

FACTORS INFLUENCING OFFICE WORKERS' CONTINUANCE INTENTION TO USE FOOD DELIVERY APPLICATIONS: EMPIRICAL EVIDENCE FROM HO CHI MINH CITY

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ABSTRACT

This study examines the continuance intention of office workers who frequently order food through food delivery applications in Ho Chi Minh City. Drawing upon the Expectation Confirmation Model (ECM) and the Technology Acceptance Model (TAM), the proposed research model includes six independent variables and one dependent variable. The model was tested using data collected from January to February 2026, comprising 452 valid questionnaires. After assessing the reliability and validity of the measurement scales, the data were analyzed using Ordinary Least Squares (OLS) regression. The findings indicate that the proposed model is statistically significant, with factors related to service experience quality, trust signals, and perceived value exerting the strongest influence on users' continuance intention. The study provides a useful empirical framework for future field research and offers practical marketing implications for businesses operating in Vietnam's food delivery market.

Keyword: Continuance intention, Perceived ease of use, Ho Chi Minh City.

1. INTRODUCTION

The increasingly competitive service and retail landscape has intensified competition in Ho Chi Minh City's food service market, where businesses compete not only through price but also through the overall customer experience, including food quality, online reviews, delivery performance, and post-purchase services. Consumers are evaluating multiple touchpoints before making purchasing decisions, compelling firms to differentiate themselves through superior customer experience, reliability, and perceived value rather than relying solely on pricing strategies.

Despite the rapid growth of food delivery platforms, previous studies have generally examined only a limited number of factors affecting users' continuance intention. Comprehensive empirical evidence focusing specifically on office workers who frequently use food delivery applications in Ho Chi Minh City remains limited. Moreover, most existing studies have investigated individual determinants or have been conducted in international contexts, leaving insufficient empirical evidence for the Vietnamese market.

To address this research gap, the present study simultaneously examines six determinants of

office workers' continuance intention to use food delivery applications in Ho Chi Minh City. The study aims to develop a concise quantitative model that is practical for large-scale surveys while providing meaningful managerial implications for food delivery service providers.

2. THEORETICAL BACKGROUND AND RESEARCH HYPOTHESES

This study is grounded in the Expectation Confirmation Model (ECM) and the Technology Acceptance Model (TAM). These theoretical frameworks suggest that customers' post-adoption behaviors are shaped by their evaluation of perceived benefits, costs, trust, and service experiences within a particular usage context (Bhattacharjee, 2001; Davis, 1989; Parasuraman et al., 2005). For office workers who frequently use food delivery applications, this integrated framework provides a suitable theoretical foundation for examining continuance intention while maintaining strong managerial relevance.

Perceived ease of use reflects the extent to which using a food delivery application reduces users' time, effort, and search costs. Previous studies (Davis, 1989; Venkatesh et al., 2003) consistently demonstrate that perceived ease of use significantly influences customer evaluations and

behavioral intentions. When users perceive an application as easy to use, they are more likely to recognize its benefits and continue using it.

H1: Perceived ease of use positively influences continuance intention.

Perceived usefulness refers to users' evaluation of the benefits obtained relative to the effort or cost involved when using food delivery applications. Prior research (Davis, 1989; Bhattacharjee, 2001) has shown that perceived usefulness is a critical determinant of users' post-adoption behavior. Higher perceived usefulness increases customers' willingness to continue using the application.

H2: Perceived usefulness positively influences continuance intention.

Delivery quality represents the ability of food delivery service providers to offer reliable, timely, and accurate delivery experiences. Previous studies (Mentzer et al., 2001; Thai, 2013) indicate that delivery quality significantly affects customer evaluations and behavioral intentions. Better delivery performance enhances customer satisfaction and strengthens continuance intention.

H3: Delivery quality positively influences continuance intention.

