been a consensus in previous literature that innovative features of cellular technology, such as online ranking, online reviews, and online tracking, play an important role in cellular trading; however, in research on MFAS, online tracking in terms of navigation has been examined in only one study (Kapoor & Vij, 2018). Surprisingly the impact of online ranking and online review has not been empirically examined in previous research on MFAS. Therefore, this research gap needs to be addressed. Research is needed to explore how these aspects can predict customer perceptions about the benefits and value of using MFAS, as well as their impact on

customer satisfaction and continuing intention to reuse.

This study intends to address this research gap in relation to MFAS by proposing and empirically validating a model that is able to capture the most important aspects related to the customer's perspective, as well as taking into account the most important cellular trading features, such as online ranking, online review, and online tracking.

3. Conceptual model

Social influences (SI)

Social influence has become one of the most important factors to be considered in relation to customers who enter trading transactions through mobile applications. Venkatesh et al. (2003) define social influence as the phase of an individual assuming that other people exert influence on the actions that he undertakes, especially in terms of using new technology. Because MFAS is a new technology, especially in Indonesia, customers are not fully familiar with it; therefore, use of MFAS and choice of MFAS platform can be influenced by others (friends, family, leaders, relatives, colleagues) whose opinions, thoughts, and attitudes are important as reference material (Alalwan et al., 2017; Okumus et al., 2018). Indeed, customers are more likely to return to their social systems to obtain more information and increase their awareness in order to obtain social approval for their decision to use the new system (Khalilzadeh et al., 2017; Verkijika, 2018).

It can also be said that customers are more likely to be influenced by people around them when assessing their experience (satisfaction or dissatisfaction) in using MFAS. Indeed, social decisions can be influenced by others in using MFAS; this has an impact on increasing social value received, as well as an increase in customer satisfaction (Gallarza & Saura, 2006). In line with this, social influence has been empirically proven by Hsiao, Chang, and Tang (2016) to have an important role in shaping user satisfaction in mobile applications. Therefore, the following hypothesis can be proposed: H1. Social influences will positively impact customers' e-satisfaction with MFAS.

Price value (PV)

As discussed by Venkatesh et al. (2003), price value is one of the main aspects of the UTAUT2 (Modified Unified Theory of Acceptance and Use of Technology) concept. The UTAUT2 model is more

suitable for the consumer market concept as price value is related to the financial aspects of using new products and systems. Customers are more likely to compare the benefits of using the new system with the financial costs paid (Alalwan et al., 2017; Dodds et al., 1991; Venkatesh et al., 2012). They also compare the cost of ordering food through traditional methods compared to doing so through MFAS, which shows the importance of including price value as the main predictor of e-satisfaction. According to Venkatesh et al. (2012), price value is one of the strongest factors that contribute to the satisfaction of using mobile Internet services.

Furthermore, using MFAS can save financial and non-financial costs for ordering food from restaurants. For example, customers do not need to expend physical energy and effort to visit restaurants. Many restaurants provide discounts, coupons, points, free delivery, or sales promotions to their customers if they use MFAS. Thus, customers are more likely to be satisfied with their experience in using this application if the aspect of benefits is considered above the financial costs. With this in mind, Oyedele et al. (2018), discussed price value based on the concept of economic value and considered it an important factor that predicts customer intentions. Furthermore, Iyer et al. (2018), provided empirical evidence supporting the role of price value in customer satisfaction, especially in mobile retail applications. Thus, the following hypothesis is proposed:

H2. Price value will positively impact customers' e-satisfaction with MFAS.

Hedonic motivation (HM)

Along with extrinsic motivation (performance expectations and perceived benefits), intrinsic motivation has repeatedly been seen as an important driver of customer intention and willingness to use new systems and applications (Alalwan, 2018; Brown & Venkatesh, 2005; Davis, 1992; Van der Heijden, 2004; Venkatesh et al., 2012). Conceptually, hedonic motivation can be articulated in terms of intrinsic motivation

obtained from the use of new products, services, and applications; hence, this feeling of pleasure can be related to the level of innovation and novelty in using a new system (Van der Heijden, 2004; Venkatesh et al., 2012).

