



Factors Affecting Customer Continuance Intention using Online Food Delivery Service Post-COVID-19 in Malaysia

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ABSTRACT

The use of online food delivery (OFD) services has remained high after the COVID-19 pandemic, prompting questions about the factors that influence consumer continuance intention. While most studies focused on intentions during the pandemic, fewer have examined customer continuance intention (CCI) in the post-pandemic context. This study investigates the effects of eight factors on CCI and the moderating role of technology experience. Using a quantitative design, data were collected from 462 Malaysian respondents with prior OFD experience through purposive sampling. Data were analysed via SPSS using descriptive statistics, multiple regression, and moderation analysis. Results show that familiarity is the strongest predictor of CCI, followed by perceived security, perceived usefulness, time-saving benefits, price-saving benefits, and perceived ease of use. Perceived privacy and food safety risk perception were not significant predictors of CCI. Moreover, technology experience did not moderate the relationships between the variables and CCI. Theoretically, this study contributes to the technology acceptance model by identifying familiarity as a key post-adoption factor influencing continued use. Practically, the findings suggest that OFD providers should enhance user familiarity with their platforms to foster long-term customer usage.

Keywords: Online Food Delivery, Familiarity, Customer Continuance Intention, Perceived Usefulness, Perceived Ease of Use

JEL Classifications: L11, L22, M30, M31

1. INTRODUCTION

In this era of globalisation, online food delivery (OFD) has evolved, shifting from merely providing quick takeout to now offering freshly prepared meals (Xin et al., 2023). The author noted that several popular mobile applications and websites offer a wider range of options for consumers, making it easy to order both freshly prepared meals and ready-to-eat dishes without leaving home. OFD has undergone significant evolution over the past few decades, with the availability now nearly ubiquitous worldwide (Horne and Furnham, 2023). According to Hong et al. (2021), when COVID-19 spread globally, OFD services experienced a significant surge in demand, compelling some restaurants to adopt innovative approaches in OFD services. In these circumstances, the

author added that the OFD industry has emerged as a significant channel for reaching customers and 3 delivering higher-quality services (Santosa et al., 2021), making it essential for maintaining a competitive business edge (Alalwan, 2020). Due to this pandemic, technology has evolved, making OFD services easier to use (Yost and Cheng, 2021).

After the pandemic, some customers continue to live life as usual, like before the pandemic; they go out for a walk or travel, stop by nearby restaurants, pack their lunch from home, or buy food on the way home or to work (Hong et al., 2021), and no longer use the OFD service (Kumar, M., 2021). However, some other customers continue to adopt the COVID-19 lifestyle and continue using online food delivery applications. Accordingly, this study aims

to examine eight factors (perceived usefulness, perceived ease of use, perceived privacy, perceived security, price-saving benefits, time-saving benefits, food safety risk perception and familiarity) affecting customer continuance intention to use online food delivery service. Moreover, it also investigates the moderation effect of technology experience between the relationship of factors and customer continuance intention, which has been limited previously

2. LITERATURE REVIEW

2.1. Underpinning Theory

This study adopted the extended TAM model. The TAM theory, widely used in research, aims to forecast and explain people's adoption and use of technology (Agag and El-Masry, 2016). The researchers recognise that consumers rely on technology and willingly utilise it. The COVID-19 pandemic has sparked significant shifts in consumer behaviour, particularly in the realm of online services, such as online food delivery platforms (Jang, 2023). The study explores the potential effects of perceived usefulness, perceived ease of use, perceived privacy, perceived security, time saving benefits, price saving benefits, food safety risk perception, familiarity on customer continuance intention of OFD services usage. Figure 1 illustrates the relationships among these key dimensions. This study also explores the moderator effect of TE between the relationship of factors and customer continuance intention.