Perceived food quality reflects customers' evaluation of the consistency, freshness, and overall quality of food delivered through food delivery applications. Earlier studies (Ryu et al., 2012; Kim et al., 2009) have consistently

identified food quality as a major determinant of customer satisfaction and behavioral intention. Higher perceived food quality is therefore expected to encourage continued usage.

H4: Perceived food quality positively influences continuance intention.

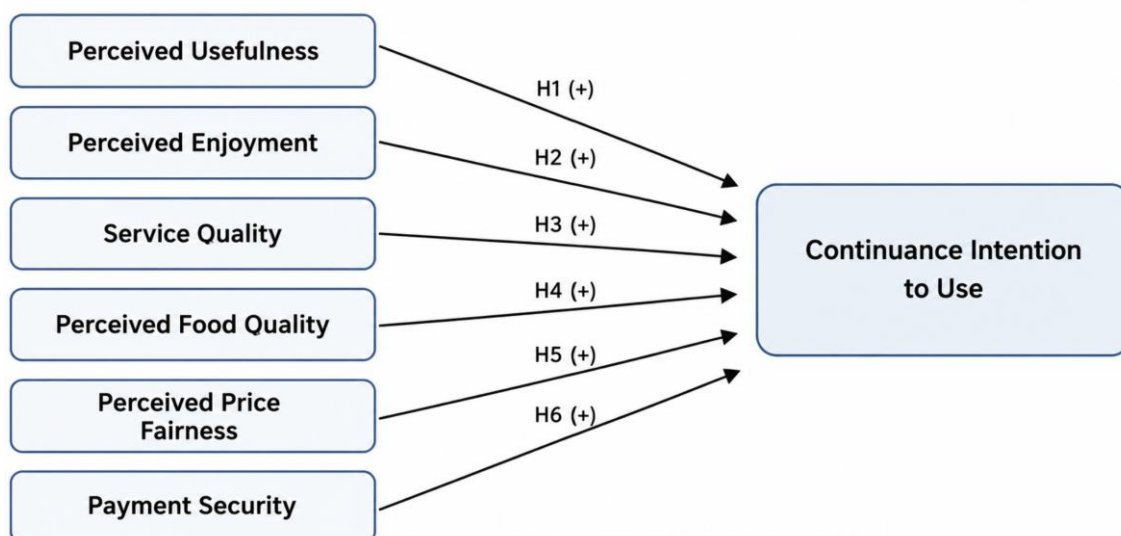
Reasonable price represents customers' perceptions regarding the fairness and attractiveness of the prices paid for food delivery services. Previous research (Zeithaml, 1988; Sweeney & Soutar, 2001) has shown that perceived price fairness contributes significantly to customer value perceptions and repurchase behavior. When customers perceive prices as reasonable, they are more likely to continue using the application.

H5: Reasonable price positively influences continuance intention.

Payment security refers to customers' perceptions of transaction safety, information security, and data privacy when using food delivery applications. Prior studies (Pavlou, 2003; Parasuraman et al., 2005) indicate that payment security plays a crucial role in building customer trust and encouraging continued platform usage. Greater confidence in payment security is therefore expected to strengthen continuance intention.

H6: Payment security positively influences continuance intention.

Figure 1. Proposed Research Model



(Source: Compiled by the authors)

The proposed model was developed with a parsimonious approach to ensure its suitability for field surveys conducted in Ho Chi Minh City. Limiting the number of constructs to a manageable level shortens the questionnaire, improves the response completion rate, and simultaneously preserves the academic rigor required to examine continuance intention.

3. RESEARCH METHODOLOGY

This study employed a cross-sectional research design, with data collected from January to February 2026. The target respondents were office employees who regularly ordered food through food delivery applications. Participants were recruited using a quota-controlled convenience sampling method. After data screening, a total of 452 valid responses were retained for analysis.

For the investigation of continuance intention toward food delivery applications among office

employees, the measurement items were adapted from established studies, simplified to facilitate respondents' understanding, and pilot-tested before the official survey. All constructs were measured using a five-point Likert scale. The reliability and validity of the measurement scales were evaluated using Cronbach's alpha and Exploratory Factor Analysis (EFA) prior to regression analysis.