Indeed, mobile applications are increasingly becoming an important part of the lifestyles of people throughout the world. In addition, applications such as MFAS are considered modern and creative (Yeo et al., 2017), which can cause customers to feel pleasure when using them (Okumus et al., 2018; Yeo et al., 2017). The role of hedonic motivation was found by Yeo et al. (2017) to positively shape customer perceptions about the convenience and usefulness of online food delivery systems. Okumus and Bilgihan (2014) found that perceived enjoyment affected the customer's willingness to adopt MFAS.

In addition, the MFAS feature empowers customers to create shared value by providing online feedback and service ratings (See-To & Ho, 2014). Therefore, customers are more likely to understand their important role, both in terms of customers and service providers, which will therefore increase their feeling of pleasure.

Given the role of hedonic motivation discussed above, customers can be more satisfied with their usage experience if they feel intrinsic motivation in using the application. In this case, Iyer et al. (2018) emphasized the role of hedonic values contributing to the level of customer satisfaction in the study of mobile retail applications. Likewise, Hsiao et al. (2016) identified a strong significant relationship between user enjoyment and satisfaction with mobile social applications. Thus, the following hypothesis is suggested:

H3. Hedonic motivation will positively impact customers' e-satisfaction with MFAS.

Habit (HB)

Habit is the last construct added by Venkatesh et al. (2012) to the UTAUT2 model to provide an accurate picture of customer interactions with the new system. In line with Limayem et al. (2007), habits can be described as the tendency of customers to act spontaneously because of the accumulation of learning experiences.

People are increasingly attached to their smartphones and are largely in the habit of using mobile applications. According to Ajzen and Fishbein (2005), the results of the accumulation of these learning experiences and the formation of habitual

behavior can influence customer attitudes and beliefs, which, in turn, predict the customer's ongoing intention to behave in the same way as before. The role of habits has been demonstrated in the field of cellular commerce and application adoption (eg, Amoroso & Lim, 2017; Rana et al., 2017; Sun & Chi, 2018). Amoroso and Lim (2017) find that customers who are satisfied with their previous experience of a mobile application are more likely to form habitual behavior towards it, and, therefore, will continue to use this application in the future. This was also demonstrated by Morosan and DeFranco (2016) to have a significant impact on customer intentions to use mobile payments in the hotel sector.

In line with the proposition Venkatesh et al. (2012), it might be expected that customers who are abstaining for services provided from using the MFAS application will form habitual behaviors and will tend to continue using this application in the future. Thus, the following hypothesis proposes that:

H4. Habit will positively impact customers' e-satisfaction with MFAS.

Online review (OR)

MFAS interactivity allows customers to provide real-time feedback, and this feedback can be utilized by other customers to see ratings of the restaurants in the same platform (Bert et al., 2014). In other words, online reviews provided by customers comprise one form of word of mouth that is published through online platforms (Filieri, 2015; Mudambi & Schu, 2010; Wei & Lu, 2013). These reviews are increasingly regarded as important and valuable sources of information by customers when they are in the process of purchasing products or services (Filieri, 2015; Huang et al., 2015; Simonson & Rosen, 2014). Therefore, a general online review has an important impact, and was found to predict customer satisfaction and intention to adopt the targeted platform on which the review was posted (Cheung, Lee, & Rabjohn, 2008). Elwalda et al. (2016) found a strong and positive relationship between features discussed in an online customer review

(feeling the benefits, perceived ease of use, and enjoyment) and the customer's intention to shop online.

Because online reviews contain consumer comments, they are considered to have a high level of credibility and trust. Customers generally return to information sources related to whatever products and services they want to explore further (Filieri & McLeay, 2014; Filieri, 2015). As long as customers perceive information sources as comprehensive, credible, updated, and relevant, they are more likely to have a positive attitude towards and perception of the platform (Algharabat et al., 2018; Cheung et al., 2008; Filieri, 2015; Guo et al., 2017; Jiang & Benbasat, 2004; Mathwick & Mosteller, 2017). Furthermore, Mathwick and Mosteller (2017) showed that online review is an integral part of customer engagement with online communities. Therefore, the following hypothesis proposes that:

H5. Online review will positively impact customers' satisfaction with MFAS.

