

Online Food Delivery in Tourism Destination: Factors Promoting Intentional Behaviour and eWOM

Sandra Sanggramasari

Politeknik Pariwisata NHI Bandung, Indonesia, Email, sanggramasarisandra@gmail.com

Sonny Sanjaya

Akademi Pariwisata NHI, Indonesia, Email, sonny@akparnhi.ac.id

Sara Rabasari

Akademi Pariwisata NHI, Indonesia, Email, sara@akparnhi.ac.id

Ita Karnita

Akademi Pariwisata NHI, Indonesia, Email itakarnita@akparnhi.ac.id

Mega Fitriani Adiwarna Prawira*^{ORCID}

Politeknik Pariwisata NHI Bandung, Indonesia, Email, megafitriani@stp-bandung.ac.id

*Corresponding Author

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Abstract

Online Food Delivery (OFD) has become essential to global people's lives with digital life behaviour preferences. This study seeks to uncover the intrinsic aspects of OFD customers who use this service in the tourist destinations they visit. By involving 307 respondents surveyed online, this study has analyzed the construction of the influence of variables of religiosity, environmental awareness, brand authenticity, ability, motivation, and opportunity, on customer attitudes that lead to intentional behaviour and electronic Word of Mouth. The results of the SEM-PLS analysis revealed that aspects of environmental awareness and brand authenticity did not significantly influence the attitude of OFD customers, whereas, in this study, other aspects studied were found to have a significant effect. Customer attitude is a determining factor for intentional behaviour and electronic word of mouth. This study has supported the postulation of the importance of customer religiosity profiles and the Theory of Planned Behaviour.

Keywords: Online food delivery; religiosity, tourist destination

Introduction

The use of the internet in recent decades has shifted from an information retrieval tool to a trading ecosystem that changes people's consumption behaviour globally (De Cicco et al., 2021). The presence of buyers and sellers on e-commerce platforms provides development to various business models where social media, aggregators, and electronic payments are the backbone (Prawira et al., 2022; Susanto et al., 2022). In the context of e-commerce, social media takes on the role of virtual representatives, while aggregators act as intermediaries and procurement vendors; and electronic payments play a role in canalizing digital payments that are safe, fast, and precise. This empirical fact has presented an electronic recommendation model for a brand which has come to be referred to as electronic word of mouth (Page, 2009). Online Food Delivery (OFD) is a modern food business model widely adopted in integrating social media, aggregators, and digital payments and continues to evolve. The global revenue of the OFD sector is expected to reach US\$151,526 million in 2021, an increase from US\$107,438 million in 2019 (Statista, 2021). This can be attributed to the Covid-19

phenomenon, which has driven a significant increase in demand for OFD worldwide. A report by (Allied Market Research, 2020) stated that the global market size of OFD is expected to reach US\$192.16 billion by 2025, increasing at a CAGR (Compound Annual Growth Rate) of 11.5% from 2018 to 2025. This shows that OFD has become important to the global community's interaction with technology.

People's dependence on OFD also has an impact on changing their behaviour in travel. A visit to a tourist destination integrally involves purchasing local food (Kim et al., 2017; Sangpikul, 2018; Yuan et al., 2022). In special terminology: food tourism or culinary tourism (Lohman & Netto, 2017; Sidali et al., 2015), The motivation for visiting the main destination is encouraged to enjoy the peculiar cuisine of a tourist destination. In their activities, tourists often desire to enjoy local cuisine but have limited time to explore it all geographically. Local culinary providers then use this request to offer delivery services in collaboration with aggregators. This is possible due to technology adoption in various tourism destinations, providers, and users. The development of smart tourism in various cities globally has been found by various researchers as a driver of the provision of OFD services that are increasingly expanding to remote tourist destinations. The openness of the hotel industry in providing access to OFD for its guests was found to be one of the motivations of guests in giving a good rating to this property manager and can be followed up as an opportunity for hotel business expansion (Lin et al., 2022).

The development of local OFDs in tourist destinations has become an important part of tourist spending patterns. This, in the next stage, fosters competition between local food brands which is perceptively found to rest on product quality and price (Saad, 2021), location (He et al., 2019), Quality of Service (Yusra & Agus, 2020), Operating System Reliability and Security (Dsouza & Sharma, 2021; Koay et al., 2022). However, little research still reveals more intrinsic aspects from the tourist side, including religiosity, environmental awareness, brand authenticity, and aspects of technology adoption, namely the ability to manage OFD transactions, motivation, and opportunities. These aspects seem also to influence the OFD consumption experience in tourist destinations.