2.2. Perceived Usefulness

Previous studies have shown that perceived usefulness (PU) positively influences technology adoption in various fields, including mobile phone adoption for shopping (Hung et al., 2012), hotel self-service kiosks (Kim and Qu, 2014), and wearable technology in healthcare. Similar to other technology-related studies, OFD research has demonstrated that PU significantly affects OFD usage intention. Wardana et al. (2022) reveal that perceived usefulness has a significant impact on the intention to use an e-wallet. Other studies by Nuralam et al. (2024) reveal that Perceived Usefulness strongly affects the repurchase intention

of using e-commerce markets. Studies by Nguyen and Dao (2024) found that Perceived Usefulness has impacted Customers Continuance Intention to use mobile banking. Therefore, this study proposes the following hypothesis:

H₁: Perceived Usefulness positively influences Customers Continuance Intention using online food delivery.

2.3. Perceived Ease of Use

Perceived ease of use (PEOU) is proven to have a considerable impact on customers' usage intentions for a wide range of technologies, according to numerous studies. For instance, Ramayah and Ignatius (2005) stated that customers are more open to online purchasing if mobile devices and web interfaces are simple to use and require minimal effort. They reported that PEOU is a critical factor affecting online shopping intention. Based on prior research, the following hypotheses are posited to examine whether PEOU influences customers' continuance intention using OFD service post the COVID-19 Pandemic in acceptance, and this research advances the following hypothesis:

H₂: Perceived Ease of Use positively influences Customers Continuance Intention using online food delivery.

2.4. Perceived Privacy

Several past studies have found that perceived privacy significantly affects users' behavioural intention to continue using technology adoption services and is positively influenced by their perceptions of privacy, particularly their confidence in the trustworthiness and confidentiality of their personal information. For instance, Maqableh et al. (2021) found that perceived privacy significantly influenced Facebook users' continuance intention, emphasising the role of trust and satisfaction. Dogra and Adil (2024) also support the importance of perceived privacy in the context of online travel purchases. Similarly, Kang and Namkung (2019) demonstrated that perceived privacy has a positive effect on continuance intention in the context of food service mobile apps prior to the COVID-19 pandemic. Moreover, Hypothesis 3 (H₃) is proposed:

H₃: Perceived privacy positively influences customers continuance intention using online food delivery.

2.5. Perceived Security

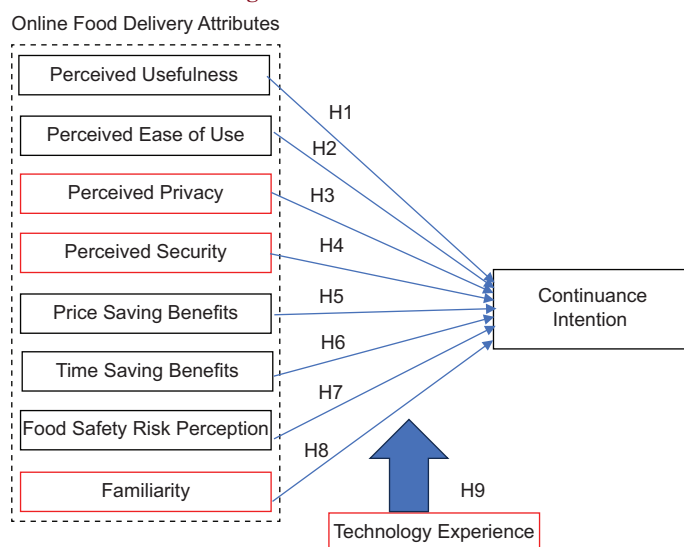
Perceived security (PS) in the mobile application context refers to the perception of the application developer's appropriate precautions to protect shared information from hacking attempts, both during and after transfer over the mobile phone (Nilashi et al., 2015). Another study by Muzaldin et al. (2022) found that PS has a positive influence on users' intention to use mobile wallets. Therefore, perceived security determines whether consumers will engage in OFD service (Kumar et al, 2008). Thus, customers are more inclined to use and recommend OFD applications or websites if they believe the transaction to be secure, which may encourage other customers to continue using the service. Thus, Hypothesis 4 (H₄) is proposed:

H₄: Perceived security positively influences customers continuance intention using online food delivery.