Online rating (ORT)

A feature related to online review is the online customer rating. Along with submitting online reviews, customers can numerically assess their shopping experience, usually using a five-point Likert scale (King et al., 2014; Korfatis et al., 2012). The rating helps customers capture overall product or service provider evaluations based on different features (for example, quality, price, accuracy, delivery time and service) that have been numerically assessed by other customers who have tried the products and services (King et al., 2014). This, in turn, makes the customer's assessment of the purchasing process easier and simpler, and, therefore, customers may be more willing to use MFAS.

In addition, in contrast to qualitative online reviews that require more time to read and analyze, online ratings provide direct visual guidance to customers about product quality and performance, which, in turn, saves customers time and effort (King et al., 2014; Filieri, 2015; Ludwig et al., 2013; Qiu et al., 2012; Roy et al., 2018). In connection with the above, online ranking features can play an important role in enhancing customer perceptions of MFAS productivity and performance. Such MFAS features can motivate customers to continue using the application and feel satisfied with their experience using it. The following hypothesis proposes that:

H6. Online rating will positively impact customers' satisfaction with MFAS.

Online tracking (OT)

Location-based services powered by smartphone technology comprise a system that allows customers and sellers to "determine their exact location and, connected to the communication component, to send locations and perform location-based calculations" (Shugan, 2004). Location-based services usually consist of several features, such as friend requests, route guidance, location directory services, navigation bars, payment status, tracking maps, and tracking order statuses (Gutierrez et al., 2018; Temple, 2005). Therefore, the availability of innovative features on MFAS can increase customer motivation to use the application in the future.

The online tracking features of MFAS also save customers time and effort when they order food, and online tracking informs customers of order status at all stages, and is continuously updated until completion (Gutierrez et al., 2018; Lal & Dwivedi, 2008; Kapoor & Vij, 2018). In addition, customers are given a more visual and innovative way to track their orders; hence, the experience of using such applications is more enjoyable and satisfying (Yeo et al., 2017). Bearing this in mind, online tracking systems can enrich a customer's shopping experience by making it more productive, enjoyable, and satisfying. Therefore, the following hypothesis proposes that:

H7. Online tracking will positively impact customers' e-satisfaction with MFAS.

E-satisfaction

This study adopts the definition of e-satisfaction proposed by Anderson and Srinivasan (2003) which articulates e-satisfaction as "customer satisfaction based on previous buying experience through electronic media." In line with this definition, it can be said that if the actual results of using MFAS match or exceed customer expectations, customers are more likely to be happy with their experience, and that customers who are happy with their experience with MFAS are

more motivated to continue using the application. This proposition was recently substantiated by Wang et al. (2019) with regard to the adoption of catering applications using cellular media. Thus, the following hypothesis proposes that:

H8. E-satisfaction will positively impact customers' continued intention to reuse MFAS.

According to Ajzen and Fishbein (2005), the results of previous customer experiences and interactions can shape their perceptions and attitudes, which, in turn, predict their intention to act the same way. In the context of online retailing, Christodoulides and Michaelidou (2010) found that customers who are happy with their experience using online shopping are more likely to intend to use such systems again and are loyal to these online stores.

Customer experience (CE)

Through customer experience (CE), consumers implicitly produce various logical judgments to measure the value obtained from services (Mathwick et al., 2001; Vera and Trujillo, 2013). CE is the perception that is felt by the customer after customer interaction with the system, presented in the form of a concrete assessment item. This assessment, an "investment" given by the customer, who compares the resources invested and the benefits obtained, as well as service excellence, is determined by whether the commitments made by the service provider are met, and by the aesthetic value; this value is determined by subjective means and through the pleasure obtained by customers as a result of the experience (Mathwick et al., 2001; Vera and Trujillo, 2013). CE refers to the sensory, emotional and cognitive impacts of participatory experiences and observations by customers, and, in particular, on their interests, motivations, and recognition (von Wallpach and Kreuzer, 2013; Kim and Perdue, 2013). CE can be put into the context of customer life to produce consistent values or create a mindset that is riveting in order to attract customer interest and leave a positive impression, creating tangible value and intangible payments to customers (Bruhn et al., 2014; Schmitt, 1999).