Religiosity is a conception of belief in God followed by practical adherence to the rules related to that belief (McDaniel & Burnett, 1990). In various consumer behaviour studies, religiosity is associated with efforts to obtain products that follow the rules of faith (Usman et al., 2022). Furthermore, with various climate change issues and global welfare disparities, the issue of food waste has exerted an ideological influence on consumers' views on the importance of environmental awareness in culinary activities. This presents an environmental awareness, which is sharing information about issues and concerns about environmental conditions and the impact of human activities on environmental risks (Ahmed et al., 2021). Within this framework, tourists' local food consumption activities will also consider waste and environmental impacts on their supply chains.

Furthermore, the consumption of OFD in many tourist destinations is closely associated with the effort to consume typical foods as a unique part of the trip planned by tourists. In the concept of the customer journey (Hamilton et al., 2021; Tueanrat et al., 2021; Yachin, 2018), Travelers have planned their travel itineraries both in writing and abstract long before the actual visit takes place, and many involve purchasing local food. In the planning, tourists will strive to get an authentic experience from a local food brand for an optimal travel experience. Factually, the emergence of superior local food brands will encourage the presence of artificial food brands. For tourists, brand authenticity is associated with guaranteeing local food products' health risks, taste, and price (Lee & Chung, 2020; Loebnitz & Grunert, 2022; Riefler, 2020). This encourages tourists to be more careful in choosing original products, and attention to brand authenticity is increasing.

The presence of OFD aggregators in various smartphone applications can be studied using AMO Theory (Appelbaum et al., 2000). The success of OFD transactions for tourists is determined by the ability to operate the entire transaction process up to product consumption. The motivation aspect also determines where in the OFD consumption cycle there can be various challenges for users, both from the aspect of internet network infrastructure and the constraints of the delivery process. In this aspect, the role of user motivation can determine their performance in OFD consumption. Ultimately, the availability of opportunities to execute OFD transactions will be determined by the availability of internet networks, providers, and delivery access to destinations. Opportunities become pre-conditions for tourists to enjoy the experience of consuming OFD in tourist destinations.

With various arguments presented in this section, it is determined that this study aims to reveal the intrinsic variables of tourists that influence the experience of OFD consumption in tourist destinations. This experience will be reviewed by linking to the intention to recommend electronically so that this study can provide theoretical enrichment to the E-WOM Theory, Tourist Experience Theory, Religiosity, Environmental Awareness, Brand Authenticity, and AMO Theory. Practically, the findings of this study are expected to provide managerial recommendations for DMOs and tourism actors to build more optimal OFD performance in tourist destinations.

Literature review

Customer religiosity

Customer religiosity is a concept that refers to the religious level of individuals in the context of consumer behaviour. Religiosity is a person's belief about the existence and attributes of God, with a measure of if a person can determine an emotional attitude toward something that supports and/or opposes his religious beliefs (Elhoushy & Jang, 2021; Sudarsono et al., 2021). Studies show that customer religiosity can influence brand preferences, the products they buy, and overall consumer behaviour (Khan et al., 2022; Usman et al., 2022). In addition, religious aspects such as ethics and moral values can also influence consumer behaviour. Customer religiosity can be seen as an important non-technical aspect of consumer behaviour, which can influence the preferences of the moral and legal status of a particular brand or product, fundamentally influencing their purchasing decisions.

In its application, customer religiosity can influence consumer behaviour, including in the context of OFD. This is strongly demonstrated in the Muslim community, where the halal label is one of the important standards of OFD product selection (Usman et al., 2022). Several studies show that more religious consumers consider halal and haram aspects in food and beverage selection (Khan et al., 2022). This halal status is a moral priority for consumers with certain religiosity to always make aspects of compliance with religious rules above other product conditions (Minton et al., 2019; Suleman et al., 2021). Consumers who follow a particular diet, such as vegetarians or vegans, may also be influenced by their religious values. In addition, more religious consumers tend to buy food believed to be better quality and produced by trusted brands.

