

# Do Quality Information, Price and Time Saving Advantages Attract Mobile Apps Customers

Yusri Arshad<sup>1</sup>, Anis Izzatul Azwa Ab Rahim<sup>1</sup>, Sharifah Norhafiza Syed Ibrahim<sup>2</sup>, Salina Abdullah<sup>2\*</sup>

<sup>1</sup>Faculty of Technology Management, University Technical Malaysia

<sup>2</sup>Faculty of Accountancy, Universiti Teknologi MARA Melaka

\*Corresponding Author

DOI: <https://dx.doi.org/10.47772/IJRISS.2025.90400029>

Received: 16 March 2025; Accepted: 20 March 2025; Published: 26 April 2025

## ABSTRACT

Although food service mobile applications were important in today's environment, there has been limited research on customers' loyalty towards these apps. Therefore, this study seeks to investigate how the quality features of mobile application-related attributes impact customer behaviour in the food delivery industry. A total of 120 participants voluntarily took part in the study and responded to the provided questions. The factors under examination are derived from the Unified Theory of Acceptance and Use of Technology (UTAUT), specifically information quality (IQ), price-saving orientation (PSO), and time-saving orientation (TSO) concerning the intention to use these applications. Furthermore, the research model has been expanded to include the attitude towards the quality features of online food delivery services, which influences the intention to use these services via a smartphone. Interestingly, the study found that usability factors like effort expectancy and social influence were not significant in determining customer satisfaction and loyalty in food delivery services post the "new normal" environment. Lastly, this study can be implemented and extended to identify the factors that influence customer satisfaction and loyalty regarding quality features in online food delivery during the modern lifestyle in other countries.

**Keywords:** digital apps, delivery services, innovative, food industry

## INTRODUCTION

Modern lifestyles and global outbreaks such as the COVID-19 pandemic force the food delivery industry to tackle customer demands for contactless delivery services (Hao and Chon, 2021). Many business operators switch to innovative digital apps to attract customers and sustain profits. Increased utilization of delivery applications in the restaurant industry can boost net profits by up to 40% (Lee et al. 2019). The restaurant industry has witnessed a swift rise in the adoption of digital technologies and mobile apps in recent years. These digital apps empower customers to effortlessly browse menus, place orders, track deliveries, and offer feedback. Mobile food delivery applications are employed by service providers in the restaurant industry to offer customers a high level of information accessibility (Esfahani and Ozturk, 2019; Kang and Namkung, 2019). They deliver a seamless and personalized experience that enhances the efficiency and enjoyment of the process for customers.

Leveraging mobile technology to enhance food providers offerings and meet the evolving needs of their customers. A significant issue arises when it comes to delivery costs and pricing. According to Yeo et al. (2017), consumers make food purchasing decisions to maximize benefits while minimizing costs. By using the delivery mobile apps, consumers can meticulously assess the nutritional value and price of the food they intend to purchase. Prior studies suggest that affordability and perceived value play a crucial role in consumer behavior whether to order food online or not. Restaurateurs and catering providers must consider these aspects in selecting mobile delivery apps to attract customers.

Ilangovan Perumal et al. (2021) find that customers who use mobile apps have raised numerous complaints, particularly regarding the delivery of incorrect or incomplete orders within the estimated time through the mobile applications of food delivery services. Consistency and knowledge structure in mobile apps can affect user

loyalty where users value comprehensive and up-to-date information presented at the appropriate level of detail (Salman, Ahmad, and Sulaiman, 2018). In the context of online food delivery services, users may be discouraged by misinformation, leading to hesitancy in using these services. Ensuring the accuracy and reliability of information in mobile apps is crucial for building user trust and fostering loyalty in the online food delivery industry. This study investigated how the quality features of mobile application-related attributes, namely information quality, price-saving and time-saving features are significant to attract and retain customers in the food delivery industry.

## LITERATURE REVIEW

Online food delivery services via digital ordering or physical delivery are becoming more popular over time to facilitate transactions between caterers and customers (Ray & Bala, 2021).

In Malaysia, there are two types of online food delivery services platforms operated by the restaurants themselves, such as KFC, Domino's or Pizza Hut, and third-party platforms such as Panda Foods, Grab Food, Smart Bite and Deliver Eat (Ray & Bala, 2021). These services have become increasingly essential, particularly during the restricted movement orders due to the COVID-19 pandemic. Contactless delivery systems prioritize safety and facilitate social distancing (Liu et al., 2020). In addition, online food ordering systems have provided customers with convenient access to daily supply delivery services (Liu et al., 2020). These advancements have had a marked impact on customer expectations and demand for online food delivery services (Liu et al., 2020).