CE is the perception produced by the customer after the experience, and satisfaction is the result when the customer produces positive perception and recognition (Kim, 2005; Widow and Ybarra, 2005). When a customer perceives CE factors to be beneficial, that customer experiences positive

emotions about the experience and feels satisfied. Previous studies have found that companies can manipulate CE to increase customer satisfaction and loyalty (Brakus et al., 2009). Furthermore, CE has a positive correlation with satisfaction (Torres et al., 2014). Favorable CE refers to positive interaction between the customer and the experience he feels (Christodoulides et al., 2006), thereby increasing customer satisfaction (Kim, 2005; Koufaris, 2002). Experts have found that CE significantly influences user satisfaction and purchase intentions in online games (Luo et al., 2011). Based on the literature and theoretical deduction mentioned above, this study proposes the following hypotheses:

H9. CE has a positive influence on e-satisfaction.

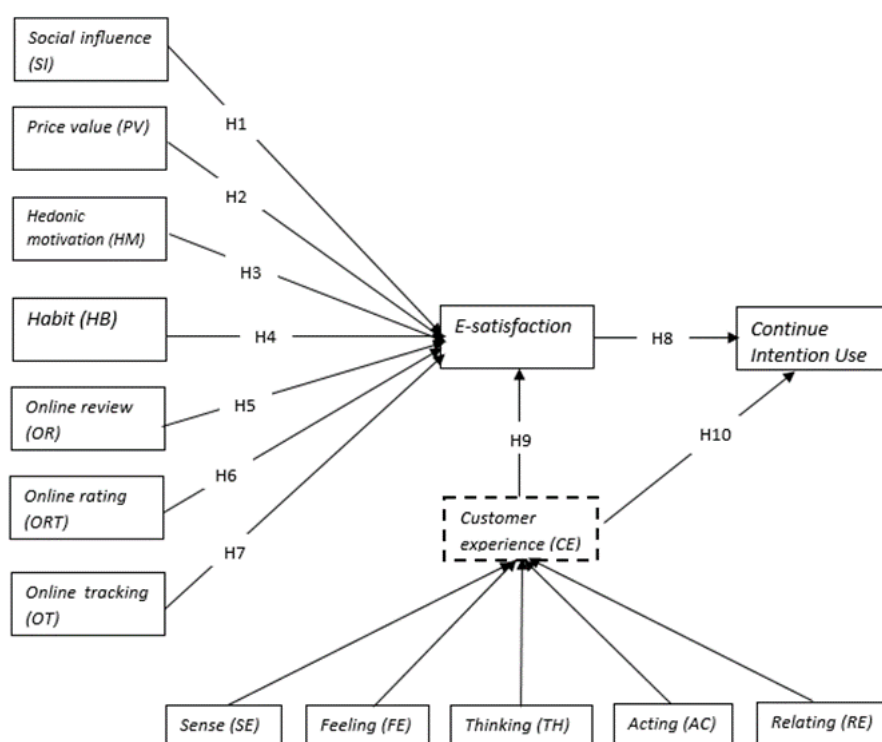
H10. CE has a positive influence on CI.

Figure 1 shown all of hypotheses and research framework.

4. Research Method

This research used an online survey by inviting individuals and communities in several social media groups such as Facebook and WhatsApp; email was also used. Data was collected and declared valid from as many as 691 respondents during January and February, 2020. The data from 72 respondents was deleted because it was considered invalid. Variables were measured using a type 5 Likert scale, starting from 1 (Strongly disagree) to 5 (Strongly agree). Data were analyzed using partial least square (PLS)

Figure 1. Hypothesis and research framework



structural equation modeling using SmartPLS (Ringle et al., 2005; Rose et al., 2012). PLS is considered a technique that can solve problems with a minimal number of samples (Chin 1998), and which can carry out simultaneous analyzes of formative and reflective relationships (Khalifa and Liu, 2007).