Within the framework of OFD consumption, the religion of customers can influence their consumption behaviour towards certain brands or e-commerce platforms (Khan et al., 2022; Neio Demirci et al., 2016; Sobaih, 2023). For example, some OFD platforms provide halal product search features that make it easier for consumers to decide on products that suit religious needs (Muslichah et al., 2020; Usman et al., 2022). Next, in the study by (Teng et al., 2023), religiosity can encourage environmental awareness mechanisms that systemically influence consumption behaviour.

Hypothesis development:

H1: Religiosity has a significant influence on customer attitudes

H2: Religiosity has a significant influence on environmental awareness

Environmental awareness

In developing sustainable socio-economic life, the global industry has formally and empirically agreed to present a profitable economic movement through social and environmental awareness (Famiola & Wulansari, 2020). Environmental Awareness is the importance of protecting the environment and carrying out sustainable actions to protect nature (Ahmed et al., 2021). Climate change, increasing global temperatures, and environmental pollution are the main issues of sustainable economic development, where all stakeholders realize that increasingly limited environmental resources need to be managed through strategies that favour sustainability and environmental preservation (Fernando et al., 2019). Carbon reduction initiatives have encouraged various strategic and technical efforts of stakeholders with the main vision of presenting environmental awareness (Reed, 2017).

In the context of the OFD industry, the rapid growth of the sector has proven to benefit customers and product providers but has posed environmental problems from increased packaging and food waste (Li et al., 2021). This has raised the issue of food waste reduction strategies and suppressing the loss of food production land among OFD industry players to change consumption behaviour (Feijoo & Moreira, 2020) and start taking action to promote more sustainable business practices. On the other hand, there is the idealism of environmentally-conscious customers who prefer product providers with a high commitment to reducing environmental impact. Environmental awareness indicators can measure this idealism in OFD customers, including eco-friendly restaurant choices, rejection of single-use packaging materials, and environmentally friendly delivery options. Similarly, the wide selection of aggregator applications allowing customers to choose more sustainable delivery options, such as electric vehicles or bicycles, also shows increased environmental awareness in OFD customers. Empirically, environmental awareness influences consumer behaviour, where there is a sense of comfort and pride for their role and contribution to environmental conservation efforts with the intention of the product choices they decide (Ahmed et al., 2021; Reed, 2017; Schifferstein, 2022).

Hypothesis development:

H3: environmental awareness has a significant influence on customer attitude

Brand authenticity

Brand Authenticity is a concept that shows the extent to which a brand or brand can demonstrate the authenticity and integrity of the values it holds and can build a differentiator among competitors to bind close relationships with customers (Loebnitz & Grunert, 2022; Riefler, 2020; Tseng & Wang, 2023). In the food industry, including OFDs, brand authenticity is often associated with product providers who can display a clear identity, deliver a consistent experience, and demonstrate a strong commitment to the quality of products and services provided (Lee & Chung, 2020; Loebnitz & Grunert, 2022; Riefler, 2020). In the food industry, including OFDs, brand authenticity is often associated with product providers who can display a clear identity, deliver a consistent experience, and demonstrate a strong commitment to the quality of products and services.

In an increasingly competitive environment, OFD product and service providers must pay attention to the importance of brand authenticity to win the competition and retain customers. Restaurants that can display strong brand authenticity will be able to attract

customers' attention and build better relationships with them. This can increase customer loyalty (Lee & Chung, 2020), helps reduce marketing costs, and increase business profitability. As a technical impact, brand authenticity can significantly impact customer behaviour (Arya et al., 2019; Loebnitz & Grunert, 2022). Indicators that show brand authenticity in online food delivery restaurants include clarity of brand identity, transparency of information, and consistent product quality. Restaurants that demonstrate authenticity and integrity of their brand values and provide a consistent customer experience will gain a positive image and increase customer trust.

Hypothesis development:

H4: brand authenticity has a significant influence on customer attitude

Ability, motivation, and opportunity

AMO Theory, or Ability-Motivation-Opportunity Theory (Appelbaum et al., 2000), is a theory that combines three factors that influence individual behaviour, namely ability, motivation, and opportunity. According to the theory, all three factors influence each other, and there must be a proper balance between them for individuals to exhibit optimal behaviour. Ability refers to an individual's ability to perform assigned tasks. Motivation refers to an individual's drive to perform the task well. Opportunities include environmental factors and the resources available to support individuals in performing these tasks (Benevene & Buonomo, 2020).