Previous studies provide empirical evidence that suggest relations between individuals' devoted attitudes and their behavioural loyalty, considering loyalty as an integral component of the attitude-behavior relationship (Agyeiwaah and Dayour, 2021; Shammout, 2020). In simpler terms, attitudinal loyalty serves as a driving force behind behavioural loyalty (Saini and Singh, 2020). Current investigation adopts a similar conceptualization, viewing attitudinal loyalty as comprising committed attitudes towards a food delivery app, which subsequently influences customers' behavioural loyalty. Furthermore, prior studies in the online food delivery industry have consistently demonstrated a positive association between customer satisfaction and the intention to continue using the apps (Alalwan, 2020; Al Amin et al., 2021b; Zhao and Bacao, 2020). The customer satisfaction and its influence on loyalty within the context of mobile commerce applications is significant. It acknowledges the link between committed attitudes and behavioural loyalty, as well as the correlation between customer satisfaction and the intention to continue using online food delivery apps.

Other existing studies examine the characteristics of mobile food delivery applications that affect consumers' intentions to use and persistence in utilising these platforms. Such research suggests various elements that affect how consumers view the value of mobile food delivery applications, their attitudes, and their intention to continue using the apps. Cho et al. (2019) find these essential elements are convenience, reliability, design, and a variety of food options in the case of China. Users' perceptions of the platforms' worth, attitudes, and willingness to keep using them were found to be influenced by these characteristics. Convenience is crucial since it makes it simple for people to order meals and have it delivered right to their door, saving them time and effort.

Lee et al. (2019) scrutinises the variables that attract users to continue the mobile food delivery applications using the Unified Theory of Acceptance and Use of Technology 2 model. This study identified performance anticipation (the application's perceived usefulness), information quality, social impact, and habit as significantly influenced users' intents to keep using mobile food delivery applications. While social influence refers to the effect of other people's suggestions and opinions, performance expectancy reflects users' expectations regarding the advantages and efficacy of the app.

This study also utilized the Unified Theory of Acceptance and Use of Technology (UTAUT) framework. The framework focuses on four key concepts which is performance expectations, which refer to the belief that using technology will improve performance; effort expectations, related to the belief that using technology will be easy; social influence, considering the influence of others' opinions and norms on the acceptance of technology; and permissive conditions, including external factors that support the use of technology.

Scholdra, Wichmann, and Reinartz (2023) argue that personalization is most effective when delivered through

a structured process involving identification, implementation, and interaction. This approach can be applied to mobile food delivery apps by using customer data to offer tailored experiences, such as recommending meals based on previous orders or dining habits. These data-driven features help improve efficiency, build user trust, and increase overall satisfaction. Just as in-store personalization uses trained staff or interactive displays to create relevant experiences, mobile apps can strengthen customer retention by offering convenience and personal relevance at every touchpoint.

However, only three determinants were selected from the framework. Performance expectations are defined as the extent to which users expect the system to contribute to achieving their job performance. Second, the expected effort can be described as the ease of use of the system. Thus, the third component is social impact, related to the perception or belief that people need to accept and use new systems (Venkatesh et al., 2003).

Price-saving orientation (PSO) refers to the economic benefits individuals derive from technology, particularly in terms of obtaining goods and services at lower costs. Attribution theory studies how individuals interpret and use information in response to events (Fiske and Taylor, 1991). Previous studies have shown that price savings are associated with lower prices and time savings for individuals who purchase products and services online (Jung et al., 2014). In different situations, an individual uses different applications and his website to compare prices, and the platform that offers the lower price is perceived to be more efficient (Yeo et al., 2017). Discounts and special offers are especially attractive to price-sensitive customers, who prefer channels that offer the best value for money. Ali et al. (2010) found that customer perceptions of price savings were positively related to service quality and attitudes.

Time Saving Orientation (TSO) emphasizes people's intention to save time when shopping online. Research shows that customers' changing lifestyles are making it increasingly difficult to shop in brick-and-mortar stores (Wu, 2003). The time-saving orientation emerges when consumers believe that using, an online food delivery service app, can help them get things done faster during the shopping process Dewi et al. (2022). People prefer programs that are easy to navigate, assuming the shopping process is convenient (Chiu et al., 2014). Similarly, Yeo et al. (2017) found that consumers perceive the shopping process as more desirable if the program is user-friendly, which corresponds to a time-saving oriented concept. Thus, time-saving orientation is related to customer attitudes and intentions to use the system (Yeo et al., 2017). However, studies that specifically focus on the context of online food delivery applications via smartphones are limited.

Research indicates a positive relationship between cost savings and consumer attitudes toward online food delivery services. This finding aligns with a prior study by Ali et al. in 2010, supporting the notion that cost savings influence consumers' perceptions and preferences for online food delivery.

