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ORIGINAL ARTICLE

APPLICATION OF INFORMATION SYSTEM MODEL ON USERS' CONTINUOUS INTENTION WITH FOOD DELIVERY MOBILE APPLICATIONS IN SUSTAINABLE BUSINESS

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ABSTRACT – This research investigates the variables affecting Malaysian consumers' continuous intention to utilise food delivery mobile applications. The target population is Malaysian mobile app users 18 years old and above with an online food ordering experience. The Smart Partial Least Square (PLS) and SPSS were used to scrutinise the data collected. Through the Google form URLs posted on social media, 275 complete survey surveys were gathered. The study's findings showed that system quality, service quality, and information quality significantly affect customer satisfaction. Subsequently, customer satisfaction greatly impacts how likely people are to use mobile applications for food delivery. Better consumer loyalty and higher customer repurchase intent would follow from this outcome. The IS success model was used in this research to analyse the continuous intention to utilise food delivery mobile applications since similar studies from the emerging country view remain underexplored. This research will help corporate executives create more effective marketing plans for targeting their market and expanding established consumer loyalty expertise in mobile app quality and customer demand.

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INTRODUCTION

Consumers' response to mobile apps has increased the opportunities of many businesses, ranging from small to large corporations in many industries (Zulkarnain et al., 2015). Food delivery apps have recently acquired popularity worldwide since they help all customers and businesses by allowing easy, effective, and quick digital meal buying and offline food delivery (Gani et al., 2021). In an analysis of the online ordering system, Moriarty (2016) found that food delivery services are helping businesses to grow as they build customer databases, enhance employee productivity, and promote accuracy in delivery orders. Therefore, many food retailers in Malaysia have started to provide food delivery services through food delivery companies to remain competitive and increase sales (Yeo et al., 2017). Thus, it is anticipated that the market for meal delivery services will expand with annual revenue of $211 million by 2020, making it among Malaysia's food and beverage industry's fastest-growing segments (Statista, 2020). Chai and Yat (2019) undertook preliminary work on online food delivery services. They reported that Malaysia's growing smartphone culture brought on the rapid expansion of the online meal delivery sector. It prompted many customers to switch from the conventional offline means of ordering meals to the emerging online food delivery services for wider food choices conveniently. The development of online retailing indicated that consumers benefited from various product choices, customisation, and fast delivery with a single click of mobile applications (Suhartanto et al., 2019).

In Malaysia, food delivery service providers such as Foodpanda, DeliverEat, GrabFood and many more are springing up. At the same time, Foodpanda is the most commonly used food delivery app order in 2020, as affirmed by 75 per cent of respondents surveyed in Malaysia (Hirschmann, 2020). The government's introduction of the movement control order (MCO) in March 2020 badly affected the food delivery industry in Malaysia as consumers were not allowed to dine in restaurants and cafés, and there was a rise in the need for online meal delivery services (Lim, 2020). Saad (2020) made a similar point in his study of factors affecting online food delivery services. He found that these government control measures contributed to the proliferation of online food ordering through mobile applications and an upsurge in the number of food delivery services. This situation allows delivery service providers like Dahmakan, Bungkusit, RunningMan and Deliveroo to enter the food delivery market. As a result, they can provide delivery services to the consumers' doorstep and workplace and satisfy their needs during the pandemic as consumers have become more conscious of the safety of their health and food (Lai et al., 2020).

Gradually, the increasing popularity of food delivery mobile apps as various restaurants and chains joined the food delivery mobile apps as their platform and widely implemented marketing strategies to compete in this era of digitisation. Delivery mobile apps have great potential to improve the shopping experience in e-commerce and the retailer-customer relationship (Baek & Yoon, 2020). At the same time, the delivery sector has been expanding into a mature industry in many countries, but only in Malaysia after the COVID-19 pandemic because online delivery platforms such as Foodpanda

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and Grab were an upcoming trend within urban areas, and it was popular with millennials. Despite that, other older groups in the nation have needed help being reached by meal delivery businesses. Moreover, there are still some areas where the food delivery app cannot cover their various services, mainly from remote regions to the cities, which needed to enable sales and purchases (Malay Mail, 2020). Thus, the continuous intention from the mobile app users is a challenge that needs to be resolved as there are limited choices for the consumers, and the services cannot be performed in some rural areas.