Utilizing the existence of AMO Theory, OFD as a technology-based service requires an adoption process for its users, where the factors of ability, motivation, and opportunity also determine success (Prawira et al., 2022). Ability and motivation are intrinsic aspects of users, while opportunity is an extrinsic aspect of the environment. Ability is reflected in the technical ability of OFD customers to use the application and select and make transactions until complete. This relates to the content of technology applications with different UI-UX in each provider so that the capabilities can influence user behaviour (Prasetyo et al., 2021; Prawira et al., 2022). Users who find it easy and fluent to use technology to order food through online food delivery services tend to feel a positive attitude towards OFD. The more proficient and confident the user uses technology, the more likely it is to make positive decisions using OFD services. Motivation is reflected as factors that encourage users to use the platform, such as the desire for convenience, comfort, and benefits offered (Yoopetch et al., 2022), and influence their consumption attitude (Schneider & Vogt, 2012). Customers are generally motivated to use OFD for these services' convenience and time-saving boost, the potential for cost savings, and the desire for high-quality food. Furthermore, opportunity can be measured as factors that allow users to use the platform, such as internet access and technology needed, services in tourist destinations, and support from the social environment (Prawira et al., 2022). The level of opportunity to use technology in a destination will influence user attitudes (Susanto et al., 2022).

Hypothesis development:

H5: ability has a significant influence on customer attitudes

H6: motivation has a significant influence on customer's attitude

H7: opportunity has a significant influence on customer attitudes

Customer attitudes

Customer attitude is customers' view and perception towards a product or service. Attitude theory is a consistent and persistent evaluation of an object or idea (Ajzen et al., 2007; Hill et al., 1977). Attitudes consist of individual perceptions, emotions, and preferences towards a

product, brand, or person, often resulting in behavioural actions or intentions to perform those actions (Ladkoom & Thanasopon, 2018). Summing up some of these opinions, a customer's importance can manifest in buying or using a product or service. In the context of OFD, customer attitude is manifested in assessing patterns, stages, and decisions taken on the purchase-delivery-consumption-evaluation transaction process of OFD products and services. OFD customers in tourist destinations generally have had a certain assessment of OFD products and services as an alternative to meeting their food needs during their tourist visits long before the trip is carried out. Driven by intrinsic factors and the adoption of their technology, a decision to consume OFD in tourist destinations gave birth to an evaluation of the process. As Expectancy Theory (Vroom, 1964), OFD customers who feel that the OFD can meet their expectations will have a positive attitude and continue to have that attitude at the stage of the intent of use (Francioni et al., 2022; Gupta & Duggal, 2021; Nguyen et al., 2019) and recommend it to colleagues both by word of mouth through electronic and conventional (Donthu et al., 2021).

Hypothesis development:

H8: Customer attitudes have a significant influence on the intention to use OFD

H9: Customer attitudes have a significant influence on OFD eWOM

e-Word of mouth on OFD

The rapid growth of online commerce has changed how customers exchange information and recommendations online (Hennig-Thurau et al., 2004; Verma & Yadav, 2021). The emergence of the term Electronic word of mouth (e-WOM) defined as informal communication between internet users in sharing feedback, opinions, and recommendations about products or services through social media platforms, review websites, and forums (Hennig-Thurau et al., 2004; Litvin et al., 2008). The reputation of products and services is determined by their social value electronically (Chu & Kim, 2011). e-WOM in various studies can influence consumer behaviour, purchasing decisions, and brand reputation (Donthu et al., 2021; Lin et al., 2022). Positive e-WOM can increase customer loyalty and attract new customers, while negative e-WOM can damage brand reputation and decrease sales. In the context of OFD, eWOM can arise through certain ratings given to food product providers where the higher the rating, indicating the quality of the product attributes they have. In general, ratings on OFD include taste, price, quality of ingredients, hygiene, appearance, and packaging (Ambad et al., 2022; Eu & Sameeha, 2021; Gunden et al., 2020) and delivery services (speed, collar, and price), where product quality and delivery service quality become a unified assessment in the customer's mind as an OFD consumption experience.