According to Dewi et al. (2022), consumers perceive potential cost savings, which, in turn, impacts attitudes toward online food delivery services is crucial as it directly affects their intention to use these apps. When customers recognize the value and cost-effectiveness of online food delivery, it fosters their motivation and willingness to utilize these services. The positive correlation between cost savings, attitudes, and intentions underscores the significance of affordability and value in customers' acceptance and use of online food delivery apps. The null hypothesis for this study was as follows;

H<sub>0</sub>: There is no significant relationship between information quality, time saving consumption, price saving consumption, and the customer loyalty behaviour uses of mobile digital apps.

The alternative hypotheses were;

H<sub>1</sub>: There is a significant relationship between Information quality towards customer loyalty and satisfaction.

H<sub>2</sub>: There is a significant relationship between Time saving consumption towards customer loyalty and satisfaction.

H<sub>3</sub>: There is a significant relationship between Price saving consumption towards customer loyalty and satisfaction.

## Data Analysis and Results

The results and findings for this study are summarized in Table 1 and 2.

**Table 1 Demographic Information**

Information	Frequency with highest value	Percentages
Gender	Female	66.5%
Age	20- 25 years old	78.2%
Occupation	Private sector	41.2%
Monthly income level	RM0-RM999	41.2%

Approximately 66.5% of the data collected in the research are female while there are 57 respondents which is 33.5% of the data collected in the research are male. There are majority or 78.2% of the respondents are in the 20-25 years old category. Majority of the respondents are from the private sector which have 70 respondents or 41.2% out of 170 respondents.

**Table 2 Hypotheses Test Results**

	Hypothesis	Coefficient	Result	Supported Literature
H <sub>1</sub>	Information quality	0.478	Significant relationship and accepted	Yogi Tri Prasetyo (2021)
H <sub>2</sub>	Time saving consumption	0.261	Significant relationship and accepted	Dazmin Daud (2019)
H <sub>3</sub>	Price saving consumption	0.248	Significant relationship and accepted	Dewi et al. (2022)

The table 2 shows that the regression results of information quality towards customer loyalty and satisfaction. The p value of information quality is  $0.001 < 0.01$ . Thus, the null hypothesis is rejected, and alternative hypothesis is accepted. Hence it can conclude that there is significant relationship between the of information quality towards customer loyalty and satisfaction. Therefore, the researcher accepted the alternative hypothesis (H<sub>1</sub>) and rejected the null hypothesis (H<sub>0</sub>).

Next, the regression results of time saving consumption towards customer loyalty and satisfaction. The p value of time saving consumption is  $0.005 < 0.01$ . Thus, the null hypothesis is rejected, and alternative hypothesis is accepted. Hence it can conclude that there is significant relationship between the of information quality towards customer loyalty and satisfaction. Therefore, the researcher accepted the alternative hypothesis (H<sub>2</sub>) and rejected the null hypothesis (H<sub>0</sub>).

Last, the regression results of time saving consumption towards customer loyalty and satisfaction. The p value of time saving consumption is  $0.001 < 0.01$ . Thus, the null hypothesis is rejected, and alternative hypothesis is accepted. Hence it can conclude that there is significant relationship between the of time saving consumption towards customer loyalty and satisfaction. Therefore, the researcher accepted the alternative hypothesis (H<sub>3</sub>) and rejected the null hypothesis (H<sub>0</sub>).

## DISCUSSION AND CONCLUSION

This research is aimed to contribute the knowledge and provide the information and understanding about the customer loyalty towards mobile food delivery services application. This research had introduced the factors that are affecting customer loyalty. The factors such as information quality, time saving consumption and price

saving consumption had been proven that they are one of the factors that are affecting customer loyalty post pandemic. These study findings support previous research, highlighting a significant relationship with the highest coefficient observed for information quality (0.478), followed by time-saving consumption (0.261) and price-saving consumption (0.248).

In the realm of online food delivery applications, information quality emerges as a crucial determinant of customer loyalty. Yogi Tri Prasetyo (2021) underscores this point by presenting evidence that supports the hypothesis. The highest coefficient is information quality, indicative of a significant relationship, aligning with the primary hypothesis in the research. Customers who can consistently access accurate and reliable information through these platforms are more likely to develop a sense of loyalty. The ability to access detailed information about menu items, delivery times, and other relevant details plays a pivotal role in enhancing the overall user experience.

Grewal et al. (2023) highlight the role of information quality as a major driver of customer loyalty in the context of mobile food delivery apps. Similarly, in-store technologies like digital kiosks or AI-based systems provide customers with up-to-date, accurate information that improves their shopping decisions. In both contexts, technology serves as a bridge to customer loyalty by providing them with tools that save time, reduce friction, and increase satisfaction.

