

Determinants of Digital Consumer Behavior in Online Food Delivery Applications in the Post-Pandemic Era

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ABSTRACT

The rapid advancement of digital technology and post-pandemic lifestyle changes have significantly transformed consumer purchasing behavior, accelerating the growth of online food delivery (OFD) platforms. This study aims to examine the factors influencing customer purchase decisions, usage frequency, and satisfaction. Guided by the technology acceptance model (TAM) and the theory of planned behavior (TPB), the study investigates the effects of perceived promotion, perceived convenience, perceived trust, and service quality on consumer behavior. Using a quantitative approach, data were collected from 200 respondents through an online questionnaire and analyzed using multiple regression analysis. The model explains 80.1% of the variance in customer behavior, with perceived convenience ($\beta = 0.303$) being the most influential factor, followed by perceived promotion ($\beta = 0.276$) and perceived trust ($\beta = 0.248$), while service quality ($\beta = 0.126$) is positive but weaker. The results underscore the importance of convenience, trust, and promotional strategies in enhancing customer engagement. This study provides insights into post-pandemic digital consumption patterns and offers practical implications for improving user experience and marketing effectiveness in the competitive OFD market.

Keywords: Customer Behavior; Food Delivery Service; Perceived Convenience; Perceived Promotion; Perceived Trust

INTRODUCTION

The COVID-19 pandemic has dramatically reshaped global consumer behavior and business dynamics across multiple industries. Among the sectors most affected, the online food delivery (OFD) industry has experienced an unprecedented transformation, becoming an indispensable part of modern urban living. The pandemic acted as both a disruptor and a catalyst, forcing consumers and businesses to adapt to a new digital reality. According to [Kee et al. \(2021\)](#), the pandemic served as a double-edged sword; while it introduced severe operational and logistical challenges, it simultaneously generated vast opportunities for digital platforms such as FoodPanda to expand their market reach. As lockdowns and movement restrictions limited access to physical restaurants, consumers increasingly turned to digital solutions that could ensure safety, convenience, and immediacy. Consequently, OFD platforms emerged not merely as a luxury but as a vital service meeting essential daily needs.

During this period, services such as FoodPanda played a pivotal role in supporting both consumers and local businesses. By providing a seamless and contactless ordering experience, these platforms mitigated the risks associated with face-to-face transactions and enabled customers to enjoy restaurant-quality meals in the safety of their homes. FoodPanda and similar platforms became synonymous with modern convenience, offering a wide selection of cuisines, transparent pricing, and real-time delivery tracking. The platform's operational model effectively bridged the gap between restaurants and customers, ensuring business continuity in times of crisis. As a result, the OFD sector experienced exponential growth and intensified competition, motivating service providers to constantly enhance their technological interfaces, promotional strategies, and service efficiency to sustain customer engagement and loyalty ([Kee et al., 2021](#)).

In the Malaysian context, FoodPanda stands out as one of the pioneering and most widely used food delivery services ([Chai & Yat, 2019](#)). It operates as a mobile-based application that allows customers to browse restaurants, customize orders, make payments, and have food delivered promptly. FoodPanda's success in Malaysia is largely attributed to its strong focus on customer-centric operations, as reflected in its guiding philosophy of "starting with customers and ending with customers" ([FoodPanda, 2024a](#)). To keep pace with evolving market dynamics, the company has expanded its retail network to over 45,000 partnered stores and established 180 Pandamart cloud stores across 11 markets, demonstrating its agility in meeting changing consumer expectations ([KrASIA Writers, 2023](#)). Despite this rapid growth, sustaining long-term loyalty and satisfaction requires more than technological expansion. It demands a deep understanding of the psychological and experiential factors that influence customer decision-making in digital service environments.

In today's digital economy, customer expectations continue to evolve due to the widespread adoption of smartphones, advancements in mobile payment systems, and growing familiarity with e-commerce platforms. The combination of speed, accessibility, and personalized experience has redefined what consumers perceive as value in digital services. However, as the market becomes increasingly saturated with competitors such as GrabFood, DeliverEat, and ShopeeFood, FoodPanda faces the challenge of differentiating itself not merely through pricing but through a holistic understanding of what drives customer engagement. Prior studies suggest that variables such as perceived promotion, perceived convenience, perceived trust, and service quality play essential roles in influencing customer satisfaction, loyalty, and repurchase intention in digital food delivery contexts ([Horta et al., 2022](#); [Jalilvand et al., 2017](#); [Su et al., 2022](#);

Zameer et al., 2019). Yet, empirical investigations that integrate these factors into a single explanatory framework remain limited, particularly in Southeast Asian contexts.