Ordinary Least Squares (OLS) regression was employed to estimate the effects of the independent variables on continuance intention. Diagnostic tests, including multicollinearity assessment, the F-test, adjusted coefficient of determination (Adjusted R^2), and the Durbin-Watson statistic, were conducted to ensure the reliability and explanatory power of the regression model.

Table 1. Measurement Constructs Used in the Study

Construct	Code	Number of Items	Original/Adapted Scale Source
Perceived Ease of Use	PEOU	4	Davis (1989); Venkatesh et al. (2003)
Perceived Usefulness	PU	4	Davis (1989); Bhattacharjee (2001)
Delivery Quality	DEL	4	Mentzer et al. (2001); Thai (2013)
Perceived Food Quality	FOOD	4	Ryu et al. (2012); Kim et al. (2009)
Reasonable Price	PRI	4	Zeithaml (1988); Sweeney & Soutar (2001)
Payment Security	SEC	4	Pavlou (2003); Parasuraman et al. (2005)
Continuance Intention	CON	4	Bhattacharjee (2001); Davis (1989)

(Source: Compiled by the authors)

4. RESEARCH RESULTS

4.1. Sample Characteristics

The final dataset consisted of 452 valid observations. The sample was balanced across key demographic characteristics to minimize sampling

bias and adequately represent the target population of office employees.

To improve data quality, the study focused on respondents who had actual experience using food delivery applications. Restricting the sample to experienced users helped reduce speculative responses and enhanced the reliability of the empirical findings.

Table 2. Sample Profile

Variable	Category	Frequency	Percentage (%)
Gender	Male	170	37.6
Gender	Female	153	33.8
Gender	Other/Prefer not to disclose	129	28.5
Age	18–24	132	29.2
Age	25–34	138	30.5
Age	35–44	92	20.4
Age	≥45	90	19.9
Usage Frequency	Low	117	25.9
Usage Frequency	Moderate	111	24.6

Usage Frequency	Fairly Frequent	110	24.3
Usage Frequency	Very Frequent	114	25.2

(Source: Compiled by the authors)

4.2. Measurement Assessment and Descriptive Statistics

Preliminary analysis indicated that the Kaiser-Meyer-Olkin (KMO) value reached 0.833, while the total variance explained was 65.06%, confirming the suitability of the data for Exploratory Factor Analysis (EFA). All measurement scales exhibited Cronbach's alpha coefficients exceeding the recommended threshold, and the Variance Inflation Factor (VIF) values were low, indicating that multicollinearity was not a concern.

The descriptive statistics reveal relatively high mean scores for the factors promoting continuance intention, whereas the inhibitory factors received comparatively lower ratings. These findings suggest that respondents generally held favorable attitudes toward using food delivery applications while maintaining a clear distinction between perceived benefits and perceived risks.

Table 3. Descriptive Statistics and Reliability Analysis

Variable	Code	Mean	SD	Cronbach's Alpha	VIF
Perceived Ease of Use	PEOU	3.53	0.57	0.901	1.739
Perceived Usefulness	PU	3.69	0.86	0.919	1.476
Delivery Quality	DEL	3.94	0.61	0.842	1.464
Perceived Food Quality	FOOD	4.04	0.71	0.793	1.190
Reasonable Price	PRI	3.94	0.59	0.918	2.285
Payment Security	SEC	3.47	0.71	0.868	1.145

(Source: Compiled by the authors)

4.3. Model Testing Results

The regression results indicate that the proposed model is statistically significant ($F = 48.37$), with an adjusted R^2 of 0.488 and a Durbin-Watson

statistic of 1.995. These findings demonstrate that the independent variables explain a substantial proportion of the variance in continuance intention.