The sample characteristics are listed in Table 1. The percentages of male and female respondents are 34% and 66% respectively. Most of the respondents were between 22 and 40 years of age (< 21 (7%), 22–30 (33%), 31–40 (49%) and > 41 (10%).

Table 1. Demographic characteristics of respondents

Participant Profile	Number of Respondents	Percentage
Gender		
Male	236	34
Female	455	66
Total	691	100
Age		
< 21	49	7
22-30	229	33
31-40	341	49
> 41	72	10
Total	691	100
Education Level		
Undergraduate	258	37
Postgraduate	150	22
Other	283	41
Total	691	100
Experience using MFAS		
< 3 times a month	158	23
4 to 5 time a month	250	36
> 6 times a month	283	41
Total	691	100

5. Results

5.1. Sample characteristics and descriptive statistics

Given the nature of data collection, tests for non-response bias were carried out in line with the method proposed by Armstrong and Overton (1977) and revealed no potential threat of non-response bias in the two group data sets. Harman's single factor test (Podsakoff et al., 2003) also revealed no potential threat to the common method bias in both data groups.

5.2. Measurement evaluation

Factor loads and reliability test results of the various construct items are tabulated in Table 2. The Cronbach's α , composite reliability and AVE values of all constructs were 0.7 or higher, suggesting that the constructs were acceptably reliable.

To validate the construct validity, two tests were performed: the convergent validity test and the discriminant validity test. Fornell and Larcker (1981) suggested that constructs exhibit convergent validity if the factor loads of the indicators are greater than 0.5, the average variance extracted (AVE) is greater than 0.5, and reliability is greater than 0.7. Table 3 shows that all constructs comply with these suggestions, indicating favorable convergent validity. In addition, testing was carried out to determine whether the square root of AVE was greater than the correlation coefficient of the construct to confirm discriminant validity. Table 2 and Table 3 illustrated that the constructs exhibited discriminant validity.

Table 2. Reliability analysis and convergent validity

Construct	Measurement items	Factor loading/ coefficient (t-value)	Composite reliability	Cronbach's Alpha	AVE
Customer experience (CE)	AC	0.226	N.A	N.A	N.A
	FE	0.237			
	RE	0.230			
	SE	0.368			
	TH	0.229			
Act experience (AC)	AC1	0.786	0.846	0.824	0.845
	AC2	0.784			
	AC3	0.836			

Cont...

Feel experience (FE)	FE1	0.773			
	FE2	0.795	0.846	0.726	0.947
	FE3	0.842			
Relate experience (RE)	RE1	0.828			
	RE2	0.722	0.801	0.827	0.874
	RE3	0.716			
Sense experience (SE)	SE1	0.824			
	SE2	0.799	0.816	0.863	0.898
	SE3	0.890			
Think experience (TH)	TH1	0.808			
	TH2	0.779	0.844	0.824	0.843
	TH3	0.818			
Continuance intention (CI)	CI1	0.853			
	CI2	0.645	0.823	0.872	0.912
	CI3	0.830			
Habit (HB)	HB1	0.789			
	HB2	0.766	0.827	0.891	0.915
	HB3	0.796			
Hedonic motivation (HM)	HM1	0.765			
	HM2	0.622	0.799	0.827	0.875
	HM3	0.867			
Online review (OR)	OR1	0.806			
	OR2	0.829	0.848	0.736	0.851
	OR3	0.784			
Online rating (ORT)	ORT1	0.811			
	ORT2	0.828	0.858	0.756	0.868
	ORT3	0.812			
Online tracking (OT)	OT1	0.838			
	OT2	0.811	0.858	0.755	0.969
	OT3	0.805			
Price value (PV)	PV1	0.819			
	PV2	0.762	0.844	0.724	0.943
	PV3	0.822			
E-Satisfaction	SAT1	0.793			
	SAT2	0.836	0.816	0.861	0.899
	SAT3	0.683			
Social influence (SI)	SI1	0.911			
	SI2	0.875	0.848	0.828	0.861