To address this research gap, the present study explores how these four key variables: perceived promotion, perceived convenience, perceived trust, and service quality, collectively shape customer behavior toward FoodPanda. The study adopts an integrated theoretical approach drawing on both the technology acceptance model (TAM) and the theory of planned behavior (TPB). The TAM posits that users' behavioral intentions toward a technology-based system are primarily influenced by perceived usefulness and perceived ease of use. In contrast, the TPB expands this understanding by emphasizing the influence of attitude, subjective norms, and perceived behavioral control on intention and behavior. Integrating these two frameworks provides a robust analytical foundation for examining how both cognitive perceptions (e.g., convenience and trust) and attitudinal motivations (e.g., promotion and perceived value through service quality) drive consumer engagement with digital platforms such as FoodPanda.

Within this framework, perceived convenience represents the ease and effortlessness of using the application, from browsing menus to completing payments. When customers experience smooth and intuitive interactions, they are more likely to develop favorable behavioral intentions and sustained usage. Perceived trust, on the other hand, reflects the consumer's confidence in the platform's reliability, data security, and commitment to fulfilling its promises, an essential element in reducing the perceived risk of online transactions. Perceived promotion refers to customers' evaluation of the financial incentives, discounts, and campaigns offered by FoodPanda, which can significantly influence their purchase frequency and loyalty. Finally, service quality encompasses operational aspects such as delivery speed, accuracy, and professionalism, which directly affect customer satisfaction and the perceived value of the service. By examining these interrelated dimensions, the study aims to capture both the functional and psychological aspects of digital service experiences.

The relevance of this investigation extends beyond FoodPanda as a single case study. In a rapidly evolving post-pandemic economy, understanding the mechanisms that sustain customer engagement in digital food delivery services holds broader implications for digital transformation strategies in service industries. As Generation Z and younger millennials dominate the user base, their behavior is heavily shaped by digital literacy, mobile convenience, and expectations of trust and transparency. Therefore, identifying the relative influence of these factors provides practical insights for improving customer retention and designing more user-centered business models across digital platforms.

In summary, the objective of this study is to examine the influence of perceived promotion, perceived convenience, perceived trust, and service quality on customer behavior toward FoodPanda in Malaysia. The significance of the study lies in its ability to deepen understanding of customer behavioral drivers in the digital food delivery industry, providing actionable insights for both academia and practitioners. The novelty of this research stems from its integrated approach that combines both functional factors (convenience and service quality) and psychological factors (trust and promotion) within a unified TAM–TPB framework. Moreover, this study contributes to the literature by offering empirical evidence from the Malaysian context, an emerging digital market often underrepresented in global OFD research. The contribution of this study is twofold: theoretically, it enriches the understanding of behavioral intention formation in digital service platforms; practically, it provides strategic recommendations for enhancing FoodPanda's competitiveness through improved convenience, trust-building mechanisms, and effective promotional strategies. Ultimately, the study aims to bridge

the gap between technological design, customer psychology, and business performance in the digital service landscape.

LITERATURE REVIEW

Customer Behavior

Consumer behavior refers to the way individuals choose, acquire, use, and dispose of products, experiences, ideas, and services to fulfill their needs and wants, as well as the effects these behaviors have on both customers and society (Roy & Datta, 2022). According to the American Marketing Association (AMA, 2024), consumer behavior involves the study of how individuals and organizations select, purchase, use, and evaluate products, ideas, and services to satisfy their desires and requirements. Similarly, Ramya and Ali (2016) defined consumer purchasing behavior as the decision-making, acquisition, and adoption of products and services by customers to fulfill their various needs. Numerous factors influence consumer decision-making and purchasing behavior, including social, cultural, economic, psychological, and personal aspects. Consumer purchases are also affected by shopping habits, preferences, and brand perceptions. Furthermore, customer behavior encompasses a set of activities related to acquiring, using, and managing products and services, as well as the decisions made before purchase. These include buying, owning, and consuming goods (Makarewicz, 2013). In the context of digitalization, consumer behavior increasingly reflects technology-based interactions, where convenience, trust, and promotional value play critical roles in influencing decisions.

Perceived Promotion

Promotion refers to activities conducted by sellers to increase consumer awareness of their products, such as promotional offers or discounts (Mulyani et al., 2020). The term perceived reflects an individual's subjective interpretation or evaluation of a particular experience (Cambridge Dictionary, 2024a). Therefore, perceived promotion refers to consumers' subjective interpretation and evaluation of promotional activities, offers, or discounts, which may lead them to take purchasing action. Chung (2020) found that price promotion strategies influence consumers' expectations and attitudes toward purchasing decisions. Various promotional tools include discounts, cashback incentives, coupons, premiums, and gifts (Rathore & Chaudhary, 2018). According to FoodPanda (2024b), the platform frequently offers multiple discounts, each with specific conditions or requirements. Different merchants may also provide promotions for particular items or meal packages, including bundle discounts or single-item offers. Additionally, FoodPanda provides special discounts for users subscribed to the paid version, FoodPanda Pro. Thamanda et al. (2024) explained that promotions not only convey information about upcoming changes to customers and other companies but also influence customer behavior and decision-making.

