

Key determinants of continuance usage intention: An empirical study of mobile food delivery apps among Malaysians

ABSTRACT

Mobile food delivery apps have been widely used, especially among Malaysians during the COVID-19 pandemic. When the government allowed restaurants to reopen, mobile food delivery apps slightly declined as Malaysians rushed to dine in restaurants. What determinants Malaysian users to continue to use mobile food delivery apps services after the COVID-19 pandemic remain unknown. Underlying the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) determinants, this study introduces two other relevant determinants: convenience and time saving. Partial least squares structural equation modeling techniques using SmartPLS were used to analyse the data.