Table 3. Correlation matrix

Construct	CE	CI	HB	HM	OR	ORT	OT	PV	SAT	SI
CE	N.A									
CI	0.858	0.954								
HB	0.870	0.836	0.956							
HM	0.802	0.794	0.765	0.935						
OR	0.853	0.843	0.867	0.798	0.922					
ORT	0.859	0.815	0.845	0.759	0.811	0.931				
OT	0.750	0.831	0.851	0.784	0.815	0.831	0.984			
PV	0.884	0.853	0.877	0.769	0.877	0.851	0.867	0.971		
SAT	0.819	0.778	0.836	0.816	0.797	0.759	0.761	0.854	0.948	
SI	0.850	0.853	0.806	0.927	0.830	0.803	0.816	0.814	0.876	0.927

The path coefficient t-values, significance, and hypothesis testing results are tabulated in Table 4 and illustrated in Figure 2. The results from testing the 10 hypotheses in Table 4 are significant and positive. Additionally, all constructs related to the

mediation effect are explained in the results in Table 5, which shows that the SI, PV, HM, HB, OR, OT and OT variables have an indirect impact on CI.

Table 4. Summary of hypotheses testing results

Hypothesis	Path	Standardized path coefficient	T-value	Supported
H1	SI-->SAT	0.518***	3,315	Yes
H2	PV-->SAT	0.539***	2,698	Yes
H3	HM-->SAT	0.431***	2,613	Yes
H4	HB-->SAT	0.406***	3,158	Yes
H5	OR-->SAT	0.610***	2,624	Yes
H6	ORT-->SAT	0.581***	3,848	Yes
H7	OT-->SAT	0.316***	2,712	Yes
H8	SAT-->CI	0.229**	3,996	Yes
H9	CE-->SAT	0.495***	2,940	Yes
H10	CE-->CI	0.669***	8,525	Yes

Figure 2. Inner model and path coefficient

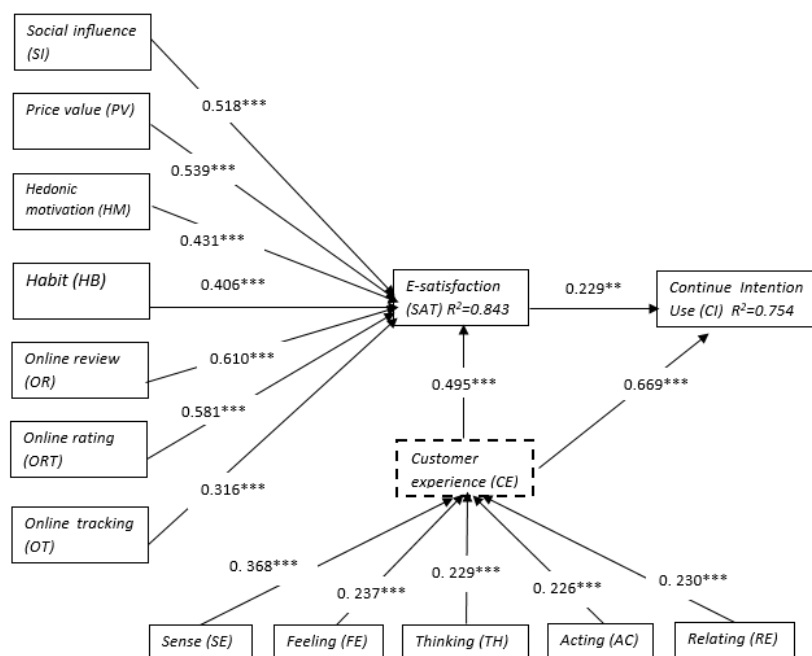


Table 5. Mediation effects testing

Constructs	Construct relationships	T-value	Sobel test's
SI-->SAT-->CI	SI-->SAT	3.315	2.551**
	SAT-->CI	3.996	
PV-->SAT-->CI	PV-->SAT	2.698	2.236*
	SAT-->CI	3.996	
HM-->SAT-->CI	HM-->SAT	2.613	2.187*
	SAT-->CI	3.996	
HB-->SAT-->CI	HB-->SAT	3.158	2.478**
	SAT-->CI	3.996	
OR-->SAT-->CI	OR-->SAT	2.624	2.193*
	SAT-->CI	3.996	
ORT-->SAT-->CI	ORT-->SAT	3.848	2.772***
	SAT-->CI	3.996	
OT-->SAT-->CI	OT-->SAT	2.712	2.244**
	SAT-->CI	3.996	
CE-->SAT-->CI	CE-->SAT	2.940	2.368**
	SAT-->CI	3.996	