Perceived Convenience

According to Chowdhury (2023), perceived convenience refers to consumers' perception that food delivery services are easier, less risky, and more efficient than traditional shopping. The concept also reflects the level of convenience consumers expect when deciding whether to use a food delivery service (Cheng et al., 2022). Iranmanesh et al. (2017) highlighted that perceived convenience represents the ease customers experience when ordering food through delivery services, reducing physical restaurant visits and saving time. Quick ordering features and reliable delivery systems that ensure timeliness are key components of convenience (Chai & Yat, 2019). Additionally, a user-friendly app design can increase consumers' purchase interest and influence behavior. The speed, simplicity, and usability of the FoodPanda app are significant factors in

enhancing customer satisfaction and engagement. Pham and Ahammad (2017) suggested that intuitive and convenient applications encourage customer decision-making and repeated usage. Likewise, Aryani et al. (2022) emphasized that a pleasant app experience motivates consumers to continue using the platform, while poor performance or unmet convenience expectations can negatively affect consumer behavior.

Perceived Trust

Perceived trust is defined as a customer's willingness to rely on a service provider with the belief that the provider will fulfill essential commitments, such as delivering orders accurately, securely, and on time (Kiew et al., 2022). Sahondra and De Yusa (2022) described perceived trust as a psychological state built on positive expectations about another party's behavior, leading to confidence and reliance. According to the Cambridge Dictionary (2024b), trust is the belief that someone or something is reliable, honest, and safe. Triyuni et al. (2021) emphasized that trust in a platform directly affects consumer loyalty toward food delivery services. Similarly, Wang et al. (2021) found that trust in a digital platform was positively correlated with consumer behavior and influenced purchasing decisions. In this context, building and maintaining trust is essential for sustaining long-term customer relationships and brand credibility.

Service Quality

According to Rolo et al. (2023), service quality represents the difference between customer expectations and their perceptions of the actual service received. It is a multidimensional construct characterized by complexity, abstractness, and intangibility, reflecting the degree of alignment between service attributes valued by customers and the actual service performance delivered. Ahmad et al. (2024) defined service quality as the overall evaluation of excellence or superiority perceived by customers during service interactions. Ali et al. (2021) emphasized that service quality has a substantial impact on organizational performance; therefore, companies must prioritize delivering superior service to enhance satisfaction and loyalty. Poor service experiences can lead to negative word of mouth and damage a company's reputation. High service quality, on the other hand, promotes customer trust and repeated engagement, particularly in competitive sectors such as OFD.

Hypotheses Development

Perceived Promotion on Customer Behavior

Based on the reviewed literature, this study proposes that perceived promotion, perceived convenience, perceived trust, and service quality are the key determinants influencing customer behavior in OFD services. Each variable has been shown in previous studies to shape consumer perceptions, attitudes, and purchase intentions, particularly within digital platforms. Perceived promotion is considered one of the major drivers that motivate customers to use food delivery applications. Promotions such as discounts, coupons, and loyalty programs can enhance customers' perceived value and stimulate purchase behavior. Studies by Chung (2020) and Thamanda et al. (2024) demonstrated that effective promotional activities positively influence consumer decisions and encourage repeat purchases. Therefore, it is hypothesized as follows:

H1: Perceived promotion positively influences customer behavior.

Perceived Convenience on Customer Behavior

Perceived convenience plays a crucial role in determining users' continued usage of online services. When customers find an application easy to navigate, reliable, and time-saving, they are more likely to engage in repeat usage. The TAM supports this

assumption, as perceived ease of use is a key factor influencing behavioral intention (Pham & Ahammad, 2017). Previous studies, such as Aryani et al. (2022) and Chai and Yat (2019), also found that convenience positively impacts satisfaction and repeat purchases. Hence, it is hypothesized as follows:

H2: Perceived convenience positively influences customer behavior.

Perceived Trust on Customer Behavior

Perceived trust is another essential factor affecting online purchasing behavior. Trust reduces uncertainty and builds confidence in the reliability of the service provider. Studies by Su et al. (2022) and Wang et al. (2021) highlighted that trust strengthens consumers' willingness to share personal information and engage in online transactions. Trust in the system's security, payment process, and delivery accuracy encourages customers to continue using the platform. Thus, it is hypothesized as follows:

H3: Perceived trust positively influences customer behavior.

