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Factors Influencing Restaurants on Selecting Food Delivery Applications

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ABSTRACT

The purpose of this thesis is to study factors influencing restaurants on selecting food delivery applications. This is quantitative research that adapts the Unified theory of acceptance and use of technology: UTAUT, factors from past research, and new factors, which are a business partner and the innovation expectations, all of these factors are used as a guideline for the research. This research studies a sample group of restaurant owners that use or have used food delivery applications for their business. The size of this sample group is 259 restaurant owners, the information is gathered by using an online poll, and the information is then analyzed by a program to see the relations of each factor according to the theory and guideline.

The result of the research indicates that relative advantage, business partners, Innovation Expectations, and trust in provider all directly influence the intention of using food delivery applications, while performance expectancy, Effort Expectancy, social influence, and Attitude Toward Use and Technology do not influence the intention of using food delivery applications.

Keywords: UTAUT, partner, innovation expectations, food delivery.

INTRODUCTION

From the expansion of the food delivery business in Thailand that has increased significantly, Thai people have the habit of being in their comfort zone and with the coronavirus 2019 (COVID-19) epidemic. The government sector has taken various measures to prevent the spreading of the virus, among which includes the social distancing causing restaurant operators to be greatly affected by this crisis. Therefore, restaurant operators have increasingly begun to adapt to food delivery in order to expand the channels of services. The competition among food delivery service platform providers is varied from setting a low starting delivery price to not charging for delivery at all if the distance ordered is not more than that specified by the service provider or expanding the service delivering area to be more inclusive. As a result, the service users (consumers) gain more convenience. However, some of the food delivery service platform providers (Food Delivery) are still charging food operators on a percentage of sales or from gross profit, while some service providers pay more attention to food operators and do not focus on share of sales. These providers will increase delivery costs instead to provide more options for food operators.

Based on past research by Lee, Lee, and Jeon (2017), who studied the factors that influence behavior in using food delivery applications by examining the relationship between the factors of customers' reasons to use food delivery applications. By using an extended technology adoption model to explore the consumer experience of using food delivery through mobile applications which study in the context of consumers (people who use applications for ordering food), it is found that users generated data, providers generated data, and quality of application has a significant effect on the customers. Apart from that, the feature and design of the application and convenience of usage will have a significant effect and, in return, will benefit in users experience toward mobile applications (Prabowo and Nugroho (2019). While the internet is rapidly growing in Indonesia, Indonesians tend to engage in various activities on the internet and other supportive applications. Many Indonesians like to use online stores because they provide more convenience and economical value than traditional shopping channels.

This also happens in the food and beverage sector, which has spurred the emergence of online food delivery services. (Online Food Delivery). This study aimed to examine the influence of facilitation motivation and post-utilization benefits and other factors on attitudes toward online food delivery. It focuses on behavioral by online food delivery service with a mobile application case study of Go Food. Examples of this study included Go Food users in different regions in Indonesia supported by Go Food servicing areas. The results of this study show that behavioral attitudes and intentions toward the Go Food app are determined by perceived benefits, while its benefits are received from outward factors, i.e., motivation from cooking and time-saving.

From the above information, it was found that there have been extensive studies and research on service users (People who use apps to order food). The researcher considered that online food delivery service providers could be divided into three groups of users. The researcher, therefore, presents the research in the context of restaurant operators to study the factors influencing restaurants in choosing a food delivery service provider application by using the Unified Theory of Acceptance and Use of Technology (UTAUT). Apart from this, the researcher also studied Performance Expectancy, Effort Expectancy, Social Influence that affects Attitude Toward Use, and Technology. The researcher also added the business alliance factor of service providers and innovation expectations from entrepreneurs in choosing food ordering service providers as a guideline for improving, modifying, or developing their applications. The study is divided into four main objectives: 1) To study the factors influencing restaurants in choosing a food delivery service provider application by applying the technology integration theory (UTAUT) that

includes performance expectations, user effort expectations, social influence, including attitude factors towards the use, and technology and comparative benefits. 2) To study the influence of performance expectations, user effort expectations, social influence, trust in service providers, and comparative benefits affect attitudes towards use and technology. 3) To study the influence of service provider partners on intentions in choosing a delivery service provider application. 4) To study the influence of innovation expectations on intentions in choosing a food delivery service provider application.

