

# A Model of Continuance Intention to Use the ShopeeFood App Among Gen Z in Indonesia

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**Abstract**— The purpose of this research is to examine how attitudes toward perceived utility, social influence, and information quality affect intent to continue using ShopeeFood among Indonesian Generation Z consumers. A quantitative approach was taken using a survey methodology and Partial Least Squares Structural Equation Modeling (SEM-PLS). Information was gathered from 250 active ShopeeFood users. According to the findings, attitude is significantly positively impacted by perceived usefulness and information quality, but not significantly by social influence. Additionally, attitude has a big impact on continuing intention. The study emphasizes how important perceived benefits and the quality of the information are in forming favorable attitudes that motivate customers to keep using e-commerce services. These results support developing more targeted digital marketing strategies to enhance user loyalty, especially among tech-savvy young consumers.

**Keywords**— perceived usefulness, social influence, information quality, attitude, continuance intention.

## I. INTRODUCTION

Online food purchasing is quickly becoming a popular trend in both local and international retail. To increase their market reach and boost operational effectiveness, a large number of culinary enterprises in Indonesia, especially MSMEs, have begun using e-commerce platforms [1]. Platforms like ShopeeFood and GoFood make it easy for consumers to make food purchases quickly and flexibly, especially among young consumers.

Several previous studies have highlighted how the use of information and communication technology (ICT), including e-commerce, provides benefits for both businesses and consumers [2]. These benefits include better information exchange, supply chain efficiency, and convenience in purchasing products at any time [3]. E-commerce also allows businesses to process orders and transactions online, thus speeding up business processes and reducing operational costs [4]. However, the adoption of this concept is uneven, especially among MSMEs [5].

Generations Z and Y are significant potential markets for food e-commerce services. Generation Z is known to have a high level of understanding of digital technology and grew up in an environment that is conscious of digital efficiency and convenience [6]. Meanwhile, Generation Y tends to avoid high prices and prefers time-saving services [7]. This tendency encourages them to shop for food online, especially through mobile applications with flexible payment systems such as ShopeePay, SpayLater, QRIS, and credit cards [8].

Although many studies have addressed online shopping behavior, there is still a gap regarding continuance intention, which is the intention of consumers to continue using online food shopping platforms on an ongoing basis [9]. Some previous studies have shown contradictory results in this context, especially among young adult users in Indonesia [10]. This suggests that further research is needed to explore the factors that influence the continued use of online food shopping services.

Based on this background, the present study seeks to examine how marketing components—such as electronic service quality, payment system convenience, and omni-channel strategies—influence continuance intention among young adult consumers in Indonesia. Additionally, the study considers the role of attitude as a moderating variable that may strengthen these relationships. The findings are expected to contribute to the development of effective digital marketing strategies and a deeper understanding of consumer behavior in the e-commerce landscape.

## II. LITERATUR REVIEW

### *Perceived Usefulness and Attitude*

Prior studies have found varying outcomes regarding the effect of perceived usefulness on attitude. [11] and [12] reported that users who perceive a system as useful tend to develop more favorable attitudes toward its use. This is particularly relevant in digital platforms where efficiency and productivity are key. However, some studies [13] found non-significant effects, indicating potential contextual differences that merit further exploration.

H1: Perceived usefulness has a positive and significant effect on attitude.

### *Social Influence and Attitude*

Social environments influence users' attitudes, especially when recommendations or behaviors from peers are involved. [14] and [15] showed that social influence significantly affects user attitudes toward technology adoption, particularly in mobile and public digital services.

H2: Social influence has a positive and significant effect on attitude.

### *Information Quality and Attitude*

High-quality information—defined by its accuracy, completeness, and relevance—can positively affect users' perceptions and attitudes. Research by [16] and [17] confirms

that users are more likely to hold positive attitudes when the information provided is reliable and easy to understand.  
H3: Information quality has a positive and significant effect on attitude.

*Attitude and Continuance Intention*

Attitude plays a central role in determining continuance intention. Studies by [18] and [15] demonstrate that users with a favorable attitude toward a platform or service are more likely to continue its use over time. This suggests a strong behavioral link between positive evaluation and sustained engagement.

H4: Attitude has a positive and significant effect on continuance intention.