Service Quality on Customer Behavior

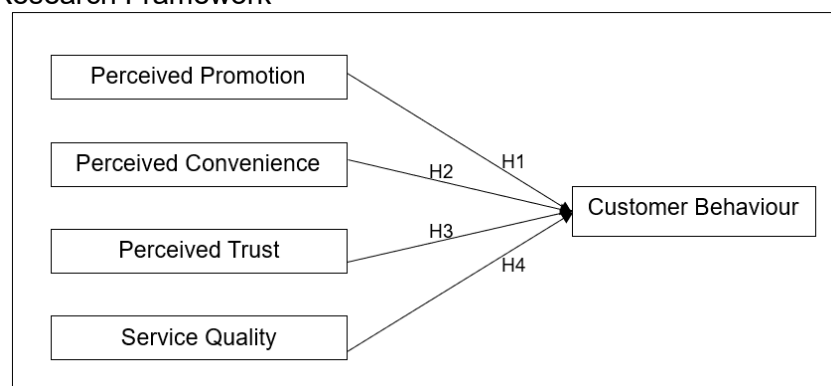
Service quality represents the perceived performance of the service compared to customer expectations. High service quality contributes to satisfaction and loyalty, but its direct effect on behavior may vary depending on the digitalization level of the service. Ahmad et al. (2024) and Ali et al. (2021) asserted that reliability and responsiveness are key service quality dimensions that influence positive customer experiences. However, in digital contexts, consumers may prioritize convenience and trust over traditional service aspects. Therefore, it is hypothesized as follows:

H4: Service quality positively influences customer behavior.

Conceptual Framework

Figure 1 illustrates the proposed conceptual framework, linking perceived promotion, perceived convenience, perceived trust, and service quality as independent variables that collectively influence customer behavior as the dependent variable.

Figure 1. Research Framework



RESEARCH METHOD

This study employed a quantitative research design to examine the factors influencing customer behavior toward FoodPanda. The research followed a hypothesis-driven approach developed through an extensive review of existing literature and supported by established theoretical frameworks related to consumer behavior and service quality. Data were collected through an online survey distributed via social media platforms to

ensure accessibility and participation from diverse user groups. A stratified random sampling technique was utilized to capture variations across demographic and behavioral characteristics, resulting in a total of 200 valid responses.

The questionnaire comprised sections on demographic information, perceived promotion, perceived convenience, perceived trust, service quality, and customer behavior. Each construct was measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). To ensure clarity and reliability, a pre-test was conducted with a small sample prior to the official data collection. The collected data were analyzed using statistical software for quantitative analysis. Descriptive statistics were applied to summarize respondent profiles, while regression analysis and structural equation modeling (SEM) were employed to test the hypothesized relationships among variables.

The analysis focused on determining how perceived promotion, perceived convenience, perceived trust, and service quality influence customer behavior toward FoodPanda. The results indicated that perceived promotion, perceived convenience, and perceived trust significantly influenced customer behavior, whereas service quality, although positively correlated, did not have a significant effect. These findings confirm the robustness and reliability of the applied analytical methods in explaining customer behavioral patterns. To minimize potential bias, the questionnaire was designed using concise and unambiguous language to ensure consistent and accurate responses among participants.

Ethical considerations were strictly observed throughout the research process. Participation was entirely voluntary, and all respondents provided informed consent before completing the survey. The researchers ensured that no personal or identifiable information was collected and that all responses were treated with strict confidentiality and used solely for academic purposes.

RESULTS

Table 1. Respondents' Profile Summary (N=200)

Response	Frequency	Percentage (%)
Gender		
Male	88	44
Female	112	56
Age		
18-25 years old	84	42
26-30 years old	42	21
31-35 years old	30	15
36-40 years old	17	8.5
41-45 years old	13	6.5
46-50 years old	8	4
Above 50 years old	6	3
Ethnicity		
Malay	79	39.5
Chinese	74	37
Indian	47	23.5
Occupation		
Student	88	44
Private Sector	43	21.5
Government Sector	43	21.5

Unemployed	9	4.5
Self-employed	17	8.5
Monthly Income		
Below RM2,000	88	44
RM2,000 – RM4,999	69	34.5
RM5,000 – RM7,999	38	19
Above RM7,999	5	2.5

Table 1 shows that 56% (N = 112) of the respondents are female, while 44% (N = 88) are male. The majority of respondents fall within the age group of 18–25 years old, accounting for 42% (N = 84). The second largest group consists of respondents aged 26–30 years old, representing 21% (N = 42). Meanwhile, 15% (N = 30) of the respondents are aged 31–35 years, 8.5% (N = 17) are aged 36–40 years, 6.5% (N = 13) are aged 41–45 years, and 4% (N = 8) are aged 46–50 years. The smallest group comprises respondents aged above 50 years, representing 3% (N = 6).

In terms of ethnicity, the majority of respondents are Malay (39.5%, N = 79), followed by Chinese (37%, N = 74) and Indian (23.5%, N = 47). Regarding occupation, most of the respondents are students, comprising 44% (N = 88). The researchers distributed the online survey through university networks as the initial point of dissemination to reach a wider audience. Consequently, this approach resulted in a higher proportion of student participants, which is reflected in the respondents' income levels. As most students are part-time workers, the majority of respondents reported a monthly income below RM2,000, accounting for 44% (N = 88).