2.6. Price-Saving Benefit

Price-saving benefits (PSB) refer to the benefits individuals receive from saving time (Vasić et al., 2019). Hong et al. (2021)

Figure 1: Research model



Source: Developed for this Research.

note that companies compete to gain market shares by frequently offering promotions that cover fees or discount total charges to attract new customers and accelerate orders from both new and returning customers. Research by Sin Yin et al. (2024) reveals that PSB orientation has a positive influence on consumers' attitudes towards OFD services. Another study by Giningroem et al. (2022) suggests that PSB variables have a significant impact on actual behaviour and convenience motivation in using GrabFood. Therefore, Hypothesis 5 (H_5) is proposed:

H_5 : Price-saving benefit positively influences customers continuance intention using online food delivery.

2.7. Time-Saving Benefit

There are many significant associations between time-saving benefits (TSB) and customer usage intention; much of the existing literature has indicated that TSB of OFD services positively influence CCI (Yeo et al., 2017). There are many significant associations between TSB and CCI. Much of the existing literature has indicated that the TSB of OFD services has a positive influence on CCI (He et al., 2017). First, research by Tan et al., (2024) reveals that a time-saving orientation positively influences consumers' attitudes towards online food delivery services. Secondly, Utami et al. (2022) also reveal that time savings positively influence attitudes towards mobile applications. In other words, customers are more inclined to use OFD services if they think doing so will help them avoid traffic and save time (Prabowo and Nugroho, 2019). Thus, the following hypotheses were put out in this study: H_6 : Time-saving benefit positively influences customers continuance intention using online food delivery.

2.8. Food Safety Risk Perception

Food safety risk perception (FSRP) refers to an individual's subjective assessment and judgment of the potential risks associated with food consumption (Machado Nardi et al., 2020). FSRP plays a crucial role in the decision-making process of customers buying food, the author added. Customers who have a higher FSRP, for instance, are more likely to purchase and pay more for safer goods and services (Dsouza et al, 2021). Following the COVID-19 Pandemic, which has altered food safety risk perception, can have a significant impact on users' continuance intention to use OFD services (Alagarsamy et al., 2025). The results from Md Nor et al. (2024) also showed a significant positive link between food safety practices among the food riders in Kuala Lumpur. This research advances the following hypothesis: Hypothesis 7 (H_7) is proposed:

H_7 : Food safety risk perception positively influences customers continuance intention using online food delivery.

2.9. Familiarity

Familiarity with OFD services can positively influence users' continuance intention, whether comfort and trust, confidence in service quality, social influence, and perceived risk reduction are all factors that can be influenced by familiarity and contribute to users' intention to continue using the service (Bo and Lee, 2021). Past studies indicate that familiarity positively influences user behaviour intention in using technology, showing that they accept the applications or websites when they are familiar with the service (Afifah et al., 2022; Wu et al., 2024; Hasan and Scorpianti, 2022;

Sakas et al., 2022). Therefore, customers may have higher FAM when using OFD because they feel comfortable with the service, which may play a positive role in CCI. Based on the previous research related to FAM and continuance intention of using OFD services, the following hypothesis was formulated:

H_8 : Familiarity positively influences customers continuance intention using online food delivery.

2.10. Moderation Role of Technology Experience

Notably, past studies indicate that experience can moderate the relationship in behavioural intention. According to the past studies involving meta-analysis, as defined by Blut and Wang (2020), experience is the totality of technology-related encounters an individual has gained. The authors expect past experience to positively influence to individual's trust. The author's also said experience is positively related to motivators. Past research has suggested that past experience with technology increases an individual's led to adopt further technologies (Al-Emran and Griffy-Brown, 2023). With more experience, people are technologically savvier and, hence, more likely to understand the benefits of using technology, leading to a more positive view of technology in general. Prior technology experience is a significant external factor that influences the user's perceptions of a new technology's based on factors. A user's positive previous experiences can lead to believing a new technology will be more useful and simpler to use, while negative experiences can have the opposite effect, ultimately impacting their continuance intention to adopt OFD service. Consequently, this study anticipated that the technology experience alters customer continuance intention to use OFD service after COVID 19. Therefore, the following hypothesis is proposed:

H_9 : Technology experience moderates the relationship between factors and customer continuance intention.