LITERATURE AND RELATED RESEARCH

In this research, the researcher studied the data in both academic articles and documents, as well as research studies related to factors influencing restaurants in choosing a food delivery service provider application. The data obtained will be used to formulate research hypotheses and design tools for further research. The researcher presented a literature review under the topic.

The unified theory of acceptance and use of technology (UTAUT) was presented by Venkatesh, Morris, Davis, and Davis (2003), which combines several accepted behavior theories to reduce the limitations of each theory and increase efficiency in research studies. The UTAUT shows that there are three factors. *Performance Expectancy*, the degree to which a person believes that the use of information systems will increase performance at work results in better work (Venkatesh *et al.*, 2003) or believes that the use of information systems will increase the benefits of work (Magsamen-Conrad, Upadhyaya, Joa, & Dowd, 2015) which is consistent with what Viswanath and Tse (2003) have defined and described. Performance expectation refers to how users feel that the technology can shorten the turnaround time and be beneficial. This factor is similar to the perceived benefit from the Technology Acceptance Model (TAM), which influences the attitudes of individuals affecting the use of information systems (Davis, 1989). *Effort Expectancy* is the level of ease of use of the technology (Venkatesh *et al.*, 2003), or the ease of learning, knowing, and understanding. It doesn't take too much effort to use technology (Sair & Danish, 2018), while Catherine, Geoffrey, Moya, and Aballo (2018) said that most technology users prefer technology that is flexible, useful and easy to use, and doesn't take much time to understand which will lead to acceptance and use. Several studies have been carried out, such as studies on the intention to use biometric authentication in financial transactions. *Social Influence* affects user decisions such as friends or family members (Venkatesh *et al.*, 2003) or when users feel insecure in using the service. Users are more likely to use social networks to help with decision-making (Song, Baker, Wang, Choi, & Bhattacharjee, 2018), in line with environmental and situational factors, knowledge, and other factors. In addition, person-to-person influence factors, environmental and behavioral factors are related in nature in a reciprocating manner (Bandura, 1977, 1986). Moreover, Wang, White, Chen, Gao, Li, and Luo (2015) examined an empirical study of the adoption of wearable technology in the field of health care found that social influence directly influenced the willingness to adopt wearable technology significantly. This is consistent with Wills, El-Gayar, and Bennett (2008), who studied the acceptance of electronic medical records in a group of physician assistants, nurses, and nursing assistants. It was found that social influence by users who perceived the importance of electronic medical records from the opinions of others played a significant role in intention to use the system. This is in line with the research of Im, Hong, and Kang (2011), which examined the international comparative acceptance of technology by studying the acceptance of online banking technology and MP3 players. The research found that social influence directly and positively influenced the user's willingness to use the system. All three factors directly affect behavioral intention, while the environmental factor supports it. Facilitating Conditions and Behavioral Intention directly affect user behavior.

The characteristic factor of innovation, Rogers (2003), states that the process of adoption of innovation is the decision to accept that innovation and implement it or is most useful. Moore and Benbasat (1991) adopted the concept of innovation from the theory of perception by properties. It is one of the most popular core components of the DOI theory to study the behavior of individuals using technology (Greenough, Black, & Wallace, 2002; Cheung & Chan, 2000), Trust in Provider, and Attitude Toward Use and Technology.