Table 2. Summary of Food Panda Customer Usage

Response	Frequency	Percentage (%)
Have you used FoodPanda before?		
Yes	200	100
No	0	0
How often do you use FoodPanda?		
Everyday	25	12.5
Several times in a week	49	24.5
Once a week	64	32
Several times in a month	37	18.5
Once a month	17	8.5
Rarely	8	4
What types of items do you usually order using FoodPanda?		
Breakfast	34	17
Lunch	55	27.5
Dinner	62	31
Supper	24	12
Snacks/Dessert	12	6
Beverage	9	4.5
Groceries	4	2
What type of cuisine do you most frequently order on FoodPanda?		
Malay	29	14.5
Chinese	46	23
Indian	19	9.5
Western	17	8.5
Thai	27	13.5
Japanese	14	7

Korean	17	8.5
Fast Food	25	12.5
Vegetarian	6	3

Table 2 presents a summary of FoodPanda customer usage patterns among 200 respondents. All participants (100%) indicated that they have used FoodPanda before, suggesting that the platform is well-known and widely utilized among the sample group.

In terms of usage frequency, the majority of respondents reported using FoodPanda “once a week” (32%), followed by “several times in a week” (24.5%). Meanwhile, 18.5% use it “several times in a month,” 12.5% use it “every day,” and smaller portions use it “once a month” (8.5%) or “rarely” (4%). These results indicate that most users engage with FoodPanda regularly, with a strong tendency toward weekly use, highlighting its convenience and integration into consumers’ dining habits.

Regarding the types of items ordered, dinner is the most frequently ordered meal (31%), followed by lunch (27.5%) and breakfast (17%). Supper orders account for 12%, while snacks or desserts (6%), beverages (4.5%), and groceries (2%) are less common. This pattern shows that FoodPanda is primarily used for main meals rather than for beverages or grocery shopping, underscoring its role as a food delivery service rather than a general marketplace.

When it comes to cuisine preferences, Chinese food is the most popular choice (23%), followed by Malay (14.5%), Thai (13.5%), and fast food (12.5%). Other cuisines, such as Indian and Western, each account for 9.5% and 8.5% respectively, while Japanese (7%), Korean (8.5%), and vegetarian options (3%) are less frequently ordered. This suggests a diverse range of food preferences among users, though Asian cuisines, particularly Chinese and Malay, dominate consumer choices on FoodPanda.

Overall, the table illustrates that FoodPanda is a well-established and frequently used platform, primarily serving users who prefer ordering main meals, especially dinner and lunch, with a marked inclination toward Asian cuisines.

Table 3. Descriptive Statistic, Cronbach’s Coefficient Alpha, and Zero-order Correlation for all study variables

Variables		1	2	3	4	5
1	Perceived Promotion	0.884				
2	Perceived Convenience	0.845**	0.886			
3	Perceived Trust	0.840**	0.845**	0.909		
4	Service Quality	0.828**	0.807**	0.851**	0.877	
5	Customer Behavior	0.845**	0.847**	0.843**	0.810**	0.884
Number of items		4	5	5	4	4
Mean		3.579	3.594	3.559	3.5738	3.5038
Standard Deviation		0.91232	0.87601	0.96247	0.92793	0.95682

Note: N=200, *p< 0.05, **p< 0.01, ***p< 0.001. The diagonal entries represent Cronbach’s Coefficient Alpha.

Table 3 summarizes the descriptive statistics, reliability coefficients (Cronbach’s alpha), and zero-order correlations for the five study variables: perceived promotion, perceived convenience, perceived trust, service quality, and customer behavior. The Cronbach’s alpha values, presented along the diagonal, range from 0.877 to 0.909, all exceeding the acceptable threshold of 0.70 recommended by [Hair et al. \(2019\)](#). This indicates excellent

internal consistency and reliability for all measurement scales, demonstrating that the items used for each construct reliably measure the intended variable.

The mean scores for the variables range from 3.5038 to 3.594, reflecting generally positive perceptions among respondents regarding FoodPanda's promotional strategies, convenience, trustworthiness, service quality, and their own behavioral tendencies as customers. These mean values, slightly above the midpoint of the five-point Likert scale, suggest that respondents tend to agree or moderately agree with the statements assessing these constructs. Meanwhile, the standard deviations, ranging from 0.87601 to 0.96247, indicate a moderate degree of response dispersion, implying that while most participants share similar views, some variability in perception still exists.

The zero-order correlation coefficients reveal strong and statistically significant positive relationships ($p < 0.01$) among all the variables, underscoring their interdependence in shaping customer experiences. Specifically, perceived promotion shows high correlations with perceived convenience ($r = 0.845$) and perceived trust ($r = 0.840$), suggesting that effective promotional strategies enhance both customer convenience and trust. Similarly, service quality exhibits a strong association with perceived trust ($r = 0.851$) and customer behavior ($r = 0.810$), indicating that the quality of FoodPanda's services plays a pivotal role in influencing customer trust and subsequent behavioral intentions.

Among all correlations, the most substantial relationships are observed between perceived convenience and customer behavior ($r = 0.847$) and between perceived trust and service quality ($r = 0.851$). These findings emphasize that customers' behavioral responses are heavily shaped by their perceptions of convenience and trust, both of which are reinforced through consistent and high-quality service experiences.