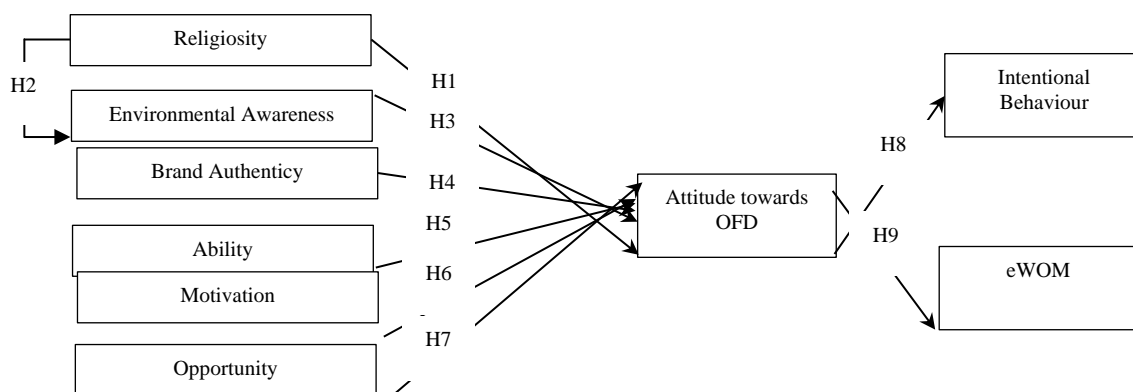


Figure 1. Proposed framework

Methods

To achieve its goals objectively, this study uses quantitative methods (Creswell & Creswell, 2018) with the SEM-PLS procedure to test the hypotheses that have been developed. The selection of this procedure considers its ability to extract phenomena between relatively complex variables simultaneously and allows theoretical development with simple statistical assumptions. The first step in the use of SEM-PLS in this study is to check the validity and reliability of the measurement model, followed up with the second step, namely testing the structural model that has been formulated. An online questionnaire distribution method was used to collect data from 307 respondents as a sample of this study. This amount is considered to meet the minimum sample criteria as stated (Hair et al., 2017), where it can be satisfied with a minimum of ten times the number of structural paths in a given variable. In this study, at most, seven paths lead to one variable, so the number of samples is considered to have met these criteria.

The questionnaire is arranged into 3 (three) main parts: First, the selection section is in the form of a question: "Have respondents ever used OFD services in tourist destinations for the last year?". If the respondent selects "Yes," proceed to the next section. Second, is the respondent profile section, where questions reveal the respondent's demographic profile. Third, the psychographic section contains statements and questions revealing respondents' behaviour related to the variables studied. The question items in the third section are prepared with the formulation of indicators of each variable measured using the 5-Likert Scale with a value of 1 for Strongly Disagree statements and 5 for Strongly Agree. There are 27 questions arranged into questionnaires based on literature reviews formulated by each variable.

Results and discussion

Respondent profile

The online questionnaire distribution activity shows that as many as 45% are aged 31-40 years, 29% are aged 41-50 years, 15% are aged <31 years and 11% are aged >40 years. This shows that OFD users in tourist destinations who are respondents to the study are dominated by the Millennial generation, who have many opportunities to travel with digital technology behaviour. From the gender aspect, as many as 48.5% were men and 51.5% women, while from the education aspect, respondents had undergraduate (67%), postgraduate (15%), high school (9%), and professional (9%) education backgrounds. Respondent's income consists of 49% with an income of IDR 4-7 million per month; as many as 22% earns <4 million per month; and 29% of respondents earn >7 million per month.

Measurement model

To start the measurement model inspection procedure, validity and reliability tests are carried out by checking Composite Reliability and Cronbach Alpha for each construct, where the required threshold must be above 0.7. Additionally, the recommended threshold value for AVE values is 0.5 or higher, as suggested by (Sarstedt et al., 2017). The measurement model consists of nine constructs: Religiosity, Environmental Awareness, Brand Authenticity, Ability, Motivation, Opportunity, Customer Attitude, Intentional Behavior, and eWOM. Table 1 shows valid loading factors with values above 0.7.

Therefore, such indicators can be used in research models. The validity of the discriminant is assessed by comparing the AVE value of each construct with all other constructs, commonly referred to as the Fornell-Larcker criterion. From the results of discriminant validity testing, the square root of the AVE of each construct should be greater than the correlation of the construct with other latent variables (Fornell & Larcker, 1981). In addition, all items are cross-loading tested, and the results show that the loadings in each

construct are higher on the measured construct than cross-loading on other items, indicating that the discriminant validity of the measurement model is acceptable.