Trust in Provider Luhmann (1968): Trust is generally an important factor in social interactions that involves uncertainty. Trust is, in part, shown to be a mechanism that simplifies human behavior in uncertain situations in line with what Gefen, Karahanna, and Straub (2003). Gefen and Straub (2004) say that credibility is the core to any economic transaction, while Grabner-Kraeuter (2002) states that one key reason for its importance is the fact that in a virtual environment, the degree of uncertainty of economic transactions on the internet commerce is higher than that of traditional settings. This can pose a number of risks that may arise from uncertainty. It can be explained by the behavior of users engaged in online transactions while trusting the service provider is the user's belief with trust in service providers, to be honest. Serviceability (Rotter, 1967; Morgan & Hunt, 1994; Bhattacharjee, 2002; Warkentin, Gefen, Pavlou, & Rose, 2002) is consistent with Corbitt, Thanasankit, and Yi (2003); Teo and Liu (2007), who said that the reliability of the service provider plays an important role in the exchange of relationships between service users and service providers.

Attitude Toward Use refers to the user's attitude as a result of perceived ease of use and perceived usefulness. Awareness of the usefulness or efficiency of the system and its level of ease of use. Users develop a positive attitude towards a system or technology and affect their willingness to use that system or technology (Azjen, 1980) to the decision-making and behavior of service users. Trust in technology is an important component of trust theory (Li, Rong, & Thatcher, 2012) which is inconsistent with research showing that Attitude Toward Use and Technology has a positive effect on the intention to use of the system (Prabowo and Nugroho, 2019; Chen *et al.*, 2020; Asnakew, 2020; Nor *et al.*, 2008). While the business partner (Partner / Alliance) Lambe, Spekman, and Hunt (2002) gave a meaning of "Business Partner" as a cooperative relationship between two or more organizations, both parties have wishes or goals to achieve the objectives of doing business together.

The purpose of this research was to synthesize a model based on the previous theory in order to understand and summarize the correlation of each of the interrelated factors of intention to use food ordering service through the customer application in Thailand by studying from service providers (Grab, Line Man, Food Panda, Gojek and Robinhood).

RESEARCH FRAMEWORK

From the theory and research that affects the intention of using food delivery service provider application, it can be seen that Performance Expectancy, Effort Expectancy, Social Influence, Relative Advantage, Trust in Provider, and Attitude Toward Use and Technology influence restaurants in choosing service provider application for food delivery. While Performance Expectancy, Effort Expectancy, Social Influence, Relative Advantage and Trust in Provider influence the Attitude Toward Use and Technology.

In this research, the researchers added factors to the conceptual research framework for use in the investigation, including Partner/Alliance influences restaurants in choosing the application. Intention to use the service to accept food orders of the application food delivery and Innovation Expectations influence restaurants to choose food delivery service provider application. The researcher presents the conceptual research framework in Figure 1.