In summary, the results in Table 3 collectively confirm that all constructs are both reliable and significantly interrelated. The strong correlations among perceived promotion, convenience, trust, and service quality highlight their combined impact on customer behavior toward FoodPanda's OFD services. This suggests that enhancing these dimensions concurrently can effectively strengthen customer engagement, satisfaction, and loyalty.

Table 4. Summary of Regression Analysis

Customer Behavior of FoodPanda Variable entered (R^2 change = 0.801)		Beta
1	Perceived Promotion	0.276
2	Perceived Convenience	0.303
3	Perceived Trust	0.248
4	Service Quality	0.126

Note: N=200; * $p < 0.05$, ** $p < 0.01$

Table 4 presents the results of the regression analysis conducted to examine the influence of perceived promotion, perceived convenience, perceived trust, and service quality on customer behavior toward FoodPanda. The model demonstrates a strong explanatory power with an R^2 value of 0.801, indicating that approximately 80.1% of the variance in customer behavior can be explained by the four independent variables included in the analysis. This suggests that the model is highly effective in predicting customer behavior based on the selected predictors.

Among the predictors, perceived convenience shows the highest standardized beta coefficient ($\beta = 0.303$), indicating it is the most influential factor affecting customer behavior. This finding implies that when customers perceive FoodPanda as a convenient and time-saving platform, through easy navigation, quick delivery, or efficient ordering processes, they are more likely to engage positively and exhibit repeat usage behavior. Therefore, H2 is accepted, confirming that perceived convenience positively influences customer behavior.

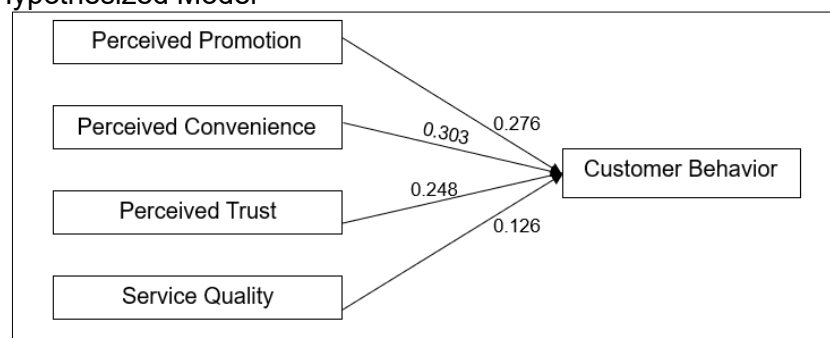
Perceived promotion also has a significant positive impact on customer behavior ($\beta = 0.276$). This demonstrates that attractive deals, discounts, and promotional offers play an essential role in motivating customers to use FoodPanda more frequently. Promotional strategies effectively attract both new and returning customers, strengthening their engagement with the platform. Thus, H1 is accepted, supporting the hypothesis that perceived promotion positively influences customer behavior.

Similarly, perceived trust yields a positive and meaningful effect ($\beta = 0.248$) on customer behavior. This suggests that when customers trust the platform, regarding payment security, accurate order fulfillment, and data privacy, they are more likely to continue using FoodPanda's services and recommend it to others. Hence, H3 is accepted, confirming that perceived trust significantly contributes to shaping favorable customer behavior.

Lastly, service quality demonstrates a positive and statistically significant influence on customer behavior ($\beta = 0.126$, $p < 0.05$). Although the effect size is relatively smaller compared to other predictors, the positive coefficient indicates that higher service quality, such as polite riders, timely delivery, and accurate orders, contributes to more favorable customer behavior. Statistically, this finding supports H4, confirming that service quality positively influences customer behavior. However, given its lower beta value relative to perceived convenience, promotion, and trust, the strength of its impact appears more modest, suggesting that while H4 is supported, its effect is comparatively limited.

The findings reveal that perceived convenience is the most influential determinant of customer behavior toward FoodPanda, followed by perceived promotion, perceived trust, and service quality. **Figure 2** visually summarizes the key findings of the study.

Figure 2. Hypothesized Model



DISCUSSION

H1: Perceived Promotion Positively Influences Customer Behavior

The regression results confirm that perceived promotion has a significant positive influence on customer behavior ($\beta = 0.276$), thereby supporting H1. This finding

highlights that promotional activities, such as discounts, vouchers, free delivery offers, and loyalty programs, serve as powerful motivators for both new and existing customers.

Promotional strategies appeal not only to price-sensitive consumers but also to those seeking added value or variety in their purchases. This aligns with [Horta et al. \(2022\)](#), who emphasized that promotional campaigns enhance customers' purchase intentions and brand loyalty by reducing the perceived financial risk of trying new services. In FoodPanda's case, such campaigns create a cycle of trial and repeat purchases, ensuring sustained engagement and market competitiveness.