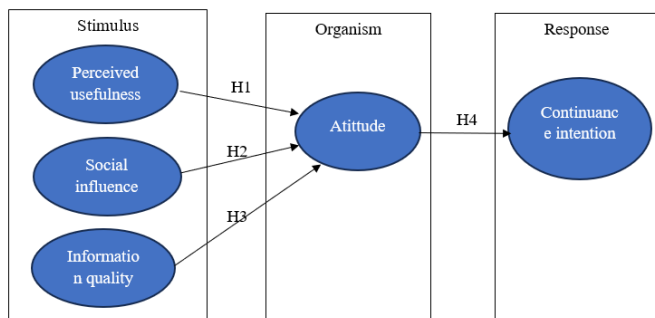


Fig. 1. Framework

III. METHODOLOGY

This study employs a quantitative approach using a survey method to examine the influence of perceived usefulness, social influence, and information quality on attitude and continuance intention in the context of ShopeeFood usage among Generation Z in Indonesia. Data were collected through an online questionnaire using a five-point Likert scale, ranging from “strongly disagree” to “strongly agree.” The questionnaire was distributed over a period of approximately three months, from October 10 to December 28, 2024, via various social media platforms, including Instagram and WhatsApp, using a purposive sampling technique.

A total of 250 valid responses were obtained from participants who met the predefined criteria—namely, individuals belonging to Generation Z (born between 1997 and 2012), who actively use the ShopeeFood app and have completed at least two transactions within the past three months. Although referring to Ghozali (2017), who recommends a minimum sample size of 100 to 200 respondents for Maximum Likelihood (ML) estimation techniques, this study successfully obtained a sample of 250 respondents. This number is considered adequate to support the statistical power of the analysis, especially when using Partial Least Squares Structural Equation Modeling (SEM-PLS), which is suitable for medium-sized samples and complex models [19]

Generation Z was chosen as the target population due to their high level of digital literacy and active engagement with mobile applications. This sampling approach ensures that the data collected are relevant and representative of ShopeeFood users within this demographic group.

IV. RESULT AND DISCUSSION

After a series of data analyses using the Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS), results were obtained that showed the relationship between variables in the research model. This discussion aims to interpret the results that have been obtained, relate them to relevant theories, and compare the findings of this study with the results of previous studies. The main focus of the discussion is to answer the formulation of the problem and research objectives, namely examining the effect of perceived usefulness, social influence, and information quality on attitude, as well as the effect of attitude on continuance intention in the use of ShopeeFood services by generation Z in Indonesia.

*1. Convergent Validity*

To verify the validity of indicators used to measure latent constructs, an outer loading analysis is conducted. The outer loading value indicates the strength of the relationship between each indicator and its associated construct. In reflective measurement models, an indicator is considered valid if its loading exceeds 0.7, as this suggests that the indicator accounts for more than 50% of the variance in the construct. This analysis is a key component of the outer model assessment within the SEM-PLS methodology.

TABLE 1. Outer Loading Value

	ATT	CI	IQ	PU	SI
ATT 1	0,792				
ATT 2	0,783				
ATT 3	0,785				
ATT 4	0,791				
CI1		0,906			
CI2		0,888			
IQ1			0,729		
IQ2			0,759		
IQ3			0,869		
IQ4			0,772		
PU1				0,827	
PU2				0,811	
PU3				0,837	
PU4				0,839	
SI1					0,856
SI2					0,951

As shown in Table 1, all indicators for each research variable have loading values exceeding 0.7. This confirms that each indicator meets the requirements for convergent validity and is suitable for further analysis in the structural model. Indicators such as ATT1–ATT4, PU1–PU4, IQ1–IQ4, SI1–SI2, and CI1–CI2 all contribute effectively to their respective constructs. Therefore, the constructs of attitude, perceived usefulness, information quality, social influence, and continuance intention are demonstrated to be accurately represented by valid and relevant indicators. The Average Variance Extracted (AVE), which represents the ratio of variance that a construct captures from its indicators in comparison to variance caused by measurement error, is also employed to evaluate the overall convergent validity. An AVE value of 0.5 or higher is considered acceptable, indicating that the construct explains more than 50% of the variance in its indicators.

Table 2 demonstrates that all constructs in the research model have AVE values above the minimum acceptable threshold of 0.5. The continuance intention construct shows the highest AVE at 0.804, followed by the attitude and information quality constructs with AVE values of 0.620 and 0.615, respectively. These results indicate that each construct possesses strong convergent validity and effectively accounts for the variance in its associated indicators.