*p-value < 0.1, **p-value < 0.01, ***p-value < 0.001

6. Discussion

This research model is able to explain variation in e-satisfaction customer intention to re-use MFAS, and it agrees to the theoretical foundation that existed before, statistically emphasizing the importance of including online reviews, online ratings, and online tracking and customer experience together. By considering OR, ORT, OT and CE, the predictive validity of all models reaches 0.754 for customer intention to re-use and 0.843 for e-satisfaction.

According to the results, hedonic motivation is believed to have an important impact on e-satisfaction and an indirectly impact on customers' continued intention to use because customers are more likely to be happy with the experience of using MFAS, and therefore, are willing to continue using this application in the future if they get a sense of pleasure, comfort, and enjoyment from using it. This result can be attributed to the fact that, in the context of consumers, functional benefits are sufficient to ensure customer satisfaction (Venkatesh et al., 2012). It is consistently said that psychological and hedonic benefits play an important role in shaping feelings of pleasure for customers and forming decisions to use or reject new products and innovations that will come (Brown & Venkatesh, 2005; Davis et al., 1992; Van der Heijden, 2004).

Price value can predict e-satisfaction while indirectly predicting customer intention to re-use. Customer satisfaction is more strongly linked to short-term results from the customer's experience with products and services. A customer is more likely to be happy if the actual value received is higher than expected. This logically justifies the important role of price value in shaping customer satisfaction, especially given that MFAS can provide prices that are lower.

As discussed above, the results demonstrate the significant influence of three new factors added to the conceptual model: online review, online ranking, and online tracking. In the current study, customers seemed interested in the availability of reviews given by other customers in MFAS. This shows that MFAS users consider online reviews to be a credible, useful, and relevant source of information that can be used when they are in the process of ordering food. By using MFAS, customers can easily and comfortably access many online reviews posted by other customers. This, in

turn, facilitates the purchasing process for customers in terms of gathering information, evaluating, and making purchasing decisions; as a result, users save time. Therefore, online reviews not only contribute to customer satisfaction and ongoing intention to use MFAS, but also positively predict customer perceptions about the benefits of MFAS.

The use of online ranking is also supported by the results of the current research, which revealed that customers really appreciate the innovative features of this MFAS. Online ranking empowers customers to provide their own feedback in more efficient and reliable ways. Thus, customers can participate in assessing their experience using MFAS (Luo et al., 2015). Online ranking also facilitates the purchasing experience of other customers who want to compare alternatives before ordering, because the ranking visually presents feedback from previous customers (King et al., 2014; Ludwig et al., 2013; Qiu et al., 2012). According to Filieri (2015), online ranking presents an overall rating for all customers who have tried the product, so this is useful in evaluating what they have gotten.

Online tracking has received great attention from customers who have used MFAS. The statistical results support the significant effect of online tracking on both e-satisfaction and, indirectly, the customer's intention to reuse. Online tracking as a feature of MFAS makes customer interactions and experiences simpler and more efficient because customers can follow the stages of their orders without the need for direct contact with humans or with restaurants; this, in turn, reduces time, effort, and cost generally required when ordering food in the traditional way (Kapoor & Vij, 2018). Therefore, it can be said that, because of its novelty, online tracking increases customer pleasure and enjoyment. In addition, it makes ordering food more efficient by reducing perception of waiting times and removing traditional call methods to service providers to ask about order status.