The data from [Table 2](#) also support this interpretation. With 100% of respondents having used FoodPanda before, and many using it weekly or more, it is likely that frequent promotional events have contributed to customers' sustained participation. Meal-specific deals, such as lunch and dinner discounts, align with the platform's highest order times (27.5% and 31% respectively), demonstrating the direct behavioral impact of time-targeted promotions.

From a theoretical standpoint, promotional incentives correspond to the attitudinal component of the TPB, which posits that favorable attitudes, shaped by perceived rewards, enhance behavioral intentions. Similarly, in the TAM framework, perceived usefulness can be interpreted as the tangible benefits consumers gain from using a system; in this case, the usefulness derives from cost savings and convenience offered through promotions.

Thus, promotional efforts not only attract new users but also reinforce habitual purchasing patterns among existing customers, demonstrating that perceived promotion is a critical lever for driving behavioral engagement and retention in FoodPanda's service ecosystem.

H2: Perceived Convenience Positively Influences Customer Behavior

The study identifies perceived convenience as the strongest determinant of customer behavior ($\beta = 0.303$), confirming H2. This result aligns with post-pandemic consumption trends, where modern consumers, especially working professionals and students, prioritize convenience and time efficiency over other factors when choosing online services ([Li et al., 2020](#)).

FoodPanda's convenience stems from its intuitive user interface, simplified ordering process, and wide accessibility, enabling customers to order food anytime and anywhere. The descriptive data reinforce this; more than 75% of respondents use FoodPanda at least once a week, and 12.5% use it daily, demonstrating its integration into everyday life. Such frequency underscores that FoodPanda's ability to deliver meals quickly and reliably satisfies the modern consumer's need for convenience and instant gratification.

This finding is well supported by the TAM, which posits that perceived ease of use directly affects behavioral intention and actual usage. In this context, FoodPanda's mobile application design reduces user effort, enhances perceived usefulness, and increases repeat usage. Furthermore, the TPB provides complementary insight: when customers perceive greater control over their actions, such as being able to customize delivery times or track orders in real time, they are more likely to exhibit positive behavioral intentions.

Previous research by [Seiders et al. \(2000\)](#) also supports this, indicating that customers experiencing high convenience are more likely to remain satisfied and loyal. Conversely, any friction during payment, order tracking, or delivery can reduce satisfaction. FoodPanda's continued dominance in the OFD market, therefore, depends on its ability to sustain operational efficiency and minimize perceived effort.

In summary, perceived convenience is a decisive factor that not only drives initial adoption but also cultivates habitual engagement. This suggests that FoodPanda's investments in technology and logistics, ensuring rapid, effortless service, are crucial for maintaining customer satisfaction and behavioral loyalty.

H3: Perceived Trust Positively Influences Customer Behavior

The analysis further confirms that perceived trust significantly and positively influences customer behavior ($\beta = 0.248$), supporting H3. Trust is a foundational element in online transactions, where the absence of face-to-face interaction increases consumers' perceived risk. In FoodPanda's context, trust encompasses confidence in payment security, data privacy, accurate order fulfillment, and consistent service performance.

This finding is consistent with [Iglesias \(2020\)](#) and [Jalilvand et al. \(2017\)](#), who found that customer trust plays a crucial role in sustaining long-term relationships with digital platforms. Similarly, [Su et al. \(2022\)](#) noted that trust enhances consumers' willingness to engage in repeat purchases and share positive word-of-mouth.

The correlation results in [Table 3](#) reinforce this relationship, showing strong associations between perceived trust and both service quality ($r = 0.851$) and customer behavior ($r = 0.843$). This implies that customers who trust FoodPanda's system are more likely to forgive minor service lapses, such as delivery delays, because their overall confidence in the platform remains intact.

Linking this to theory, the TPB suggests that trust functions as an attitudinal belief influencing behavioral intention. When consumers trust a platform, their perceived behavioral control and intention to continue using it increase. Likewise, in TAM, trust enhances the perceived usefulness of technology, as consumers view the system as reliable and secure.

From a practical perspective, the frequency data in [Table 2](#) again illustrate that repeated FoodPanda usage depends heavily on trust. Consumers who perceive consistent reliability are more likely to use the service several times per week, as observed in nearly half of the respondents. This demonstrates that building digital trust is not only about securing transactions but also about maintaining service consistency, transparency, and accountability.

H4: Service Quality Positively Influences Customer Behavior

Although service quality exhibits a positive relationship with customer behavior, its influence is relatively weaker ($\beta = 0.126$), providing only partial support for H4. This suggests that while service quality contributes to customer satisfaction, it is not the primary determinant of behavioral intentions in OFD contexts.

Several factors may explain this finding. First, convenience, trust, and promotional benefits appear to overshadow traditional service attributes such as delivery speed, food temperature, and rider politeness. Second, given that FoodPanda's users primarily order meals (breakfast, lunch, dinner) rather than groceries or beverages ([Table 2](#)), consumers may consider service quality as a basic expectation rather than a differentiating factor.