TABLE 2. Average Variance Extracted Value

	AVERAGE VARIANCE EXTRACTED
ATT	0,620
CI	0,804
IQ	0,615
PU	0,687
SI	0,819

2. Discriminant Validity

It distinguishes itself from other constructs in the model. One common method for assessing this is the Fornell-Larcker criterion, which requires that the square root of a construct's AVE be higher than its correlations with any other constructs.

TABLE 3. Fornell Larcker Criterion

	ATT	CI	IQ	PU	SI
ATT	0,788				
CI	0,651	0,897			
IQ	0,748	0,542	0,784		
PU	0,483	0,552	0,362	0,829	
SI	0,072	0,040	0,062	-0,122	0,905

As shown in Table 3, the diagonal values (representing the square root of each construct's AVE) are greater than their corresponding correlations with other constructs. This indicates that all constructs exhibit strong discriminant validity. For instance, the square root of the AVE for the social influence construct is 0.905, which is higher than its correlations with perceived usefulness (-0.122) and continuance intention (0.040). These results demonstrate that each construct is distinct and does not overlap with others in the model.

3. Reliability Test

Reliability testing is conducted to evaluate how consistently the research instrument measures the intended construct. One commonly used metric is Composite Reliability (CR), which offers a more precise reliability estimate than Cronbach's Alpha, particularly in the context of SEM-PLS for reflective measurement models. A CR value exceeding 0.7 is generally considered acceptable, indicating that the construct demonstrates strong internal consistency.

TABLE 4. Composite Reability

	COMPOSITE REABILITY
ATT	0,867
CI	0,891
IQ	0,864
PU	0,898
SI	0,900

Table 4 shows that all constructs in the study exhibit excellent composite reliability scores, ranging from 0.864 to 0.900. The social influence construct records the highest reliability at 0.900, followed by perceived usefulness (0.898) and continuance intention (0.891). These results suggest that each construct demonstrates high internal consistency and is suitable for use in analyzing structural relationships.

In addition to composite reliability, reliability is further assessed using Cronbach's alpha, which evaluates how well the indicators within each construct correlate and yield consistent results. A Cronbach's Alpha value of 0.7 or higher is generally considered acceptable to indicate sufficient reliability.

TABLE 5. Cronbach Alpha

	CRONBACH ALPHA
ATT	0,796
CI	0,757
IQ	0,791
OU	0,849
SI	0,791

As presented in Table 5, all constructs meet the minimum threshold for Cronbach's alpha, with values ranging from 0.757 to 0.849. These results reinforce the findings from the composite reliability test, indicating that the indicators within each construct exhibit strong internal consistency. Therefore, it can be concluded that the instruments used in this study are both reliable and stable in measuring the intended constructs.

4. Multicollinearity Test

To ensure that there is no multicollinearity problem between indicators, testing is done by looking at the Variance Inflation Factor (VIF) value. VIF values that are below 5 indicate that there is no high correlation between indicators that can destabilize the regression model.

TABLE 6. Collienerity Statistic (VIF)

	VIF
ATT1	1,668
ATT2	1,608
ATT3	1,563
ATT4	1,612
CI1	1,588
CI2	1,588
IQ1	1,519
IQ2	1,492
IQ3	2,021
IQ4	1,530
PU1	2,109
PU2	2,104
PU3	1,928
PU4	1,839
SI	1,751
S2	1,751

According to Table 6, all indicators have Variance Inflation Factor (VIF) values ranging from 1.492 to 2.109, which are well below the acceptable threshold of 5. This confirms that multicollinearity is not a concern in the model, and each indicator independently contributes to its respective

construct. As a result, the research model is not affected by bias due to high correlations among independent variables.

The R-square value is used to assess how well the structural model accounts for the variance in the dependent variable. Higher R-Square values indicate greater explanatory power. Generally, an R-Square value of 0.25 is considered weak, 0.50 is moderate, and 0.75 or above is considered strong.

5. Inner Model Analysis

TABLE 7. R Square Value

	R Square	R Square Adjusted
ATT	0,615	0,610
CI	0,424	0,422

The R-square value is used to assess how well the structural model explains the variance in the dependent variables. In this study, the R-square value for the attitude construct is 0.615, indicating that perceived usefulness, social influence, and information quality collectively explain 61.5% of the variance in user attitudes toward ShopeeFood. Meanwhile, the R-square value for the continuance intention construct is 0.424, meaning that attitude explains 42.4% of the variance in users' continuance intention.