Table 4. OLS Regression Results

Hypothesis	Relationship	Beta	t-value	p-value	Result
H1	PEOU → CON	0.267	5.621	0.000	Supported
H2	PU → CON	0.295	4.842	0.015	Supported
H3	DEL → CON	0.265	3.977	0.015	Supported
H4	FOOD → CON	0.225	4.678	0.000	Supported
H5	PRI → CON	0.286	5.685	0.015	Supported
H6	SEC → CON	0.281	3.537	0.001	Supported

(Source: Compiled by the authors)

Among the examined predictors, Perceived Usefulness, Reasonable Price, and Payment Security exerted the strongest effects on continuance intention. These findings indicate that customers respond more positively to factors that enhance perceived value, strengthen trust, and improve the overall service experience.

From a managerial perspective, the results suggest that firms should allocate resources according to the relative impact of each determinant rather than investing uniformly across all aspects. Within the food delivery industry, prioritizing the most influential factors is likely to produce greater returns than adopting an undifferentiated investment strategy.

4.4. Discussion

The findings demonstrate that the proposed model effectively explains office employees' continuance intention to use food delivery applications. The strongest determinants include perceived ease of use, perceived usefulness, and delivery quality, suggesting that customers are particularly responsive to attributes that clearly enhance service benefits while reducing uncertainty.

Not all variables contributed equally to continuance intention. The relatively weaker effects of some constructs imply that managerial decisions should distinguish between factors that create core customer value and those that merely reinforce the overall user experience.

Several limitations should be acknowledged. First, the study employed a cross-sectional design and a non-probability sampling method. Second, important background variables, such as income level, technological competence, and purchase frequency, were not incorporated into the model. Future studies should expand both the research design and sampling scope to improve the generalizability of the findings.

The results also confirm that OLS regression provides an appropriate analytical approach for application-oriented marketing research, particularly within the food delivery context. When relevant variables are carefully selected, the model maintains satisfactory explanatory power while minimizing respondents' survey burden.

5. MANAGERIAL IMPLICATIONS

Based on the empirical findings, food delivery service providers should prioritize resource allocation according to the principle of "building the foundation before creating differentiation." The foundational layer consists of factors ensuring a stable service experience, including consistent information, transparent processes, clear pricing, and reliable service quality. The differentiation layer comprises value-enhancing attributes such as perceived usefulness, reasonable pricing, and payment security. Focusing exclusively on promotional activities while neglecting these foundational elements may generate short-term gains but is unlikely to sustain customers' continuance intention.

The findings further suggest that customer experience management should adopt a market segmentation approach. Firms should identify customer groups that are particularly sensitive to convenience, trust, or brand image and allocate resources accordingly.

For companies operating in the food delivery industry, establishing a performance dashboard to monitor the key determinants identified in this study is recommended. Such a monitoring system would enable timely managerial responses whenever customer experience begins to deteriorate.

A practical application of the research findings is to convert the significant determinants into operational checklists. This approach facilitates coordination among marketing, sales, customer service, and operational departments, thereby improving service consistency and customer retention.

6. CONCLUSION

This study developed and empirically validated a quantitative model explaining continuance intention among office employees who frequently use food delivery applications in Ho Chi Minh City. The findings indicate that continuance intention is significantly influenced by quality-related, value-related, and trust-related factors. In addition, the proposed structural model demonstrates that the selected determinants collectively provide substantial explanatory power for users' continuance intention. The proposed research framework is well suited for medium-scale quantitative studies in the fields of marketing and service management. With real-world datasets, the framework can be readily extended into an applied research article suitable for academic publication. Another noteworthy contribution of this study is its effort to bridge academic theory with managerial practice. By adopting a parsimonious model that retains only the most influential determinants and interpreting the results from a managerial perspective, the study enhances its practical relevance for both researchers and practitioners. Future research could extend the present study by collecting data across multiple geographical locations or employing longitudinal designs to examine whether the observed relationships remain stable over time. Such efforts would contribute to

improving the external validity and generalizability of the findings.

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