Table 1. Reflective measurement model

Measure	Factor Loading	Cronbach Alpha	CR	AVE
Religiosity (REL) 1. The purchase of eating and drinking products must comply with the rules of my religion. 2. Food/beverage products contrary to religious rules have adverse effects. 3. I will only consume food/drink products that are not prohibited by religion.	0.9001 0.8561 0.8712	0.8487	0.9082	0.7673
Environmental Awareness (ENV) 1. Products and packaging on OFD must be environmentally friendly. 2. By choosing eco-friendly OFD products, I have contributed positively to nature and society. 3. I like OFD products with the right portion to reduce food waste.	0.8872 0.8937 0.9062	0.8768	0.9241	0.8024
Brand Authenticity (BRN) 1. I try to buy genuine local food products through the OFD service 2. Buying authentic local food products provides better culinary tourism satisfaction. 3. I feel embarrassed if others find out the food souvenir products I buy are fake.	0.8265 0.8407 0.8201	0.7745	0.8684	0.6875
Ability (ABI) 1. I did not find it difficult to operate the OFD application. 2. I am proficient in managing the process of purchasing food in tourist destinations through OFD. 3. I have experience using OFD services in the tourist destinations I visit.	0.8685 0.8824 0.8486	0.8341	0.9005	0.7510
Motivation (MOT) 1. I try to buy local food products in tourist destinations through OFD services. 2. Using OFD services for local food consumption in tourist destinations is part of travel planning. 3. I try to choose tourist destinations with OFD services for alternative local food consumption.	0.8769 0.8662 0.8486	0.8303	0.8983	0.7465
Opportunity (OPP) 1. The tourist destinations I visited have a good internet network. 2. OFD services are available in the tourist destinations I visited. 3. I can access OFD services well in the tourist destinations I visit.	0.8965 0.9055 0.8918	0.8799	0.9259	0.8063
Customer Attitudes (CATT) 1. Using OFD services in tourist destinations is a way for me to improve my visit experience. 2. The availability of OFD services in tourist destinations forms visit satisfaction. 3. OFD services in tourist destinations are very important to support tourist activities.	0.8174 0.8053 0.7799	0.8964	0.9203	0.6580
Intentional Behaviour (INT) 1. I will use the OFD service in tourist destinations in the future. 2. I would consider OFD services the main alternative to enjoying local food in tourist destinations. 3. The availability of OFD services will be one of the considerations for choosing tourist destinations in the future.	0.8935 0.8532 0.7933	0.8038	0.8843	0.7186
eWOM (EWO) 1. I shared my experience using OFD services in tourist destinations on social media. 2. I recommend OFD services in tourist destinations to colleagues through social media. 3. I regularly rate OFD products and services in tourist destinations on electronic media.	0.8848 0.8970 0.8024	0.8269	0.8968	0.7437

Source: Research data, 2023

The results of the discriminant validity analysis using the Fornell-Larcker criterion show that the square root of the Average Variance Explained (AVE) of each construct with the variance between constructs is greater than the variance between constructs. Therefore, the researcher can state the validity of the discriminant between constructs. Table 4 shows the validity of discriminants in the model; the AVE square root of each construct is greater than the shared variance between constructs. Thus, it can be said that the validity of the discriminant is accepted, as shown in Table 2.

Table 2. Discriminant-validity

	ABI	CATT	BRN	ENV	EWO	INT	MOT	OPP	REL
ABI	0.8666								
CATT	0.6517	0.8112							
BRN	0.7986	0.6580	0.8291						
ENV	0.6736	0.6804	0.7241	0.8957					
EWO	0.4864	0.7660	0.5091	0.5228	0.8624				
INT	0.5485	0.7535	0.5217	0.5744	0.8389	0.8477			
MOT	0.6471	0.6901	0.7152	0.8603	0.5244	0.5928	0.8640		
OPP	0.5900	0.7966	0.6183	0.6140	0.5239	0.4805	0.6414	0.8979	
REL	0.5997	0.6385	0.7381	0.6460	0.4940	0.4806	0.6103	0.5916	0.8760

Notes: ABI = ability; CATT = customer attitudes; BRN = brand authenticity; ENV = environmental awareness; INT = intentional behaviour; MOT = motivation; OPP = opportunity; REL = religiosity; EWO = eWOM