Despite the importance of satisfaction on the consumer's continuous intention, the research looks at how consumer satisfaction is affected by service quality and users' continuous intention to deliver mobile applications received scant attention in the research literature. Thus far, most research examines traditional industries such as the banking and lifestyle industry. There needs to be more published information on the food delivery mobile application (Chai & Yat, 2019; Saad, 2020; Suhartanto et al., 2019), and rarely in the Malaysia context, also IS success model. This study, motivated by this knowledge gaps, looks at the variables affecting Malaysian customers' ongoing desire to utilise meal delivery mobile applications. Specifically, this study intends to investigate and address these questions: (1) What factors influence customer satisfaction with food delivery mobile apps among Malaysian consumers? (2) Does customer satisfaction with food delivery mobile apps affect Malaysian consumers' continuous intention? This study would assist business managers in developing more successful strategies for targeting their market and expanding established consumer loyalty expertise in terms of mobile app quality and customer demand.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Underlying Theory

Among the most popular ideas for assessing the effectiveness of information systems is the information system success model (ISSM). It includes system quality, information quality, system utilisation, user happiness, personal impact, and organisational effect (DeLone & McLean, 1992). The findings of this study suggested that the elements of IS are interrelated. Hence, they should be evaluated together. In addition, the ISSM highlighted how increased customer satisfaction might result from pleasant user engagement as the users' perceived value can be boosted by their perceived benefits gained through mobile apps (Wang et al., 2019a).

Previous studies have utilised the ISSM to assess the effectiveness of various particular control panels, including continuing usage of SNSs and mobile banking (Gao & Bai, 2014; Gao et al., 2015) and ongoing usage of the Starbucks application (Hsiao et al., 2019). Additionally, several studies of IS success model have also established that this model has been used to evaluate the cultural influence on users' technology competency in mobile technology adoption and usage (Min et al., 2019; Verma & Sinha, 2018; Wang & Liao, 2008). However, DeLone and McLean (2003) argued that further development, improvement, challenge and confirmation of the model are required. Based on the findings, the scholars proposed that the revised ISSM may be used to evaluate system success in the delivery of mobile apps context.

With the expansion of electronic commerce, several studies have concentrated on creating an ISSM in the e-commerce context. The previous study revealed that research on an electronic commerce system success framework similar to the EC systems success model is justified by research on ISSM and the first significantly associated determinants from customers' viewpoint (Wang, 2008). The success factors were information quality, system quality, service quality, perceived usefulness, user satisfaction, and IS intention to use. However, several years later, Wang et al. (2019a) substituted perceived usefulness with perceived value, as the perceived value is larger than the content domain of perceived usefulness. Furthermore, because the future intention is more important than initial usage in e-commerce, the intention to reuse was substituted for the system intended to use.

Wang et al., in their study of the mobile catering app success model (2019a), noted that since mobile food applications are a subset of EC systems, success model linkages also exist in the domain of food applications. Therefore, the result of the mobile catering EC success model may be the desire to repeat using an electronic commerce platform. Together, the literature reviews indicated that in the ISSM and the electronic commerce success model, customer satisfaction plays a vital role in influencing customers' continued use of meal delivery mobile applications. Therefore, this research will examine how these characteristics affect the ongoing willingness to utilise mobile applications (see Figure 1).

Continuous Intention To Use Food Delivery Mobile Apps

Customers will repeat their use desire after seeing the advantages of meal delivery mobile applications in that scenario, as Al Amin et al. (2021) stated. In one of the studies in this field, Chopdar and Sivakumar (2019) identified that the operationalised definition of continuous intention could be indicated as the consumer's desire to continuously repeat usage of the apps rather than discontinuing or looking for an alternative. Subsequently, they will recommend others, always try to use it daily, and plan to continue using it frequently. Similarly, Lee and Kim (2019) also established that users would recognise how handy the delivery application solutions are. Therefore, they use them more often, such as time-saving, the speed of completing a transaction, and the diversity of order chance become important. In the following year, Zhao and Bacao (2020) revealed that customer satisfaction has emerged as the critical precursor of the continual desire towards meal delivery applications domain. The study also posits that it is essential to monitor and improve users' satisfaction with service quality offerings and users' technological and mental perceptions integrated to meet users' needs. Because it is where the positive perception arises towards continual desire towards meal delivery applications, considering all this

evidence about the ISSM, this research has integrated perceived value with the success factors: service quality, system quality, and information quality, which influence customer satisfaction and their continuous intention to use mobile food delivery applications.