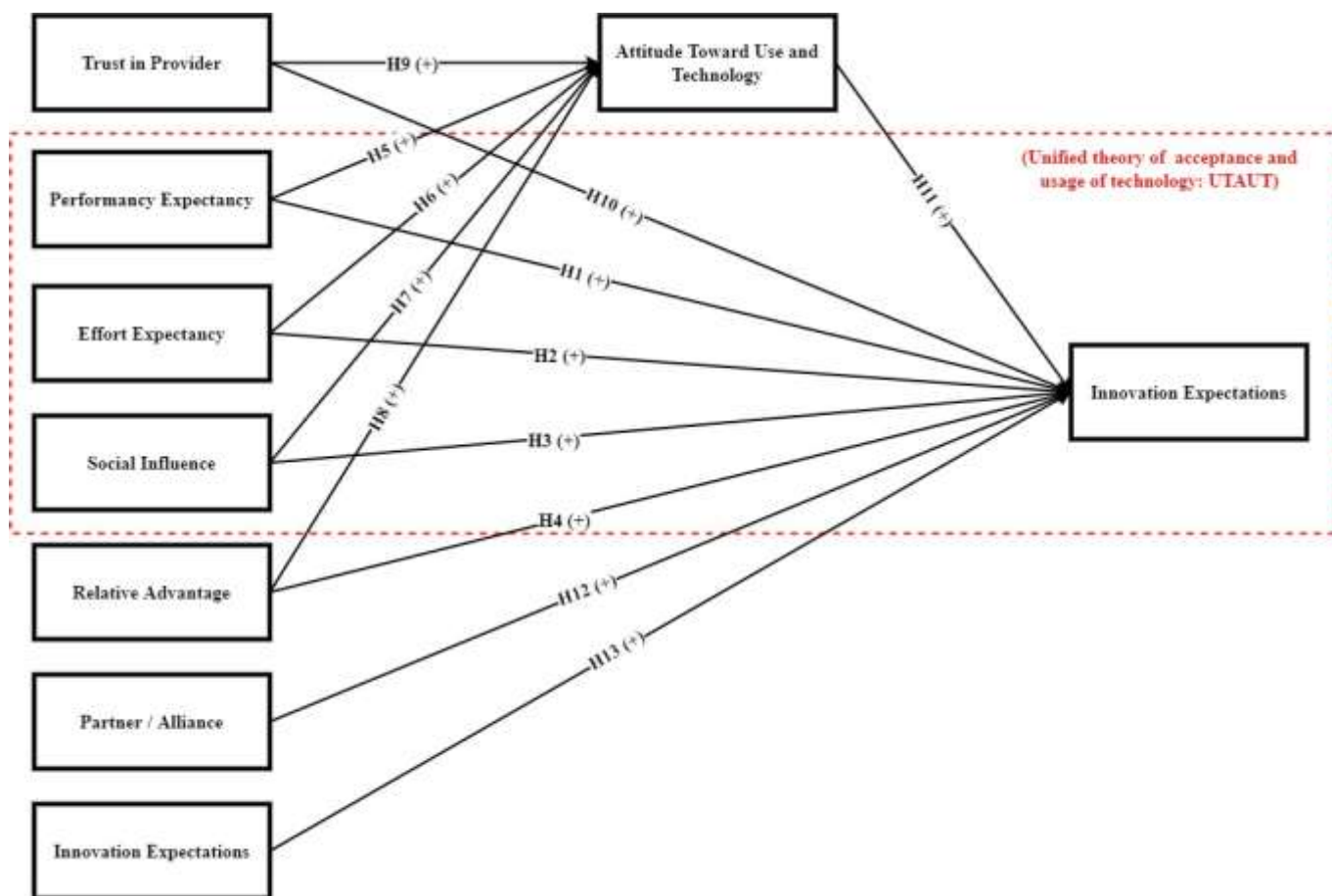


Figure 1: Conceptual framework.

METHODOLOGY

Selection of samples and samples

The purpose of the random sampling was used to target the main research group as a group of restaurant operators, whether it is street food, a small entrepreneurial restaurant, or restaurants that have outlets in Thailand. A total of 279 questionnaires were submitted and received a response that met the eligibility criteria of 259 research subjects.

Research tools

The researcher collects data through the distribution of online questionnaires. The questionnaire is divided into three sections: information about the food delivery order application; used for verifying the identity of the restaurant operator. In order to use the food delivery order application, respondents (restaurant operators), general information questions such as gender, age, education, the questions are in the form of Normal Scale by preparing the format of the exam as a checklist. A question about the opinions of a sample used to study the factors influencing restaurants in choosing a food delivery service provider application by using the assessment 5-level Likert Scale estimation ratio model (5 – strongly agree, 1 – strongly disagree).

Analysis

The questions were analyzed using exploratory factor analysis (EFA) for internal reliability through varimax rotation. We have found our results to be within acceptable ranges based on the literature review. We present the factor loading values in the table below.