3. METHODOLOGY AND DATA

3.1. Sampling and Data Collection

This study used a non-probability sampling method, which involves non-random selection of participants from the entire population (Johnson and Onwuegbuzie, 2004). This is because not every population segment has an equal chance of participating in the survey (Vehovar et al., 2016). After all, this research primarily focuses on consumers who had used the OFD service during and after the COVID-19 Pandemic in Malaysia. The non-probability sampling technique is based on the researcher's assessment (Schreuder et al., 2001). Purposive sampling was employed in this study to ensure that respondents possessed relevant experience with OFD services. Specifically, the study targeted individuals aged 18 years and above who had used OFD services in Malaysia. Respondents without prior OFD experience were excluded, making purposive sampling an appropriate approach for reaching informed participants who could provide meaningful responses.

3.2. Measurement

This study has eight variables including perceived usefulness, perceived ease of use, perceived privacy, perceived security, price-saving benefits, time-saving benefits, food safety risk perception and familiarity. The measurement used in this study is a Likert

Scale, in which respondents were asked to choose one of five options, with a neutral point to elicit the most concrete response: Five being the most affirmative and one the most negative. This allowed the individual to express how much they agree or disagree with a particular statement.

3.3. Data Analysis

This research used the statistical package for social sciences (SPSS) Statistics 27 version for data analysis. This study employed descriptive analysis and multiple regression analysis. Descriptive statistics were used to examine the demographic characteristics of respondents, including gender, age, education level, occupation, income, and frequency of online food delivery (OFD) usage. Multiple regression analysis allows for the identification and quantification of the influence of multiple predictors on the outcome of interest (DeFries and Fulker, 1985). To test the moderator effect, this study uses multiple regression analysis in SPSS to examine the interaction effect between technology experience and factors affecting continuance intention. This methodological approach enabled this study to determine whether and how technology experience influences the strength of these relationships, thereby offering practical implications for the design and marketing of online food delivery services post-pandemic.

4. RESULTS

4.1. Respondent's Profiles

The study involved 462 respondents, of whom 253 (54.8%) were female, and 209 (45.2%) were male (Table 1). The largest age group was 18-26 years, comprising 180 respondents (39% of the total sample). In terms of ethnicity, the sample was predominantly Malay, representing 63.2% of participants. The majority of respondents were employed full-time. Regarding income, the largest proportion (30.3%, $n = 140$) reported monthly earnings between RM2,001 and RM4,000. The respondents were generally well educated, with most holding at least a bachelor's degree; specifically, 269 individuals (58.2%) possessed this qualification. Regarding usage patterns, the most frequently reported behaviour was use 2-3 times/month, accounting for 27.9% of the sample.

4.2. Pre-Test

Before proceeding with the main data collection, the study questionnaire underwent several stages of validation and reliability testing. The survey was assessed by three academic experts in e-commerce and marketing. The researcher seeks input from experts in the field (e.g., researchers and practitioners) to evaluate the relevance, representativeness, and comprehensiveness of the study's measurement items. The content validity of the measures is a strategy that ensures they sufficiently assess the ideas to be tested, the first step in the pre-test process (Sekaran and Bougie, 2010). As a result, pre-testing the questionnaire is critical to ensuring that the desired information is included in each inquiry and the goal is achieved.