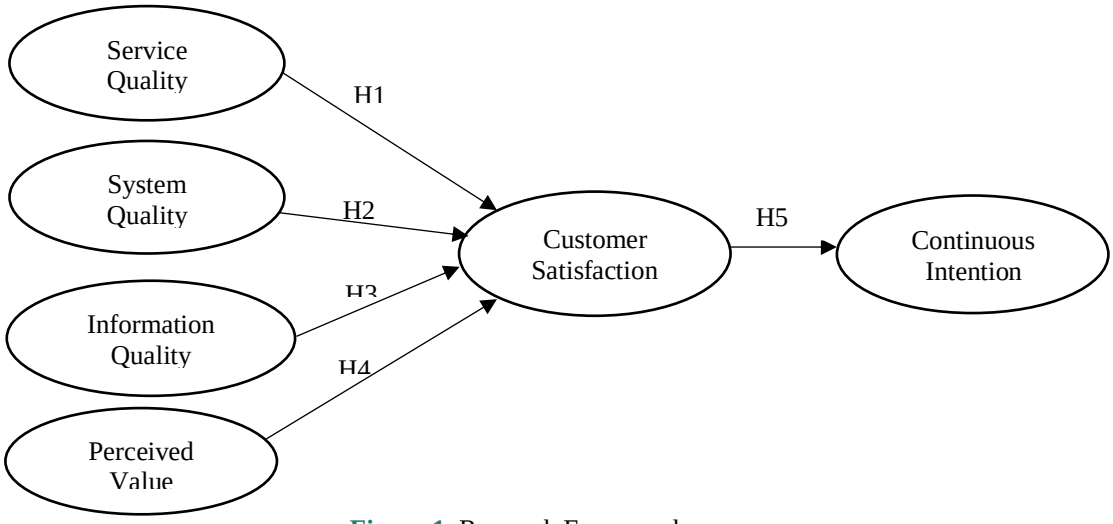

Figure 1. Research Framework

Service Quality

Service quality is the discrepancy between the regarded and anticipated performance of the e-commerce service (Pitt et al., 1995). In 2015, Gao et al. published a paper that described on-time services, prompt responses, and professional and personal services that could measure service quality. This view is supported by Choi et al. (2021). They reported that service quality is gauged by the difference between buyers' judgments of a company's services and their assumptions about the companies they provide. Customer happiness while utilising meal delivery applications may be impacted by service quality, among the aspects of knowing how consumers believe (Pal et al., 2021; Wang et al., 2019). Similarly, this has been examined by Albashrawi and Motiwalla (2019) concerning the level of service provided by mobile banking, and they stressed that customers who perceive mobile banking as convenient, helpful, practical, easy, and effortless show higher satisfaction. A recent study by Pal et al. (2021) involving online food delivery apps identified that customer opinions of the service quality of online meal delivery applications are based on engagement, environment, and performance expectancy. Consumers' experience while employing online food delivery applications, their encounter with food delivery, the food quality and the degree of assistance obtained from aspects of overall service quality that may influence satisfaction include online meal delivery services. The prior study by Hsiao et al. (2019) suggests that service quality influences customer satisfaction. Upon earlier studies, this study hypothesises that:

H1: Service quality positively influences customer satisfaction with food delivery mobile apps.