Table 1: Exploratory factor analysis.

| Construct | Item Description | Factor Loading |
|--|---------------------|----------------|
| Performance Expectancy (PE) | PE2 | 0.763 |
| | PE4 | 0.759 |
| | PE3 | 0.741 |
| | PE1 | 0.608 |
| Effort Expectancy (EE) | EE4 | 0.834 |
| | EE2 | 0.813 |
| | EE3 | 0.796 |
| | EE1 | 0.771 |
| Social Influence (SI) | SI2 | 0.860 |
| | SI1 | 0.859 |
| | SI3 | 0.816 |
| | SI4 | 0.625 |
| Relative Advantage (RA) | RA1 | 0.841 |
| | RA2 | 0.840 |
| | RA3 | 0.833 |
| | RA4 | 0.809 |
| Trust in Provider (TP) | TP2 | 0.861 |
| | TP1 | 0.818 |
| | TP4 | 0.649 |
| | TP3 | 0.605 |
| Partner / Alliance (PA) | PA4 | 0.855 |
| | PA3 | 0.828 |
| | PA2 | 0.819 |
| | PA1 | 0.806 |
| Innovation Expectations (IE) | IE3 | 0.845 |
| | IE4 | 0.802 |
| | IE2 | 0.789 |
| | IE1 | 0.712 |
| Attitude Toward Use and Technology (AUT) | AUT4 | 0.763 |
| | AUT2 | 0.751 |
| | AUT3 | 0.751 |
| | AUT4 | 0.711 |
| Intention to use the service to accept food orders of the restaurant operators (INT) | INT4 | 0.868 |
| | INT3 | 0.810 |
| | INT1 | 0.793 |
| | INT2 | 0.775 |

The questionnaire possessed relatively high Cronbach Alpha values, and all factors had Cronbach's alpha exceeding 0.7. This suggests that the measurement items were reliable. We present Cronbach's alpha values in Table 2.

Table 2: Cronbach's Alpha test results.

| Construct | Cronbach's Alpha | Number of Questions |
|--|------------------|---------------------|
| Performance Expectancy (PE) | 0.757 | 4 |
| Effort Expectancy (EE) | 0.842 | 4 |
| Social Influence (SI) | 0.856 | 4 |
| Relative Advantage (RA) | 0.893 | 4 |
| Partner / Alliance (PA) | 0.868 | 4 |
| Innovation Expectations (IE) | 0.875 | 4 |
| Trust in Provider (TP) | 0.751 | 4 |
| Attitude Toward Use and Technology (AUT) | 0.811 | 4 |
| Intention to use the service to accept food orders of the Restaurant operators (INT) | 0.850 | 4 |

Hypothesis testing

Then performed a regression analysis on the hypotheses defined by the conceptual framework. We illustrate our findings in the following figure. We observe in our regression analysis that all our values for the Standardized Coefficient β were positive, which suggests that our model was quite accurate in predicting a positive relationship between the variables of the three models. However, some hypotheses were not supported by the regression analysis at the desired significance level.

Table 3: Hypothesis testing.

| Hypothesis | Conclusion | Standardized Coefficient β |
|--|---------------|----------------------------------|
| H1 (Performance Expectancy \rightarrow Intention to use) | Not Supported | -0.058 |
| H2 (Effort Expectancy \rightarrow Intention to use) | Not Supported | 0.050 |
| H3 (Social Influence \rightarrow Intention to use) | Not Supported | 0.016 |
| H4 (Relative Advantage \rightarrow Intention to use) | Supported | 0.183* |
| H5 (Performance Expectancy \rightarrow Attitude Toward Use and Technology) | Supported | 0.227* |
| H6 (Effort Expectancy \rightarrow Attitude Toward Use and Technology) | Not Supported | 0.075 |
| H7 (Social Influence \rightarrow Attitude Toward Use and Technology) | Supported | 0.170* |
| H8 (Relative Advantage \rightarrow Attitude Toward Use and Technology) | Supported | 0.135* |
| H9 (Trust in Provider \rightarrow Attitude Toward Use and Technology) | Supported | 0.362* |
| H10 (Trust in Provider \rightarrow Intention to use) | Supported | 0.174* |
| H11 (Attitude Toward Use and Technology \rightarrow Intention to use) | Not Supported | 0.116 |
| H12 (Partner / Alliance \rightarrow Intention to use) | Supported | 0.118* |
| H13 (Innovation Expectations \rightarrow Intention to use) | Supported | 0.298* |