4.3. Pilot Test

A pilot test was conducted prior to the survey (Table 2). The Cronbach's alpha values for all dependent and independent variables differed between the pilot and actual tests. Cronbach's

Table 1: Demographic profile of respondents

| Demographic characteristics | | Frequency | Percentage |
|---|-----------------------|-----------|------------|
| Gender | Male | 209 | 45.2 |
| | Female | 253 | 54.8 |
| Age | 18-26 years old | 180 | 39.0 |
| | 27-40 years old | 146 | 31.6 |
| | 41-60 years old | 130 | 28.1 |
| | 61 years old or above | 6 | 1.3 |
| Ethnicity | Malay | 292 | 63.2 |
| | Indian | 65 | 14.1 |
| | Chinese | 53 | 11.5 |
| | Other | 52 | 11.3 |
| Employment status | Full-time employment | 278 | 60.2 |
| | Part-time employment | 99 | 21.4 |
| | Unemployed | 85 | 18.4 |
| Income | No income | 80 | 17.3 |
| | RM 2000-and below | 105 | 22.7 |
| | RM 2001-RM 4000 | 140 | 30.3 |
| | RM 4001 or above | 137 | 29.7 |
| Education | SPM | 48 | 10.4 |
| | Foundation or A-level | 86 | 18.6 |
| | Bachelor's degree | 269 | 58.2 |
| | Master | 45 | 9.7 |
| States | PHD | 14 | 3.0 |
| | Southern Region | 92 | 19.9 |
| | Central Region | 104 | 22.5 |
| | Northern Region | 74 | 16.0 |
| | East Coast | 113 | 24.5 |
| | East Malaysia | 79 | 17.1 |
| Frequency of users using online food delivery | Once a month | 96 | 20.8 |
| | 2-3 times a month | 129 | 27.9 |
| | Once a week | 123 | 26.6 |
| | 2-3 times a week | 92 | 19.9 |
| | Daily | 22 | 4.8 |

Source: Developed for this research

Table 2: Pilot study reliability test

| Variables | Reliability statistics | | Remarks |
|---------------------------------|------------------------|------------------|------------|
| | No. of items | Cronbach's alpha | |
| Perceived usefulness | 3 | 0.812 | Acceptable |
| Perceived ease of use | 3 | 0.804 | Acceptable |
| Perceived privacy | 3 | 0.864 | Good |
| Perceived security | 3 | 0.790 | Acceptable |
| Time saving benefits | 3 | 0.902 | Excellent |
| Price saving benefits | 3 | 0.880 | Good |
| Food safety and risk perception | 3 | 0.755 | Acceptable |
| Familiarity | 4 | 0.799 | Acceptable |
| Customer continuance intention | 3 | 0.779 | Acceptable |
| Technology experience | 3 | 0.755 | Acceptable |

Source: Developed for this Research

alpha is a way of assessing reliability by comparing the amount of shared variance, or covariance, among the items making up an instrument to the amount of overall variance (Lanza et al., 2007) to provide a measure of the internal consistency of a test or scale; it is expressed as a number between 0 and 1 (Tavakol and Dennick, 2011). Internal consistency describes the extent to which all the items in a test measure the same concept or construct. Hence, it is connected to the interrelatedness of the items within the test (Schmitt, 1996). After the questionnaire was revised, a pilot study was conducted to verify the reliability and

validity of all questionnaire components. The questionnaires were handed out to consumers at Universiti Malaysia Terengganu. This process ensures that the pilot study includes an adequate number of respondents from the target demographic. The pilot involved 30 respondents.

4.4. Hypothesis Testing

The hypothesis testing results presented in Table 3 indicates that among the predictors, Familiarity emerged as the most significant factor influencing customer continuance intention ($\beta = 0.403$, $P < 0.001$). Perceived usefulness also showed a significant positive effect ($\beta = 0.129$, $P = 0.001$), along with perceived ease of use ($\beta = 0.082$, $P = 0.044$), perceived security ($\beta = 0.081$, $P = 0.022$). In contrast, perceived privacy and food safety risk perception were not significant predictors ($\beta = 0.002$, $P = 0.915$ and $\beta = 0.048$, $P = 0.115$, respectively). These results underscore the importance of familiarity, perceived usefulness, and other significant factors in determining customer continuance intention toward OFD services while highlighting that perceived privacy and food safety risk perception may not have a substantial impact.