System Quality

System quality takes into account the platform's creation and administration to improve the users' experience with mobile services (Zheng et al., 2013). In 2018, Ke and Su referred to system quality as users' opinions on their applications. In system quality, navigation is a significant element in the dimension as an effective tool to mitigate information overload and easily access the information (Jones et al., 2004). Hsiao et al. (2019) conducted preliminary research to improve the system quality of mobile apps. They stated that system quality includes text and graphics loading speeds, ease of use, navigation, and visually attractive users. In their review, system quality is positively correlated with customer satisfaction. A sound navigation system will develop a fundamental basis that allows users to easily access the desired sites in the mobile apps, which can meet user satisfaction (Kapoor & Vij, 2018). When users use delivery apps, their prime objective is to place their orders efficiently, which requires a stable and easy-to-use system. Conversely, poor delivery system quality makes the users likely to assess the mobile apps more negatively and eventually leads to poor ratings and dissatisfaction (Wang et al., 2019a). Past empirical studies demonstrated a positive influence of system quality on customer satisfaction (Gao & Bai, 2014; Gao et al., 2015; Hsiao et al., 2019). Drawing upon previous literature, we expect a positive influence of system quality on customer satisfaction in food delivery mobile apps. Consequently, the following hypothesis is put forward:

H2: System quality positively influences customer satisfaction with food delivery mobile apps.

Information Quality

Information quality is the outcome of the electronic commerce platform and comprises the measures of content quality and traditional information quality applied in the e-commerce context (Wang, 2008). Ten years later, Chi (2018) suggested that information quality refers to the current online content as reliable, personalised, appropriate, safe, and easily understood by consumers. The information provided by a platform should be tailored, completed, easily understandable, and well-formulated because the users spend significant time and effort looking for product information, the latest deals, or directions for use (Ashfaq et al., 2020). Quality information should be relevant, accurate, timeless and comprehensive (Gao & Bai, 2014). In the electronic commerce domain, the information quality of the mobile apps should fulfil some requirements such as product information, membership information, latest event information, and mobile payment method and ensure that information is correct and updated immediately (Hsiao et al., 2019). Pal et al. (2021) made a similar point in their study of information quality in restaurant advertisements and electronic catalogues; the data offered by online meal delivery applications must always be trustworthy and available. The users can benefit when the provider's platform has timely, valuable, and consistent information, boosting the probability of attracting and maintaining the users (Shah et al., 2020). Hence, information quality is crucial in building customer satisfaction and positively related to customer satisfaction (Bao & Zhu, 2021; Hsiao et al., 2019). In line with the above, this study proposed thus:

H3**:** Information quality positively influences customer satisfaction with food delivery mobile apps.

Perceived Value

Perceived value is crucial in generating superior customer value for the users by providing better benefits versus price to fulfil potential consumers' desires and needs, enhance their purchasing experience, and boost repeat purchases (Zhao & Bacao, 2020). Consumers' perceived value formed the central focus of a study by Cho et al. (2019), in which the authors found that perceived value makes a crucial impact on customer satisfaction. One of the attributes of perceived value is trustworthiness which can lead to the ultimate success of implementing food delivery mobile apps as trust can produce expected and satisfied online transaction completion. In the consecutive year, Wang and Teo (2020) identified that positive value is created towards the apps when the consumers believe the system, services, and data are of suitable capacity and products and can predict the critical outcomes of users' continuous intention on mobile app usage. To improve their intention to reuse or continue, customers should perceive the food or services as high quality, which is more likely to increase their reuse or continuous intention. As confirmed by a past study, customers' perceived value positively affects their satisfaction (Bao & Zhu, 2021; Uzir et al., 2021). Consequently, the following hypothesis is developed:

H4: Perceived value positively influences customer satisfaction with food delivery mobile apps.

