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Article

Beyond the Metropolis: Drivers of Online Food Delivery Adoption

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ABSTRACT

This study investigates the determinants of purchase intention for Online Food Delivery (OFD) services among Generation Z and Millennial consumers in a non-metropolitan city within an emerging market, using ShopeeFood in Padang, Indonesia, as a case study. The rapid saturation of OFD services necessitates a re-evaluation of classical technology adoption models. This research employs an extended Technology Acceptance Model (TAM) framework, integrating digital marketing as a key antecedent. Utilizing a quantitative survey methodology with a sample of 102 consumers, the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that Perceived Usefulness ($\beta=0.584$, $p<0.001$) and Digital Marketing ($\beta=0.262$, $p<0.05$) are significant positive predictors of Purchase Intention. Critically, Perceived Ease of Use ($\beta=-0.046$, $p>0.05$) was found to have no significant effect. The model collectively explains 56.1% of the variance (R2) in purchase intention, demonstrating substantial predictive power. This study's principal contribution lies in providing empirical evidence that in a maturing digital service market, ease of use may transition from a direct driver of intention to a baseline 'hygiene factor'. Consequently, the core utility of the service and the effectiveness of strategic marketing efforts significantly influence consumer choice. These findings offer crucial implications for OFD platforms seeking to capture market share in the next frontier of digital growth: the emerging economies' secondary and tertiary cities.

INTRODUCTION

The global digital economy has been profoundly reshaped by the ascent of on-demand services, with the Online Food Delivery (OFD) sector standing as a primary pillar of this transformation [1]. Propelled by advancements in mobile technology, widespread internet access, and fundamental shifts in consumer lifestyles, the OFD market has experienced exponential growth [2]. This trajectory was significantly accelerated during the COVID-19 pandemic, which acted as a catalyst for digital adoption, cementing OFD services as an integral component of daily life for millions of consumers worldwide [3], [4]. The global market, valued in the hundreds of billions of dollars, continues to expand as consumers increasingly prioritize convenience, choice, and efficiency in their food consumption habits[5]. This paradigm shift has not only altered consumer behavior but has also forced traditional food service establishments to integrate digital platforms to remain competitive [6], [7].

Southeast Asia, and Indonesia in particular, represents one of the most dynamic and competitive arenas for the digital economy [8]. The region is characterized by a large, young, and exceptionally tech-

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savvy population, coupled with one of the highest rates of internet and mobile penetration globally [9] [10] [11] . This environment has fostered the rapid development of "super-apps"—integrated platforms offering a suite of services from transportation and payments to food delivery [12]. In Indonesia, the OFD market has been historically dominated by two early entrants, Gojek (GoFood) and Grab (GrabFood), which have built extensive networks of merchants and users E-commerce giant Shopee's strategic entry into this market with its ShopeeFood service has intensified competition, resulting in a three-way battle for market supremacy [13]. These platforms compete fiercely on merchant selection, delivery speed, price, and, crucially, digital marketing prowess to capture and retain a consumer base that is increasingly sophisticated and less loyal to any single provider [7], [14].

To understand the drivers of technology adoption, the Technology Acceptance Model (TAM) has served as a robust and foundational framework for decades [2]. It posits that an individual's behavioral intention to use a technology is determined by two primary beliefs: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) [14], [15]. PU is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance," while PEOU is "the degree to which a person believes that using a particular system would be free of effort". Due to its parsimony and strong explanatory power, TAM has been widely applied and extended to study consumer behavior in various e-commerce contexts, including OFD services [12], [15].

Perceived Usefulness represents the core value proposition of a technology[16]. In the OFD context, PU manifests as the consumer's belief that using the service will help them achieve their goals more effectively [17]. These goals include saving time and effort, gaining access to a wider variety of food options, and streamlining the ordering process. An extensive body of literature has consistently demonstrated a strong and direct positive relationship between PU and consumers' intention to use or continue using OFD services. When consumers perceive an OFD app as highly beneficial to their daily lives, their intention to make a purchase increases significantly. Therefore, PU is considered a primary determinant of adoption[18] . Based on this established foundation, the first hypothesis is proposed:

H1: *Perceived Usefulness positively influences Purchase Intention.*

Conversely, the role of Perceived Ease of Use has become a subject of scholarly debate [19]. Traditionally, PEOU is a key antecedent to technology adoption, both directly influencing behavioral intention and indirectly through its positive effect on PU [20]. The logic is that an intuitive system requiring minimal cognitive effort is more likely to be adopted. However, as digital interfaces become more standardized and the target user base—particularly Gen Z and Millennials—becomes inherently digitally literate, the effort required to use a new application diminishes. Consequently, a growing body of recent research, particularly within the competitive Asian OFD sector, has reported a non-significant relationship between PEOU and purchase or continuance intention. This suggests that while a poor user experience is a deterrent, a good one may no longer be a sufficient driver of choice when all options are relatively easy to use. Consumers may now view usability as a fundamental prerequisite—a "hygiene factor"—rather than a compelling feature. Despite these emerging counter-findings, this study aims to test the traditional TAM relationship in its specific context. Thus, the second hypothesis is formulated as::