Moderation analysis was conducted using a hierarchical regression approach (Table 4). Interaction terms were created by mean-centering the factors and the moderator, and then multiplying them to reduce the risk of multicollinearity. Following this, an interaction term was created by multiplying the mean-centered independent variable by the mean-centered moderator (IV \times Moderator). The regression model was then tested in two steps: First, by entering the independent variable and the moderator in Model 1, and second, by adding the interaction term in Model 2 (Table 5). No significant interaction effects were found, indicating that TE does not moderate the relationships.

Table 3: Hypothesis testing results

| Hypotheses | β -value | P-value | Results |
|---------------------------|----------------|---------|---------------|
| H ₁ : PU→CCI | 0.129 | P<0.001 | Supported |
| H ₂ : PEOU→CCI | 0.082 | P<0.044 | Supported |
| H ₃ : PV→CCI | 0.003 | P>0.915 | Not supported |
| H ₄ : PS→CCI | 0.142 | P<0.001 | Supported |
| H ₅ : PSB→CCI | 0.081 | P<0.022 | Supported |
| H ₆ : TSB→CCI | 0.125 | P<0.001 | Supported |
| H ₇ : FSRP→CCI | 0.057 | P>0.115 | Not supported |
| H8: FAM→CCI | 0.403 | P<0.001 | Supported |
| H9: TE moderates IVs→CCI | — | P>0.05 | Not supported |

Source: Developed for this Research

Table 4: Summary of multiple regression analysis

| Factors | B (unstandardized coefficients) | t-value | P-value |
|---------|------------------------------------|---------|-----------------|
| PU | 0.154 | 0.001 | Significant |
| PEOU | 0.092 | 0.044 | Significant |
| PV | -0.002 | 0.915 | Not significant |
| PS | 0.122 | 0.000 | Significant |
| PSB | 0.061 | 0.022 | Significant |
| TSB | 0.137 | 0.001 | Significant |
| FSRP | 0.048 | 0.115 | Not significant |
| FAM | 0.419 | 0.000 | Significant |

Source: Developed for this research

5. DISCUSSION

The result reinforces the core constructs of TAM, particularly the importance of PU and PEOU. However, the strong effect of FAM and the weak effect of PV suggest that post-adoption behaviour may be influenced by trust-based and habitual factors not fully captured by the original TAM. This extends TAM by showing that CCI may depend more on trust-based and experiential factors not initially accounted for. But the non-significant role of PV challenges traditional assumptions about risk and trust in technology adoption models. In the Malaysian OFD context, privacy concerns appear less relevant, suggesting that TAM extensions should reconsider the perceived privacy as a variable in post-pandemic digital behaviours. Lastly, the non-significant moderation of TE raises questions about the boundary conditions of TAM. While the extended TAM model often assumes that user Experience moderates technology adoption outcomes, the results here suggest that these differences will decrease once digital services are widely adopted. Together, these reflections position TAM not just as a framework for adoption, but as a foundation that requires integration with post-adoption theories to capture long-term use of digital services more effectively.

Based on the multiple regression analysis, perceived usefulness (PU) has a positive and significant relationship with customer continuance intention (CCI), highlighting the importance of functional benefits in Malaysia. This aligns with the results of a study by Jun et al. (2021), which found that the perceived usefulness affects customers' online food delivery usage both directly and indirectly through customer attitude. This study's results are also similar to those of previous studies by Yeo et al. (2017), Naim (2023), Yin et al. (2019), and Hong et al. (2021), which confirm that customers are more likely to adopt OFD if they perceive it as applicable.