Customer Satisfaction

Customer satisfaction may be attained when both internal and external motivations are satisfied, and customers are pleased with their recognition after experiencing the items or offerings (Hsiao et al., 2019). In this study, it is postulated that customer pleasure will increase the likelihood that they will keep using the delivery services from the mobile applications platform when the characteristics of the mobile apps meet their initial expectations. On the other hand, as customers are frustrated, their behavioural intentions and appetite decline. When consumers are unhappy with the suppliers, they are likelier to stop using mobile applications and make mobile purchases (Gao & Bai, 2014). Consequently, the likelihood of clients being happy with the current offerings increases and staying with the alternatives from a logical decision-making standpoint (Albashrawi & Motiwalla, 2019). Moreover, users are much more pleased with online mobile delivery apps when their results meet or exceed their expectations the value received exceeds their expectations (Alalwan, 2020). Taken together, satisfied customers with mobile apps are motivated to utilise smartphone applications for meal delivery. In the landmark paper of Pal et al., using online meal delivery apps throughout the COVID-19 lockdown period, they showed that customer satisfaction could be described as the subjective evaluation of customers regarding an item or service's complete excellence or supremacy. Customers are more likely to continue using it if they are pleased with the goods and services. Continuous usage or good referrals to others are indications that a consumer is delighted with a product, brand, or service they have received (Pal et al., 2021). Past studies confirmed that customer satisfaction significantly affects continuous intention or reuse (Albashrawi & Motiwalla, 2019; Bao & Zhu, 2021; Hsiao et al., 2019; Zhao & Bacao, 2020). The following hypothesis is put out in light of the previously cited literature:

H5: Customer satisfaction positively influences continuous intention on food delivery mobile apps.

METHODOLOGY

This research aims to determine what variables affect Malaysian consumers' continual intention to use mobile food delivery apps. In achieving the objectives of this study, 500 survey questionnaires were administered through Google form links on social media such as Facebook and WhatsApp and emailed to the target respondents as the connection was shared to all the major food delivery companies' Facebook pages with their permission. The survey started in March 2021 and lasted until May 2021. Of 500 survey questionnaires distributed, only 370, representing 74 per cent, were returned, while only 275 online forms were completed and usable. G*Power was used to calculate the minimum sample size of 138 observations, which shows that the power of the sample is 0.99 (99%). The participants for this research were chosen using the purposive sampling method. Hence target respondents must meet some criteria: must be a Malaysian above age 18 and have previous experience in mobile food delivery apps.

FINDINGS AND DISCUSSIONS

Table 1 shows that the study received a pretty even number of male and female respondents, 51.3 % and 48.7%, respectively. The plurality of responders ranged in age from 26 to 35 (49.6%), followed by 36–45 years old (29.1%), 18-25 years old (17.8.9%), and above 46 to 55 years old (3.6%). Most respondents (53.1%) are single, while 46.9% are married. Most respondents are either diploma or bachelor's degree holders; secondary education is 12.4%, while master's and above is 11.6%. The household income of the respondents shows that RM2,500 is 18.2%, RM2,501-RM5,000 is 60.7%, and above RM 5,000 is 21.1%. The implication is that most of the respondents are economically strong to make purchases coupled and have a great degree of education. App usage experience of the respondents shows that 24.4% have been using apps for less than 1 year, 1-2 years 43.6%, while >2 years 32.0%; hence the majority of the respondents have used the app for more than 1 year.

Table 1. Demographic Profile of The Respondents

Variables	Description	Frequency	Per cent
Gender	Male	141	51.3%
	Female	134	48.7%
Age Group	18-25	49	17.8%
	26-35	136	49.5%
	36-45	80	29.1%
	46-55	10	3.6%
Marital status	Single	146	53.1%
	Married	129	46.9%
Education background	Secondary Education	34	12.4%
	Diploma or Bachelor's Degree	209	76.0%
	Master's Degree or above	32	11.6%
Household Monthly Income	RM 2,500	50	18.2%
	RM2,501-RM5,000	167	60.7%
	Above RM 5,000	58	21.1%
Apps Usage Experience	< 1 year	67	24.4%
	1-2 years	120	43.6%
	>2 years	88	32.0%

Table 2 displays the standard deviation data showing the variance from the mean. All the composite reliability values are more than 0.70, and the AVE of each construct are more than 0.50. It indicates that the given component accounts for more than half of its indicators' variation. This result shows sufficient convergent validity and is suitable for further hypothesis testing (Hair et al., 2021).