H2: *Perceived Ease of Use positively influences Purchase Intention.*

Strategic digital marketing increasingly achieves differentiation in a saturated market where multiple OFD platforms offer similar core functionalities. Digital marketing encompasses online activities designed to communicate value and persuade consumers to make a purchase. Research shows that tactics like price-based promotions (discounts, free delivery) directly appeal to consumers' value-seeking behavior and are powerful transaction drivers. Engaging content marketing and personalization significantly strengthen purchase intention by using consumer data to provide tailored recommendations. These marketing efforts are critical for attracting new users and fostering loyalty, making them a key determinant of success.

Therefore, the third hypothesis is proposed:

H3: *Digital Marketing positively influences Purchase Intention.*

Despite the intensity of this market, the vast body of academic research on OFD adoption has predominantly focused on major metropolitan hubs. There is a significant scholarly gap regarding consumer behavior in non-metropolitan cities, specifically Tier 2 and Tier 3 cities. These secondary urban centers are the next frontier for digital market growth, possessing unique demographic profiles and evolving digital infrastructure [21]. This study addresses this gap by focusing on Padang, a representative Tier 3 city in Indonesia, to provide a broad overview of OFD adoption in an under-researched yet strategically vital market segment[14], [22]. The novelty of this research is twofold. First, it applies a validated theoretical model to this novel context. Second, and more importantly, it critically re-examines the role of PEOU, testing the hypothesis that as digital literacy becomes ubiquitous, ease of use transitions from a key differentiator to a baseline expectation, with consumers driven more by the service's utility and targeted marketing efforts.

METHODS

Research Design and Approach

This study employed a quantitative, cross-sectional survey design to empirically test the hypothesized relationships between the independent variables (Digital Marketing, Perceived Ease of Use, Perceived Usefulness) and the dependent variable (Purchase Intention). Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilized to analyze the collected data and evaluate the structural model. This technique was chosen for its suitability for predictive research models, its robustness with non-normally distributed data, and its effectiveness in handling complex models with both formative and reflective constructs, making it well-aligned with the objectives of this study. The analysis was conducted using SmartPLS 4.0 software.

Sampling and Data Collection

The target population for this research was defined as consumers from the Generation Z (born 1997–2012) and Millennial (born 1981–1996) cohorts who reside in Padang, Indonesia, and have prior experience making purchases through the ShopeeFood application. A purposive sampling technique was used to ensure that all respondents met these specific inclusion criteria, thereby enhancing the relevance and validity of the collected data. The sample size was determined using the Cochran formula for an unknown population, which indicated a minimum requirement of 97 respondents. Data were collected via a structured online questionnaire administered through Google Forms and distributed through social media channels. After data cleaning and screening, a final valid sample of 102 respondents was obtained for the analysis.

Measurement Instrument

The questionnaire was developed based on established and validated scales from prior academic literature to ensure content and construct validity. All items related to the TAM constructs (Perceived Ease of Use, Perceived Usefulness) and Purchase Intention were adapted from previous studies and measured using a five-point Likert scale, ranging from 1 (Strongly Disagree/Strongly Dissatisfied) to 5 (Strongly Agree/Strongly Satisfied). The Digital Marketing construct was operationalized as a second-order construct comprising dimensions such as menu variety, price perception, delivery time, content marketing, personalization, and cost. These dimensions were measured using a five-point Customer Satisfaction (CSAT) scale, reflecting consumers' satisfaction with ShopeeFood's marketing efforts in each area. The instrument was initially pretested with 30 respondents to confirm its validity and reliability before full-scale deployment.

Respondent Profile

The demographic profile of the 102 respondents provides a clear snapshot of the target consumer base for OFD services in Padang. As detailed in Table 1, the sample was predominantly female (84.3%). The age distribution was heavily skewed towards Generation Z (76.5%), with the remainder being Millennials (23.5%). A majority of the respondents were already in the workforce (53.9%), followed by university students (24.5%). In terms of monthly income or allowance, a significant portion (48.0%) reported earnings of more than IDR 2,000,000, indicating a sample with considerable disposable income for services like OFD.