Table 5: Summary of moderation analysis results (model 1 and 2)

| Variables | Model 1 | | Model 2 | |
|-----------------------|---------|-------|---------|-------|
| | β | t | β | t |
| Independent variables | | | | |
| PU | 0.154 | 0.001 | 0.147 | 2.938 |
| PEOU | 0.092 | 0.044 | 0.090 | 1.880 |
| PV | -0.002 | 0.915 | 0.006 | 0.370 |
| PS | 0.122 | 0.001 | 0.127 | 3.832 |
| PSB | 0.061 | 0.022 | 0.053 | 1.924 |
| TSB | 0.137 | 0.001 | 0.159 | 3.558 |
| FSRP | 0.048 | 0.115 | 0.029 | 0.914 |
| FAM | 0.419 | 0.001 | 0.390 | 8.533 |
| Moderator | | | | |
| TE | 0.335 | 1.991 | 0.065 | 1.888 |
| Interaction | | | | |
| INT1 (PU×TE) | | | -0.019 | 0.455 |
| INT2 (PEOU×TE) | | | 0.033 | 0.280 |
| INT3 (PV×TE) | | | -0.019 | 0.332 |
| INT4 (PS×TE) | | | 0.015 | 0.542 |
| INT5 (PSB×TE) | | | -0.014 | 0.539 |
| INT6 (TSB×TE) | | | 0.033 | 0.135 |
| INT7 (FSRP×TE) | | | 0.005 | 0.846 |
| INT8 (FAM×TE) | | | -0.037 | 0.150 |

Source: Developed for this research

Next, perceived ease of use (PEOU) also demonstrated a significant positive relationship with CCI, consistent with the results of this research. This result is consistent with earlier research by Shang and Wu (2017) and Francioni et al. (2022), which showed that PEOU is one of the most crucial variables affecting CCI in the use of OFD services in Malaysia after the COVID-19 pandemic. Therefore, understanding the interplay between PEOU and continuance intention in the OFD service industry post-COVID-19 pandemic requires ongoing attention.

The result of this study indicates a strong and significant relationship between perceived security (PS) and CCI, suggesting that users who perceive OFD platforms as secure are more likely to continue using them. PS contributes to the belief that transaction processes will be completed safely and that personal or financial platforms will not be misused by third parties for unethical purposes. In the post-COVID-19 era, PS has become an important factor influencing CCI when using OFD services, as more consumers shifted to digital platforms during the pandemic to buy food and concerns over the safety of financial transactions became increasingly prominent.

Price-saving benefits (PSB) also show a significant positive relationship with CCI in the research results. The significant positive relationship between PSB and CCI suggests that Malaysian consumers are highly price-sensitive, and affordability plays a crucial role in their decision to continue using OFD services.

The result also reveals that time-saving benefits (TSB) had a significant positive effect on CCI. The significant relationship suggests that Malaysian consumers consider convenience, speed, and the ability to avoid driving or waiting in crowded restaurants as one of the factors in adopting the OFD service.

The negative relationship between food safety risk perception (FSRP) and CCI, according to the results of this study. The negative relationship between FSRP and CCI suggests that, despite heightened public awareness of hygiene and safety during the pandemic, food safety concerns may no longer be a critical factor influencing CCI among OFD service users in Malaysia. One possible explanation is that consumers have developed a baseline trust in the safety protocols implemented by major OFD platforms and restaurants.

Familiarity (FAM) emerged as the most influential variable in this study, with a significant positive effect on CCI. This indicates that users who are more familiar with OFD services are significantly more likely to continue using them. This result highlights the importance of repeated positive experiences with OFD services in reducing uncertainty, thereby increasing users' likelihood of sticking with familiar services. According to Choi (2020), FAM is important to understanding application users' online food delivery behaviour because users who feel more familiar with an application, website, and other OFD systems are likely to search for information more efficiently and save time exploring and ordering the items they want, resulting in less risk for their online shopping (Chang et al., 2016; Van Slyke et al., 2006).

Based on the result of this study, the moderation analysis revealed that technology experience (TE) did not significantly moderate the relationships between the factors and continuance intention (CCI), indicating that TE may not act as an enhancer of consumer behaviour in the context of online food delivery (OFD) services post-COVID-19 in Malaysia. While TE demonstrated a marginally significant direct effect on continuance intention in earlier models (Model 1 and Model 2), none of the interaction terms between TE and the independent variables were statistically significant.