* $p < .05$

It was found that the independent dependency variable in trust in provider had a significance p less than 0.05, indicating acceptance of the hypothesis line. and the regression coefficients (beta) were 0.362, 0.277, 0.170 and 0.135, respectively. The independent variables that had the highest influence on attitudes towards use and technology were: trust in providers with a regression coefficient (beta) of 0.362 ($p = 0.000$). Furthermore, the variable that had the highest influence on the intention to use

was the Innovation Expectations variable with a regression coefficient (beta) of 0.298 ($p = 0.003$). While Performance Expectancy, Effort Expectancy, Social influence and Attitudes toward use and technology There is no direct influence on the intention of use.

DISCUSSION

However, hypothesis 1,2,3, which is the main theory used by the researcher, is not supported in which Wong, Muhammad, and Abdullah (2020) found a similar insignificant correlation in research on the intention to use whiteboards in the interactions of university students in Malaysia. Whether the efficiency of technology is important or not, the results of the study concluded that students believe that the use of interactive whiteboards is not effective enough to help them in their studies, resulting in no intention of using them. Meanwhile, Effort Expectancy did not affect the intention to use because, in Thailand, restaurant operators are alert and change the style of food sales from selling only on-premises. With the effect of the coronavirus (COVID-19) epidemic, they are in the process of starting to use food ordering services through a service provider application. They need to register, verify identity through the application. This may cause concern for some restaurant operators. Social Influence is consistent with Hino (2015) studying the intentions of internet users to use biometric technology. It was found that the intention was not due to the influence of people around them or the media, and not the feeling that using the application will look more modern than those who do not use it. Unlike hypothesis shows that Partner/Alliance and Innovation Expectations influence the intention of using food ordering service provider application. The level of satisfaction that users of the services will build confidence, increased reliability for accuracy will have a positive effect on the intention of using the service for food orders through the service provider application. Restaurant operators believe that service providers will then develop new technologies or services that help increase work efficiency for users resulting in satisfaction for customers or service recipients

RESEARCH SUMMARY

The purpose of this research was to study the factors influencing restaurants in choosing a food delivery service provider application by applying the Unified theory of acceptance and usage of technology (UTAUT) and the theory of Diffusion of Innovation (DOI) and past factors, including Attitude Toward Use and Technology, as well as adding new factors used in the study, including Partner / Alliance and Innovation Expectations, to test research hypotheses.

Statistical analysis results on the influence of factors affecting restaurants in choosing a delivery service provider application. It was found that restaurant operators' decision to order food service was influenced by Relative Advantage, Trust in Provider, Partner/Alliance, and Innovation Expectations factors affecting their intention to use the service provider application. food delivery

The results of this research Can be used to support food delivery service providers in application development. To know and access the factors that influence restaurants to choose a food delivery service provider application. And can use the information for further study to prepare for the development of services or technologies used in Thailand's applications in the future to meet the target groups that result in an increasing trend.

Recommendations. This study examined the factors that influence restaurants to choose food delivery applications. It does not include accepting food ordering users and food delivery drivers to service providers.

The researcher is of the opinion that additional theories and factors should be studied from the perspective of service users to order food through the service provider application or the view of the food delivery man. Future research can lead to Unified Technology Adoption and Use Theory (UTAUT), including alliance/alliance factors and innovation expectations. In this research, restaurant operators were analyzed. To analyze from the perspective of service users in ordering food or food delivery man. By studying the factors affecting the use of food ordering services through the service provider application from the perspective of the service user or the point of view of the food delivery person to study and compare the opinions of service users or food delivery service providers to see what factors affect Intent to use it to increase understanding of user behavior. Further research can be further enhanced by analyzing the intentions of using food ordering services through each restaurant operator's service provider application. For example, large restaurant operators are more likely to choose one provider over the rest for any reason.

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