Table 1: Respondent Demographic Profile (N=102)

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	16	15.7
	Female	86	84.3
Generation	Gen Z (12-27 years)	78	76.5
	Millennial (28-43 years)	24	23.5
Occupation	Student (High School)	1	1.0
	Student (University)	25	24.5
	Unemployed	21	20.6
	Employed	55	53.9
Income/Allowance	< IDR 500,000	15	14.7
	IDR 500,000 - 1,000,000	19	18.6
	IDR 1,000,001 - 1,500,000	9	8.8
	IDR 1,500,001 - 2,000,000	10	9.8
	> IDR 2,000,000	49	48.0

Source: Primary Data Analysis, 2024

RESULTS

Measurement Model Assessment

Before testing the structural relationships, the measurement model was rigorously assessed for reliability and validity. The results, summarized in Table 2, confirm the psychometric soundness of the constructs. All indicator outer loadings exceeded the recommended threshold of 0.70 after two items with low loadings were removed, indicating strong indicator reliability. The internal consistency of the constructs was established, with all Cronbach's Alpha and Composite Reliability (CR) values surpassing the 0.70 benchmark. Convergent validity was confirmed, as the Average Variance Extracted (AVE) for each construct was well above the minimum requirement of 0.50, signifying that the constructs explained more than half of the variance of their respective indicators. Finally, discriminant validity was established using the Fornell-Larcker criterion, where the square root of each construct's AVE was greater than its correlation with any other construct in the model.

Table 2: Measurement Model Assessment: Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Digital Marketing (X1)	0.916	0.935	0.706
Perceived Ease of Use (X2)	0.916	0.935	0.706
Perceived Usefulness (X3)	0.925	0.941	0.726
Purchase Intention (Y)	0.919	0.940	0.757

Source: PLS-SEM Output

Structural Model Assessment and Hypothesis Testing

The structural model was evaluated to test the hypothesized relationships. The model demonstrated substantial predictive accuracy, with a coefficient of determination (R2) of 0.561, indicating that the three independent variables collectively explain 56.1% of the variance in Purchase Intention. The model's predictive relevance was further confirmed with a Stone-Geisser's

Q2 value of 0.504, which is well above zero and indicates a strong predictive capability. The overall model fit was deemed acceptable, with a Standardized Root Mean Square Residual (SRMR) of 0.065, falling below the recommended maximum of 0.10.

A bootstrapping procedure with 5,000 resamples was conducted to assess the significance of the path coefficients. The results of the hypothesis tests are presented in Table 3. The path from Perceived Usefulness to Purchase Intention was positive and highly significant, supporting H1. Similarly, the path from Digital Marketing to Purchase Intention was positive and significant, supporting H3. However, the path from Perceived Ease of Use to Purchase Intention was found to be non-significant, leading to the rejection of H2.

Table 3: Structural Model Results and Hypothesis Testing

Hypothesis	Path	Path Coefficient (β)	T-Statistics	P-Values	Decision
H1	Perceived Usefulness -> Purchase Intention	0.584	3.937	0.000	Supported
H2	Perceived Ease of Use -> Purchase Intention	-0.046	0.310	0.757	Not Supported
H3	Digital Marketing -> Purchase Intention	0.262	2.302	0.023	Supported

Source: PLS-SEM Bootstrapping Output

The effect size (f2) analysis revealed that Perceived Usefulness had a moderate-to-large effect (0.258) on Purchase Intention, Digital Marketing had a small-to-moderate effect (0.063), and Perceived Ease of Use had no effect (0.001).

DISCUSSION

Interpretation of Findings

The empirical results of this study provide a clear and compelling picture of the factors driving purchase intention for OFD services among young, digitally-native consumers in an Indonesian Tier 3 city. The strong, positive, and highly significant influence of Perceived Usefulness (β=0.584) on Purchase Intention aligns with a vast body of literature and underscores a fundamental truth of consumer technology adoption: utility is paramount . Consumers adopt and continue to use OFD services primarily because they offer tangible benefits, such as saving time, providing access to a wide variety of culinary options, and simplifying the entire process of acquiring a meal. This finding confirms that the core value proposition of an OFD platform remains its most powerful driver of consumer choice [23].

Furthermore, the significant positive impact of Digital Marketing (β=0.262) highlights the critical role of strategic promotion and communication in a competitive marketplace . Factors such as attractive pricing, personalized offers, and engaging content heavily influence consumers' decisions in an environment with multiple, functionally similar platforms. The analysis of the digital marketing construct's indicators revealed that menu variety and personalization were the most influential components[24]. This suggests that consumers are not just seeking a generic meal delivery service; they are looking for a curated experience that caters to their specific tastes and offers compelling value, which is effectively communicated through targeted marketing efforts .