Table 2. Convergent Validity Results

Latent Variable	Measurement Items	Factor Loading	Composite Reliability	Average Extracted Variance	Mean	Standard Deviation	Sources
Service Quality	SerQ1	0.819	0.898	0.745	3.95	0.89	Hsiao et al.(2019)
	SerQ2	0.891			3.91	0.96	
	SerQ3	0.879			3.92	0.99	
System Quality	SysQ1	0.744	0.849	0.586	3.62	1.03	Hsiao et al.(2019)
	SysQ2	0.757			3.43	1.13	
	SysQ3	0.822			3.67	1.04	
	SysQ4	0.736			3.59	0.96	
Information Quality	InfQ1	0.843	0.848	0.585	3.68	1.03	Hsiao et al.(2019)
	InfQ2	0.807			3.67	1.04	
	InfQ3	0.729			3.55	0.98	
	InfQ4	0.667			3.76	0.97	
Perceived value	PV1	0.782	0.870	0.69	3.74	0.98	Cho et al. (2019)
	PV2	0.848			3.51	1.02	
	PV3	0.860			3.68	1.06	
Satisfaction	STF1	0.866	0.914	0.78	3.48	1.24	Hsiao et al.(2019)
	STF2	0.866			3.48	1.18	
	STF3	0.917			3.38	1.26	
Continuous Intention	CINT1	0.972	0.968	0.911	5.12	1.26	Chopdar and Sivakumar (2019)
	CINT2	0.945			5.33	1.35	
	CINT3	0.946			5.17	1.22	

A preliminary study by Henseler et al. (2015) has discoursed the reliability of the Fornell-Larcker (1981) criterion in accurately identifying the absence of discriminant validity in the research. Subsequently, Henseler et al. (2015) propose a substitute methodology to evaluate the discriminant validity using Heterotrait-Monotrait (HTMT). Therefore, this study utilised HTMT to assess the discriminant validity and the results are demonstrated in Table 3. The results of HTMT Table 3 illustrate that there is no discriminant validity issue as indicated by the $HTMT_{0.85}$ measure. This suggests that the issue of collinearity among the constructs was not identified in this study. It also implies that the items within the constructs were not assessing the similar underlying concept and did not show item duplication in this study.

Table 3. Results of HTMT Criterion

Latent Variable	Continuous Intention	Information Quality	Perceived value	Satisfaction	Service Quality	System Quality
Continuous Intention						
Information Quality	0.069					
Perceived Value	0.091	0.796				
Satisfaction	0.195	0.424	0.359			
Service Quality	0.054	0.716	0.612	0.418		
System quality	0.125	0.69	0.639	0.437	0.591	

The study used a common variance analysis method to ensure no bias (Simmering et al., 2015). The result shows that the R^2 increment is less than a 10 per cent change. Hence no common method variance was found in the sample, and the data were analysed for hypothesis testing. In hypothesis testing, the bootstrapping method was used. The data was set to

a minimum of 5000 bootstrap samples, one-tailed test type at a significance level of 0.05. The result is demonstrated in Table 4 below.

Table 4. Path Coefficient And Hypotheses Testing

Hypothesis	Relationship	Std Dev.	Path Coefficient	F^2	T-Value	P-Value	Decision
Direct Effect							
H1	SerQ---> STF	0.065	0.169	0.022	2.610	0.009	Supported
H2	SysQ--→ STF	0.067	0.191	0.028	2.840	0.005	Supported
H3	InfQ--→ STF	0.057	0.145	0.013	2.341	0.019	Supported
H4	PV----→ STF	0.071	0.031	0.001	0.44	0.660	Not Supported
H5	STF---→ CINT	0.057	0.176	0.032	3.105	0.002	Supported

This study's primary goal was to determine why Malaysians would continue utilising mobile applications for meal delivery. Based on the IS and E-commerce success models, this study developed a comprehensive framework to determine why consumers continued using mobile food delivery apps. Therefore, the study's findings show that system quality, service quality, information quality, and customer satisfaction were crucial in determining users' desire to continue using the system. The findings of this study will be discussed below.