6. CONCLUSION

In conclusion, this study provides several key contributions, encompassing both theoretical and practical implications. Additionally, this study also has some limitations and directions for future research.

6.1. Theoretical and Practical Implications

Theoretically, this study extends the TAM proposed by Hong et al. (2021) by incorporating FAM as a dominant factor influencing continuance intention, thereby addressing the gap between initial acceptance and long-term usage of OFD services. The strong effect of familiarity highlights the importance of habit formation and accumulated user experience, dimensions not fully captured in the original TAM framework.

Next, TE was chosen as a moderator in this study based on prior research suggesting that users' experience with digital technologies may strengthen or weaken the relationship between factors and continuance intention. The assumption was that individuals with higher levels of technology experience would more readily recognize the benefits of OFD services and thus be more likely to continue using them. However, the findings revealed that TE did not significantly moderate any of the proposed relationships.

Lastly, this study contributes methodologically by employing purposive sampling to collect that active OFD users participated in this survey of this study, thereby increasing the validity of continuance intention measurement. The data collection was conducted in the post-pandemic period, offers a unique perspective on consumer behaviour during the transition from necessity-driven adoption to habit-driven continuance. Additionally, the use of Likert scale indicators for most constructs and categorical measures for technology experience provides insights into the challenges of operationalising moderators in behavioural studies.

Practically, the findings of this study also provide several practical implications especially for OFD platform, marketers and policymakers. The results highlight the importance of enhancing personalisation features and developing familiarity-based interfaces for OFD platform. Since familiarity emerged as one of the strongest predictors of customer continuance intention, OFD platforms should prioritise creating user experiences that feel consistent, intuitive, and tailored to individual preferences.

Secondly, this practical implication also implied to marketers. This study emphasises the need to highlight security and ease-of-use features in promotional campaigns. Since both perceived security

and ease of use were significant drivers of customers' continuance intention, marketing messages should focus on reassuring users about the safety of their transaction and financial data, while also showcasing the simplicity and convenience of using OFD services.

Finally, the important for policymakers, as the findings suggest the need to consider digital literacy programs that promote the safe and effective usage of OFD applications. Since technology experience did not significantly moderate continuance intention, it indicates that not all users, particularly those with limited digital exposure, fully benefit from OFD services.

6.2. Limitation and Future Study

This study is not without its limitations, which should be acknowledged to provide a balanced understanding of its findings. First, the study employed a cross-sectional survey design, which captures data at a single point in time. While this method is effective for identifying associations between variables, it does not allow for the establishment of relationships or the observation of changes in consumer behaviour over time (Wang & Cheng, 2020). Future studies could employ longitudinal research designs to examine how customer continuance intention toward OFD services evolves, particularly in response to technological advancements. A longitudinal study could track behavioural changes over time as the post-pandemic environment evolves.

The study employed a quantitative method, with the research question focused on the relationship between various factors and customer continuance intention to use OFD services. The use of purposive sampling limits the generalisability of the findings to all Malaysian OFD users. Additionally, the absence of qualitative data may have restricted a deeper understanding of the motivation behind continuance intention. Although quantitative analysis provides improved statistical insights, it may overlook the deeper psychological factors that shape consumer behaviour. To address this limitation, future studies could adopt a mixed-methods approach, integrate qualitative interviews or focus groups to complement survey findings. This would enable researchers to capture richer, more nuanced perspectives on customer motivations and concerns, particularly in areas such as perceptions of food safety or trust in digital platforms.

7. FUNDING

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8. INSTITUTIONAL REVIEW BOARD STATEMENT

The authors stated that participants were informed that their participation was voluntary and that they could withdraw from the study at any time. The data collected from participants was kept confidential and anonymous and used only for research purposes. The authors further declared that the study complied with the ethical guidelines set forth by the Research Management Office, Universiti Malaysia Terengganu (UMT/JKEPM/2024/221).

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