Source: research data, 2023

Structural model

In analyzing the structural model (inner model), two recommended criteria are the significance of the path coefficient and the value of R^2 (Hair et al., 2019). R^2 values of 0.75; 0.50; and 0.25 for all endogenous structures are considered significant; moderate; and weak. The results of the data analysis showed that R^2 in the environmental awareness variable was 0.742; R^2 in the customer attitudes variable was 0.602; R^2 in the intentional behaviour variable was 0.755; and R^2 in the eWOM variable was 0.274. The R^2 indicates that the exogenous variables on the criterion are significant and moderate in each variable. Next, an analysis of the direct influence between variables is carried out. The structural model test shows the relationship of the latent variable with other latent variables. Table 3 displays the results of estimating the coefficient path of the direct effect of the variable under test.

Table 3. The hypothesis testing results

Path	β	T-values	P-values	Decision
H1: REL → CATT	0.1342	24.235	0.0154	Accepted
H2: REL → ENV	0.6460	168.982	0.0000	Accepted
H3: ENV → CATT	0.0960	14.993	0.1339	Rejected
H4: BRN → CATT	0.0423	0.6552	0.5124	Rejected
H5: ABI → CATT	0.1571	28.379	0.0046	Accepted
H6: MOT → CATT	0.1268	20.655	0.0389	Accepted
H7: OPP → CATT	0.5105	84.217	0.0000	Accepted
H8: CATT → INT	0.7535	268.622	0.0000	Accepted
H9: CATT → eWOM	0.7660	309.238	0.0000	Accepted

Source: Research data, 2023

Notes: ABI = ability; CATT = customer attitudes; BRN = brand authenticity; ENV = environmental awareness; INT = intentional behaviour; MOT = motivation; OPP = opportunity; REL = Religiosity; EWO = eWOM. Significant at 0.05.

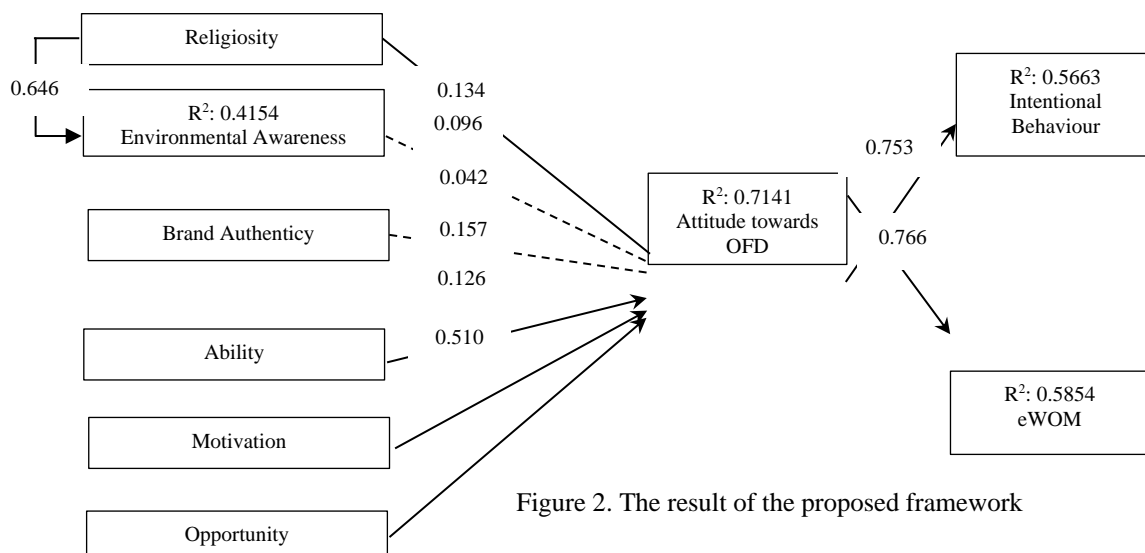


Figure 2. The result of the proposed framework

The test results showed that the estimated path coefficients of the direct effect of all variables tested were significant in H1, H2, H5, H6, H7, H8, and H9, except for the relationship between environmental awareness to customer attitude (H3), brand authenticity to customer attitude (H4). The direct effect between the variable and the value of R^2 can be seen in Figure 2.