The importance of information quality extends beyond customer loyalty; it also impacts the role of vendors within the online food delivery ecosystem. Vendors who provide accurate information and compelling marketing graphics stand to benefit from heightened customer loyalty. In a market where choices abound, customers are drawn to platforms that offer transparency and clarity in their information dissemination. This, in turn, fosters trust and loyalty, as customers can confidently rely on the information provided by the platform. From the result and findings analysis, the three alternative hypotheses are accepted. The three independents' variables information quality, price saving consumption and time saving consumption are significant factors that affect the customer loyalty. The information quality factors had the strongest bond in affecting the customer loyalty. there is show every mobile food delivery service most focused on their information are accurate and attractive background. Besides, there are also some limitations in conducting this research. Dewi et al. (2022) suggests that Price-Saving Consumption has a relationship effect on Customer Loyalty and Satisfaction, as users can save time using online food delivery applications. According to findings from Yogi Tri Prasetyo (2021), it is stated that significance directly affects customer loyalty and satisfaction.

This research is based on the theoretical framework of Yogi Tri Prasetyo, Dazmin Daud (2019), and Dewi et al. (2022) which applied the UTAUT concept, provides insights into the factors influencing users' attitudes and intentions towards Mobile Food Delivery Applications (Mobile food delivery applications), subsequently impacting customer loyalty. In this study, factors highlighted by Yogi Tri Prasetyo (2021), Dazmin Daud (2019), and Dewi et al. (2022) are found to be valid in line with current circumstances, emphasizing the importance of Mobile Food Delivery Services app usage as a key factor in enhancing customer loyalty. The research findings reveal three significant independent variables that can be considered influential for customer loyalty.

These findings are significant for vendors of various mobile food delivery services such as Food Panda, Shopee Food, and Grab Food, offering them guidance to understand customer preferences when utilizing their applications. The emphasis on information quality, price, and time is crucial for enhancing customer loyalty and fostering greater efficiency in app usage.

The research provides some empirical evidence to the future researcher and vendor delivery services as a guideline in monitoring the digital delivery apps. Besides, this research identifies the value and the perspective of a customer loyalty which is useful and relevant in the implementation and assessing the quality features in mobile food delivery services. Indirectly, it benefits existing and potential customers as there will be more vendor in their mobile food delivery services who understand their needs and wants so that the customers will always use application from them. Subsequently, the quality of the e-commerce business is gradually improved over time.

In this research, several limitations were encountered during the process, including respondent limitations,



cooperation of respondents, and the strength of the independent variable toward the dependent variable.

Firstly, there was a respondent limitation, as the survey and questionnaire could be sent through email, Google Forms in WhatsApp, and QR codes for linking the Google Form for walk-in respondents. However, locating suitable respondents proved challenging, as some did not respond to the emails that were sent, and there were constraints on the time available for distributing questionnaires. The time constraint for questionnaire distribution within one semester, starting from October until December, required respondents to engage with the questionnaire over almost three months. Additionally, ensuring that respondents genuinely comprehend a question rather than merely filling out a questionnaire mechanically can be challenging for various reasons, including real-time interaction, potential biases, ambiguous wording, cultural variations, and diverse educational backgrounds. Limited feedback mechanisms, cognitive load issues, and varying motivations further complicate the assessment. To address these challenges, researchers should focus on clear language, conduct pilot testing, and employ supplementary qualitative methods for a more accurate understanding of respondent comprehension.

Furthermore, respondents were covered in a specific area in Melaka, namely Ayer Keroh. Additionally, some respondents might not have taken the survey seriously, providing simple answers without considering the question. This behaviour could potentially lead to different and inaccurate results. Another limitation lies in the strength of the independent variable, which may be weak in influencing the dependent variable. There might be other unexplored factors that should be considered as independent variables affecting customer loyalty.

Due to these limitations, there are some recommendations to the future researchers who wanted to be carried similar research in future. In exploring customer preferences in mobile food delivery, it is essential to delve into their expectations. The speed at which deliveries are made plays a pivotal role in shaping customer satisfaction – prompt service tends to enhance overall user experience. Additionally, the accuracy of orders significantly influences customer perceptions, as errors can impact satisfaction and potentially deter loyalty.

First, the researcher who going to conduct the similar research in future can looking for variety of state and not specific area only. The data collected can be more accurate and be can reference based on the type of area. Besides, the future researcher can gather data by doing interview session as the data collected from interview will be more details and precise. The interview can provide a better understand of question to the respondents so that they will take it seriously and answer with some explanation.

Then, in exploring customer preferences in mobile food delivery, it is essential to delve into their expectations. The speed at which deliveries are made plays a pivotal role in shaping customer satisfaction when prompt service tends to enhance overall user experience. Additionally, the accuracy of orders significantly influences customer perceptions, as errors can impact satisfaction and potentially deter loyalty.

Lastly, there are still a lot of factors can be taken as independent variables in affecting the dependent variables. The researchers can consider of more other factors in the research and determine the relationship between implemented features mobile food delivery services towards customer loyalty and satisfaction. Therefore, future researcher can inspect and investigate more variables that are regarding to this research.

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