From the analysis of the results, several outcomes were revealed. First, the finding shows a strong relationship between service quality and consumer satisfaction towards continuous intention to use food delivery mobile apps. Hence H1 is supported. This finding is consistent with the previous study by Wang et al. (2019). They affirmed that service quality is the primary determinant of consumer satisfaction towards continuous intention to use food delivery mobile apps. Service quality, food quality and price are critical factors in customer satisfaction and loyalty in restaurant choice. It can thus be suggested to drive other customer retention actions, including planning future purchases, promoting goodwill, and being willing to recommend to others. However, in the case of online order food delivery applications, determining service quality and how it influences user pleasure and continuous use is a difficult task (Pal et al., 2021). Thus, food providers should put more effort into establishing dedicated online customer service channels to boost service quality by introducing and implementing specific regulations. Wang et al. (2019) posited that service quality (i.e., problem-solving ability and individual users' attention) is the primary factor determining user satisfaction. It is because consumers seek personal attention to have online customer service when they encounter issues with food delivery mobile apps as a solution. The effect of service quality on user satisfaction is salient when personalised and secure transaction services are incurred (Wang et al., 2019a). Along the same lines, Zhao and Bacao (2020) opined that food delivery mobile app providers should introduce service personalisation to ensure service quality and reliability and enhance customer satisfaction. Furthermore, past service quality studies have shown that improved service quality, such as effective service procedures, faster service setting, and a quick interpersonal response, will boost consumers' benefit, satisfaction, and fulfilment from the consumers' perspective. Subsequently, it can create a continuous intention for mobile app usage (Han & Hyun, 2017; Shah et al., 2020). This statement theoretically justifies the crucial part that service quality affects customer satisfaction, and continuous intention can be the outcome when the customer satisfaction level of consumers is fulfilled.

The result of H2 revealed that system quality influenced customer satisfaction and the continuous intention of users. The finding of H2 further corroborated with the earlier studies of Gao et al. (2015) that system quality is one of the key factors affecting how satisfied customers are with a system and continuance intention on IS usage due to their reliability and stability. Significant analysis and discussion on the subject were presented by Zhao and Bacao (2020) that food delivery providers should monitor the system quality for the ordering, production and delivery processes to increase overall client satisfaction. Gani et al. (2021) have also recently made a broadly similar point. They supported this view that the system quality of food delivery applications also heavily affects the consumers' perception of the apps (Gani et al., 2021). Previous research has established that system quality is a significant factor in user satisfaction. Its main objective is to choose an item from various merchants that best fits the user's demands and can be obtained safely (Chi, 2018; Kapoor & Vij, 2018). The only way to ensure customer happiness is to build the system with an overly complicated purpose and provide users with precise information. Thus, it would be advantageous for the users to access system services without time restrictions. In addition, the system should have quick real-time picture loading, simplicity of use, and a suitable interface design (Hsiao et al., 2019). Hence, several lines of evidence suggest that the quality of food delivery companies' mobile app systems must meet customers' demands.

The result further shows that information quality positively influences customer satisfaction with food delivery mobile apps. This finding of H3 is in line with the earlier study by Gao et al. (2015) that information quality positively influenced customer satisfaction. It is because mobile food vendors' quality of information can help consumers save time. It allows the customer to compare product prices and get relevant information at their fingertips at the user's locations. In today's vast online world, consumers' buying habits are influenced by the information quality they interpret about items, services, innovations, and businesses. The utility of any technology is heavily influenced by the information quality and service offered. Users are more ready to consider items and services in the case of digital buying if the information provided correlates with their views and meets their needs (Gani et al., 2021). However, the study's findings revealed that when consumers of meal delivery mobile applications get accurate and adequate data via the application in implementation

effective, they are more likely to utilise it, and their perception of value and customer satisfaction will increase. As a result, users' continuous use intention is strengthened. It has been noted in a critical study conducted by Wang and Wang (2009) that good information quality can boost the user experience in the food delivery mobile app segments. They concluded that the users spend less time and effort on the information scrutinisation process to ease their usage. Conversely, good quality information provides a better user experience. The user can spend less time and effort seeking alternative sources to obtain information, specifically when the data offered in smartphone applications is current, correct, and relevant (Ashfaq et al., 2020). The quality performance concept by Roca et al. (2006) found that information quality positively impacts customer satisfaction, one of the user experience interfaces.