Discussion

The consumption behaviour of OFD has become much attention from researchers as a global phenomenon of adopting technology to meet routine basic needs. Unlike previous research, the uniqueness of this study seeks to examine the behaviour of OFD use for tourists in tourist destinations by involving intrinsic constructs and technology adoption and has formulated several findings. Religiosity in OFD consumption was found to be able to influence customer attitudes in tourist destinations. The provision of OFD services that comply with the rules in the belief system of its customers will provide a positive attitude, and vice versa. This is in line with the findings (Bukhari et al., 2019; Sobaih, 2023), Where the customer segment with a strong religious community background has placed aspects of compliance with religious rules as the main factor in assessing a food product.

Furthermore, religiosity has been found to influence environmental awareness. This means that customers' belief in their belief rules significantly influences their concern for nature and social sustainability. The consumption process that follows beliefs can also provide goods for the natural and social environment. This has supported the framework offered by (Agarwala et al., 2019), where customers' religious beliefs can influence ethical behaviour in consuming the products and services they choose.

This study interestingly found that environmental awareness aspects did not influence customer attitudes. This can be understood as a condition where customer priorities for environmental sustainability remain below other more dominant factors, including taste, hygiene, and price. Providers of OFD products in developing countries often charge additional fees for eco-friendly packaging options, apparently contributing to the conditions found in this study. Similarly, the construct of brand authenticity was found not to influence the attitude of OFD customers in tourist destinations significantly. This illustrates that the provision of OFD products, especially for typical culinary and souvenirs, has not placed concern for brand originality above other factors. This is common in destinations with higher price sensitivity, especially for the budget segment that prioritizes the shopping experience over the search for brand authenticity.

The study found that aspects of technology adoption significantly influence customer attitudes. By adopting the Ability, Motivation, and Opportunity Theory commonly used to measure HR performance in organizations, this study found that the ability of OFD customers to operate, manage, and complete transactions are a factor that influences their attitude towards OFD in tourist destinations. Furthermore, the motivational boost that arises from OFD customers also significantly influences their attitudes toward tourist destinations. The consistent desire to use OFD in tourist destinations as an alternative to providing food and drink, especially in their accommodation, proves that OFD has become an important part of travel, especially in urban tourist destinations. Similarly, the opportunity factor has been found in this study as a factor that influences customer attitudes. The availability of internet access has become a basic need for tourists in tourist destinations. Similarly, the availability of food provision with OFD services has become an important part of modern tourist destinations in the context of smart tourism.

Finally, the study has found that OFD customers' attitudes toward tourist destinations can significantly influence future OFD purchasing behaviour and electronic recommendations to colleagues. The positive attitude of OFD customers is a factor that strongly influences future

reuse intentions. This is related to their view of the experience gained in consuming OFD at present, which is associated with future predictions. If today's experience is positive, then customers believe that future experiences will be satisfying. Such is the case with the electronic recommendation aspect, where OFD customers have been independently given the flexibility to provide ratings, opinions, and ratings on the OFD products and services they consume. Social media as an experience-sharing platform is widely found to lift the degree of a product and service, as the term social media-induced tourism (Ahmed et al., 2021).

Conclusion

Online food delivery as a global phenomenon is believed to continue to grow along with the formation of digital people's dependence on this service. Restaurants without seating seem to be growing as a business model focusing on this phenomenon. Theoretically, this study has found that religiosity becomes an intrinsic aspect of OFD customers that can shape concern for the natural and social environment and their attitudes toward consuming OFD. This finding reinforces previous studies that the element of confidence will still colour purchasing decisions for customers. This study also reinforces the utilization of AMO Theory as a framework for technology adoption in digital service marketing, where aspects of ability, motivation, and opportunity have become an important part of consuming technology-based products and services. OFD customer attitudes influence purchase intent and electronic recommendations, thus supporting the Expectancy Theory and Theory of Planned Behavior postulates in the context of digital products and services.

In practical terms, this study shows that the provision of OFD still needs to consider aspects of conformity with the beliefs held by its market segment. The provision of products and services needs to endorse a statement of religious compliance, for example, by placing a halal logo on Muslim customer communities or a different type in other segments. OFD stakeholders must continue developing services that encourage the ability, motivation, and availability of opportunities to use OFD in various tourist destinations. This will systemically encourage future tourist visits and improve the quality of OFD services by electronically evaluating customer ratings.

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