The results of this study support the hypothesis about the positive impact of e-satisfaction on habits. This means that customers who are happy with their experience using MFAS are more likely to develop and exhibit habitual behavior in the use of MFAS. In general, people who are happy with the results of their previous behavior and experiences

are more likely to repeat the behavior. This is in line with the Amoroso and Limos (2017) finding of a significant relationship between satisfaction and habits. Sustainable intentions are also found to be shaped by habits and e-satisfaction. Adopters of the new system are more likely to cognitively evaluate the actual results compared to the expected. Thus, their future intentions for reuse will be highly predicted by the extent to which they are satisfied with their experience of the new system. Several studies (Ajzen & Fishbein, 2005; Amoroso & Lim, 2017; Christodoulides & Michaelidou, 2010; Wang et al., 2019) have recognized the impact of satisfaction on customer intentions. Furthermore, customers who formulate habitual behavior towards the new system will maintain their motivation to use the system in the future. Results like this are like Amoroso and Lim (2017) and Sun and Chi (2018).

On the other hand, empirical results from the current research confirm the role of social influence in predicting e-satisfaction and indirectly affect the intention to reuse MFAS. Customers can be influenced by environmental conditions that are around them or in other words the recommendations obtained from the social environment affect the perception of the value they receive, which ultimately impacts on e-satisfaction, they tend to believe in social values to help in deciding their intention to using MFOA. As discussed above, participants in this study were MFAS users. In line with the thinking of Venkatesh et al. (2003), customers largely rely on the opinions and suggestions of others in the initial use of their new system.

Theoretical contribution

As discussed in the literature review, only a small number of studies have examined issues related to MFAS (Cho et al., 2019; Okumus et al., 2018; Wang et al., 2019). This research makes a valuable contribution by broadening current understanding of the main aspects related to the successful implementation of MFAS.

Another contribution of this research is its greater focus on e-satisfaction and the customer's ongoing intention to reuse. This research also contributes by validating the role of online review, online rating, online tracking, and customer experience as key factors in predicting e-satisfaction and intention to re-use MFAS. The importance of these factors was not fully

recognized by previous researchers who have done work in the field of MFAS.

Social implications

Socially, this in turn provides the community with a dimension of knowledge about the most important aspects considered by customers in shaping their experience of satisfaction and future decisions to continue using MFAS. In addition to considering online rating, online tracking, online review, and customer experience in 5 dimensions, this study also made use of variables that had already been recognized and used in the UTAUT2 framework. This research UTAUT2 used the previously recognized variables of Social Influence, Price Value and Hedonic Motivation. In addition, another impact identified is the occurrence of three-way social interaction between customers, service delivery and food providers.

Practical implications

This research provides a more practical and empirical understanding of the main factors that must be considered in designing and marketing MFAS. To ensure that customers can consistently and efficiently access and order food through MFAS, routine maintenance is needed to ensure the reliability and quality of the MFAS platform. It is also important to pay attention to the technical support and resources needed to facilitate customer access and the successful use of MFAS. The customer service system must always be available to ensure that customers can resolve problems. Further, MFAS must be designed to be more compatible with and comparable to other applications that have been used by customers. In addition, users must be given more innovative features (e.g., special assistance, interactive communication channels, FAQs) that help them get the help or information whenever they need it (Okumus et al., 2018).

Marketers must also work on the hedonic utility aspects related to the use of MFAS. Promotions should focus on how to make the use MFAS more interesting and fun. In addition, campaigns must convey the compelling message that using MFAS is part of the modern lifestyle. Customers should also feel that ordering food through MFAS is cheaper than conventional methods. Further financial incentives (e.g., price discounts, quantity discounts, points, and prizes such as vouchers) and loyalty programs must be implemented for customers who

actively use MFOA (Shareef et al., 2014). Special treatment is very important for loyal customers of MFASs.

7. Conclusion

This research has sought to provide further understanding of the aspects that can shape customer e-satisfaction and the continuing intention to reuse MFAS.

This research begins by referring to the main body of literature, which reveals that only a few studies address issues related to MFAS. Several variables from the UTAUT2 and CE models are used to be part of a theoretical foundation suitable for the proposed conceptual model. In this model, e-satisfaction is predicted by SI, PV, HM, HB, OR, ORT and OT while CE is used to predict e-satisfaction and sustainable intention.

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