As a consequence, perceived value and customer satisfaction do not significantly correlate. Hence H4 was not supported. However, a previous study by (Chen & Hu, 2010) revealed that users who wish to order food online would choose a provider that offers them the most incredible benefits and value. From the strategic marketing perspective, perceived value is crucial in generating superior customer value for users by providing better benefits given the price to fulfil potential consumers' needs, enhance their purchasing experience, and boost repeat purchases (Zhao & Bacao, 2020). When mobile app users perceive more benefits, a superior perceived value will be created as the consumer needs are met. In addition, a pleasing buying experience will boost customer satisfaction.

The result of H5 shows a strong positive relationship between customer satisfaction and continuous intention to use food delivery mobile apps. Hence, the H5 of the study is supported. The finding of H5 is consistent with previous studies (Albashrawi & Motiwalla, 2019; Tam et al., 2020) that posit a significant positive relationship between customer satisfaction and intention to use food delivery mobile apps. This finding was also reported by Han and Hyun (2017) that consumer satisfaction could be developed based on a perception process where commitment can explicitly determine the intention to repurchase. Following the present results, previous studies have also demonstrated that customers can improve their positive sense of products and services and their ability to repurchase when satisfied (Alalwan, 2020; Wang et al., 2019). As a result, customers satisfied with their pleasing experience in using the applications are encouraged to keep utilising the food delivery mobile apps.

IMPLICATIONS

To date, there are a limited number of research examining users' continuous intention to use delivering mobile apps through customer satisfaction (Alalwan, 2020; Zhao & Bacao, 2020). Thus, this research will add to the body of knowledge already available on the factors contributing to consumers' ongoing desire to utilise Malaysian meal delivery mobile applications. Furthermore, this study will contribute to developing food ordering apps by introducing elements of perceived value into the Information Success Model. The success model focuses on whether system features (service quality, system quality and information quality) and marketing elements (perceived value) of the food delivery mobile apps can drive psychological constructs, facilitating continuous intention. The research empirically supports the integration of product quality characteristics and perceived value elements in finding out how the mobile apps would trigger users' continuous intention to use. This study offers new empirical findings on why users reuse food delivery mobile apps. Further, this study contributes by helping the business create online marketing functionality and features, identify proactive strategies to improve customer engagement and to understand the relationship between contributing factors, users' satisfaction, and continuous intention in Malaysia.

This research will provide insights to food delivery companies and mobile app developers. The main element affecting consumers' ongoing decision to utilise mobile applications for meal delivery is their level of pleasure. Therefore, when food delivery mobile apps can aid users in completing order-related tasks in a customer-oriented information system, users will feel their practical benefits. Furthermore, it will increase customer satisfaction of users and lead to a higher will of their continuous intention.

Furthermore, this study will advance knowledge of how system quality affects users' satisfaction. The information in this result is crucial for mobile application software developers. It highlights mobile applications that consumers believe are goal-oriented. The advantages of system quality (structural capital accessibility velocity, the convenience of utilise, mobility, etc.) and information quality (accuracy, instantaneousness, and association of data contentment) are essential to customers. It is thus more beneficial to establish a positive atmosphere of system quality and information quality than focusing just on service quality.

CONCLUSION, LIMITATION, AND FUTURE DIRECTION

This study examined Malaysian consumers' continued intention to utilise mobile applications for food delivery. It aimed to understand the variables behind the continuous intention to utilise mobile food delivery applications. The investigation created a research model based on the information system success model (ISSM). Service quality, system quality, information quality, and customer satisfaction are significant predictors of the intention to use mobile applications for food delivery. Despite the significant contributions of the study to understanding the factors that influence the long-term desire to utilise mobile applications for meal delivery, this study is not immune to some limitations. First, the study's information was gathered from customers of food delivery mobile apps in some Malaysian states, thereby restricting the generalisation of the results. However, this problem can be solved by replicating this study across all the states in Malaysia. Secondly, recognising other elements of loyalty creation is essential, along with the constant intent variables

employed in this research. It is suggested that future research may integrate other constructs such as food operator's image, customer confidence, customer participation, and sociodemographic variables that could influence customer satisfaction and continuous intention toward food delivery mobile apps.

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CONFLICT OF INTEREST

The author(s), as noted, certify that they have NO affiliations with or involvement in any organisation or agency with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, jobs, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, expertise or beliefs) in the subject matter or materials addressed in this manuscript.

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