The Insignificance of Perceived Ease of Use: A Hygiene Factor in a Mature Market

The most theoretically significant finding of this study is the non-significant relationship between Perceived Ease of Use and Purchase Intention (p=0.757). This result deviates from the classic TAM framework but corroborates an emerging stream of research suggesting that the role of PEOU is context-dependent and evolves over a technology's lifecycle .

For the consumer demographic studied—Generation Z and Millennials—who are digital natives, a high degree of usability in mobile applications is not a novel or differentiating feature; it is a baseline expectation. Having grown up with intuitive smartphone interfaces, they expect any service application to be seamless, fast, and easy to navigate. In this context, PEOU functions as a "hygiene factor": its absence would lead to immediate frustration and abandonment of the platform, but its mere presence is not sufficient to drive purchase intention when competing alternatives are equally easy to use[21]. The decision to purchase is therefore not based on *which* app is easier, but on *which* easy-to-use app offers superior utility (Perceived Usefulness) or better deals (Digital Marketing). This finding suggests that as a technology market matures and user proficiency increases, the explanatory power of PEOU as a direct driver of behavioral intention diminishes. This aligns with findings from other studies in Asian markets where consumers, already familiar with online purchasing, are more influenced by factors like time and price savings than basic usability [24].

Theoretical Implications

This study contributes to the ongoing discourse on the applicability and evolution of the Technology Acceptance Model. It provides strong empirical evidence that in the context of competitive, consumer-facing digital services with a technologically adept user base, the original TAM may be insufficient to fully explain consumer choice. The findings advocate for the extension of TAM with context-specific variables, such as marketing and value-centric constructs, to maintain its predictive validity. The research supports the conceptualization of PEOU as a potential antecedent to PU and satisfaction, but not necessarily as a direct driver of intention in mature technology ecosystems. This study calls for a more dynamic understanding of TAM, where the relative importance of its core constructs shifts depending on market maturity, user experience, and the competitive landscape.

Managerial Implications

The findings offer several clear, actionable recommendations for OFD platforms like ShopeeFood operating in Tier 3 cities and similar emerging markets:

- **Prioritize and Communicate Core Utility:** The dominant influence of Perceived Usefulness indicates that marketing and development efforts should be centered on the core value proposition. This includes continuously expanding the variety and quality of restaurant partners, optimizing delivery logistics to ensure speed and accuracy (a key indicator of PU), and developing features that demonstrably save consumers time and effort. Marketing messages should explicitly highlight these utilitarian benefits.
- **Invest in Data-Driven Digital Marketing:** Since marketing is a significant driver of choice, platforms must move beyond generic promotions. The strong influence of personalization suggests that investments in data analytics to provide tailored restaurant recommendations, customized deals, and relevant content marketing will yield a high return. Price promotions remain a powerful tool, but they should be deployed strategically to attract and retain valuable customer segments.
- **Treat Usability as a Non-Negotiable Standard:** The non-significant finding for PEOU should not be misinterpreted as a license to neglect user interface design. On the contrary, it means that a seamless, intuitive, and error-free user experience is the absolute minimum requirement for market participation. Any friction in the app—be it slow loading times, a confusing checkout process, or

payment failures—will lead to immediate customer churn. Resources should be allocated to maintain a best-in-class UI, not as a means of differentiation, but as a fundamental cost of doing business.

Limitations and Future Research

This study is subject to several limitations that open avenues for future research. First, its cross-sectional design captures a single point; a longitudinal study could track how the importance of these factors changes as consumers gain more experience with the platform. Second, the research is confined to a single city (Padang) and a single platform (ShopeeFood). Future studies could conduct comparative analyses across different city tiers in Indonesia and other Southeast Asian countries to test the generalizability of the "hygiene factor" hypothesis for PEOU. Finally, this study focused on a specific set of variables. Future models could incorporate other important constructs, such as trust, social influence, and service quality, which have been shown to influence OFD adoption, to develop a more comprehensive understanding of consumer behavior in this domain.

CONCLUSION

This research provides a nuanced understanding of the factors driving the adoption of Online Food Delivery services in the rapidly growing but under-researched context of an Indonesian Tier 3 city. The findings conclusively demonstrate that for the digitally native Generation Z and Millennial consumers, the decision to use an OFD platform is primarily driven by its perceived usefulness—its ability to deliver tangible value in terms of convenience and choice—and the appeal of its digital marketing strategies.

Crucially, the study reveals that perceived ease of use, a cornerstone of traditional technology adoption models, no longer functions as a significant direct driver of purchase intention in this competitive environment. Instead, it has evolved into a fundamental, expected standard. For OFD platforms and other digital service providers aiming to succeed beyond the saturated metropolitan markets, this study offers a clear strategic directive: while flawless usability is essential for survival, market leadership will be won by those who can deliver a superior value proposition and communicate it effectively through personalized and compelling marketing.

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