This result aligns with Zameer et al. (2019), who argued that service quality's impact varies by industry and demographic profile. In fast-paced digital sectors, users often prioritize time efficiency and technological reliability over interpersonal service aspects. Younger consumers, in particular, value speed and accessibility more than traditional customer service.

Nevertheless, maintaining service quality remains essential for customer retention. While its immediate influence on behavioral intention is lower, poor service quality can erode trust and convenience perceptions over time. Therefore, FoodPanda must continue ensuring accuracy in orders, professionalism among delivery personnel, and responsiveness in addressing complaints to preserve a positive overall user experience.

Post-Pandemic Consumer Behavior and Theoretical Integration

The study's findings must also be understood within the broader post-pandemic digital consumer landscape. Consumers, particularly Generation Z and younger millennials, have demonstrated a strong preference for mobile convenience, real-time responsiveness, and trust in digital ecosystems. Their high digital literacy allows them to adapt quickly to technological innovations, such as in-app payment, live tracking, and customer feedback systems.

The integration of the TAM and the TPB provides a comprehensive theoretical explanation of these dynamics. The TAM elucidates how cognitive perceptions, such as perceived usefulness and ease of use, translate into behavioral intentions, while the TPB emphasizes how attitudes, trust, and perceived control influence decision-making.

In this context, FoodPanda's success lies in aligning both models: ensuring the technological usability and convenience (TAM) of its platform, while also fostering trust and positive attitudes (TPB) toward its services. When consumers perceive the app as easy, trustworthy, and beneficial, supported by appealing promotions, they exhibit higher engagement and loyalty.

CONCLUSION

This study set out to examine the factors influencing customer behavior toward FoodPanda's OFD services, focusing on four key determinants: perceived promotion, perceived convenience, perceived trust, and service quality. The objective was to identify which of these factors most strongly shape customers' purchasing decisions, usage frequency, and loyalty in the post-pandemic digital marketplace.

The findings reveal that all four factors significantly and positively influence customer behavior, with varying degrees of impact. Among them, perceived convenience emerged as the most influential determinant, underscoring the importance of effortless app navigation, fast delivery, and easy payment systems in shaping users' satisfaction and loyalty. Perceived promotion was found to play the second most significant role, as discounts, vouchers, and free delivery campaigns effectively motivate both new and returning customers to engage with the platform. Perceived trust also showed a substantial effect, highlighting the role of security, reliability, and transparency in fostering long-term confidence in digital transactions. Although service quality demonstrated a positive relationship, its influence was relatively weaker, suggesting that users consider it an essential baseline expectation rather than a key motivator of behavior.

In conclusion, the study confirms that FoodPanda's customer behavior is primarily driven by ease of use, value-based incentives, and trust in the platform's reliability. The results reinforce the relevance of both the TAM and the TPB, indicating that customers' cognitive evaluations (e.g., convenience and trust) and attitudinal motivations (e.g., promotions and perceived control) jointly determine behavioral intentions. Thus, in today's fast-paced, technology-oriented environment, platforms like FoodPanda must continue optimizing user-centered design, promoting digital trust, and offering meaningful incentives to sustain customer engagement.

From a practical perspective, these findings imply that FoodPanda and similar OFD providers should prioritize technological improvements that enhance user convenience, such as faster loading times, real-time delivery tracking, and seamless payment integration, while maintaining clear communication to strengthen user trust. Effective promotional campaigns remain vital to attract and retain customers, especially in highly competitive markets. Meanwhile, consistent service quality should not be overlooked, as it reinforces satisfaction and prevents negative experiences that could erode trust and loyalty.

For future research, it is recommended to expand the study by incorporating additional variables such as user satisfaction, perceived value, and digital engagement to capture a more comprehensive picture of customer behavior. Moreover, conducting comparative studies across different OFD platforms or cultural contexts could provide deeper insights into how demographic, regional, or technological factors moderate these relationships. By addressing these dimensions, future research can further enhance the understanding of customer decision-making dynamics in the rapidly evolving digital food delivery ecosystem.

LIMITATION

This study acknowledges several limitations that may have influenced the scope and accuracy of the findings. These limitations may stem from factors such as limited resources, a small sample size, or methodological constraints. No research is entirely free from flaws, and this study is no exception, as it may not cover all possible aspects related to customer behavior in food delivery services, particularly in the case of FoodPanda.

The first limitation concerns the generalizability of the findings. Since the study focuses solely on FoodPanda, the results may not be applicable to other food delivery platforms or different contexts. Future research should include a more diverse sample that incorporates various demographic backgrounds to enhance representativeness. The second limitation relates to time constraints during data collection. Due to the limited timeframe of less than two months, the researchers were only able to gather responses from 200 participants. While this number provides a useful overview, a larger sample size could yield more precise and generalizable results, although it would require additional time and resources for collection and analysis. Consequently, the restricted sample size and research duration may limit the ability to fully capture and generalize customer behavior patterns within the broader food delivery service industry.

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The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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