According to [20], an R<sup>2</sup> value of 0.25 is considered weak, 0.50 is moderate, and 0.75 is substantial. Therefore, the R<sup>2</sup> value of 0.615 for attitude reflects a moderate-to-strong level of predictive accuracy, while the R<sup>2</sup> of 0.424 for continuance intention indicates a moderate explanatory power. These results suggest that the model has sufficient strength to explain the behavioral relationships among the studied variables and that the proposed predictors are meaningful in the context of Generation Z's use of ShopeeFood.

6. Hypothesis Test

TABLE 8. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
ATT -> CI	0,651	0,653	0,050	12,992	0,000
IQ -> ATT	0,652	0,651	0,049	13,227	0,000
PU -> ATT	0,255	0,256	0,053	4,796	0,000
SI -> ATT	0,063	0,063	0,048	1,310	0,191

Based on the data analysis using the SEM-PLS method, it was found that the variable attitude has a positive and significant effect on continuance intention, with a T-statistic value of 12.992 and a p-value of 0.000. This indicates that the more positive users' attitudes are toward the ShopeeFood service, the higher their intention to continue using the service. This finding supports the proposed hypothesis and aligns with previous research, which highlights that a positive attitude is a key factor in driving continued usage of technology-based services.

Furthermore, the variable information quality was also found to have a positive and significant influence on attitude, with a T-statistic of 13.227 and a p-value of 0.000. This implies that the higher the quality of information—such as accuracy, relevance, and reliability—provided by ShopeeFood, the more positive the users' attitudes become toward the service. This result strengthens the importance of

information quality in shaping favorable user perceptions of digital services, as discussed in prior literature.

The variable perceived usefulness also showed a positive and significant effect on attitude, with a T-statistic value of 4.796 and a p-value of 0.000. This indicates that users' perceptions of the usefulness and benefits of ShopeeFood significantly contribute to the development of a positive attitude toward the service. This finding is consistent with previous studies that emphasize the importance of perceived usefulness within technology adoption models.

However, unlike the other three variables, social influence did not demonstrate a significant effect on attitude, with a T-statistic value of 1.310 and a p-value of 0.191. This suggests that social influence—such as opinions from friends or family—does not strongly shape user attitudes toward ShopeeFood, particularly among Generation Z. Although social influence remains theoretically relevant, as supported by prior studies, personal perceptions and individual evaluations appear to be more dominant than social pressure in shaping attitudes toward using digital services in this context.

In conclusion, out of the four hypotheses tested, three were empirically supported by the statistical results, while one (social influence → attitude) was not. These findings suggest that individual-level factors such as perceived usefulness and information quality have a more substantial impact on user attitudes, while social factors play a less significant role. Moreover, a positive attitude toward the service is proven to be a critical driver of continuance intention in the use of digital platforms such as ShopeeFood.

V. CONCLUSION

The findings of this study reveal that perceived usefulness has a positive and significant influence on the attitudes of ShopeeFood users. This result is consistent with previous research conducted by [21], which states that the perception of the usefulness of a system or information directly affects user attitudes. Additional support also comes from [22], who, in the context of e-banking, found that perceived usefulness is the main determinant in forming a positive attitude toward using digital services. In addition, [23] also emphasized that in the use of blogs, users' perceived usefulness of the platform used contributes greatly to forming a positive attitude. The similarity of these results indicates that perceived usefulness is a universal factor in driving positive attitudes toward technology-based services.

Meanwhile, in testing the effect of social influence on attitude, the results of this study show an insignificant effect. Nonetheless, theoretically, this finding is still supported by research [24] and [25], which suggests that social influence can be a factor that influences attitude formation and intention of continued use, especially in the use of MOOCs and gamification applications. This conclusion suggests that social influence remains theoretically relevant, although in the context of Generation Z's ShopeeFood, the influence appears to be weaker as usage preferences are driven more by personal factors than social factors.

The impact of information quality on attitude was also shown to be considerable in this research. Although the

information quality variable is not explicitly tested in the journals referenced, the concept of information quality is closely related to the confirmation and context-awareness aspects, as described in research [26]. The availability of accurate, relevant, and reliable information is an important key in forming positive user attitudes towards digital services.

In conclusion, the study's findings demonstrate that attitude significantly influences continuance intention. This finding is strongly supported by all journals analyzed, including studies, [21], [22], [23], [24], [25], and [26], which consistently assert that users' positive attitude towards a service is a major factor in driving continuance intention towards technology-based services.

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