

FACTORS INFLUENCING GENERATION Z'S BEHAVIORAL INTENTION TO USE FOOD DELIVERY SERVICE IN HO CHI MINH CITY

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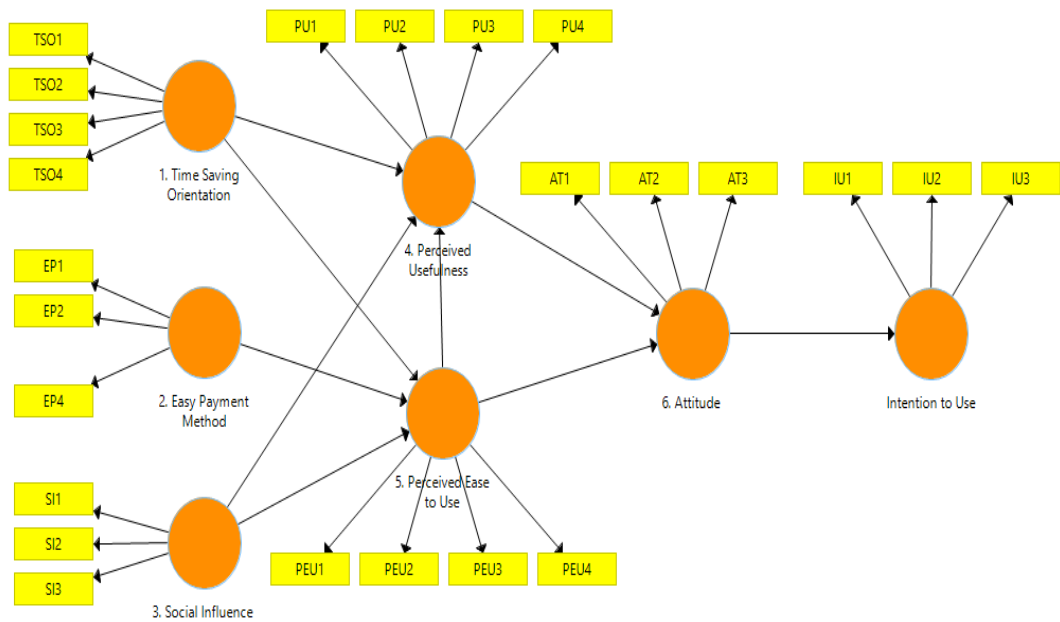
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Appendix 1. Measurement scales

Construct	Notation	Item	Source
Time Saving Orientation	TSO1	Save time in food purchasing	Ayhün et al. (2024)
	TSO2	Avoid traveling time	
	TSO3	Quick food ordering	
	TSO4	Efficient time usage	
Easy Payment Method	EP1	Convenient payment options	Islam (2024)
	EP2	Simple payment process	
	EP4	Secure payment transactions	
Social Influence	SI1	Important people recommend	S.W. Lee et al. (2019)
	SI2	Friends recommend	
	SI3	People around use frequently	
Perceived Usefulness	PU1	Improves ordering performance	Davis (1989)
	PU2	Makes ordering convenient	
	PU3	Better restaurant access	
	PU4	Useful in daily life	
Perceived Ease to Use	PEU1	Easy to learn	Davis (1989)
	PEU2	Clear and understandable	
	PEU3	Easy to become skillful	
	PEU4	Easy to use overall	
Attitude	AT1	Good idea to use	Dazmin & Ho (2019)
	AT2	Favorable attitude	
	AT3	Pleasant to use	
Intention to Use	IU1	Intend to continue using	S.W. Lee et al. (2019)
	IU2	Will recommend to others	
	IU3	Plan to use regularly	

Appendix 2. Customer Technology Acceptance Model in Smart PLS.



Appendix 3. Evaluation of Internal consistence reliability

	Composite Reliability
1. Time Saving Orientation	0,855
2. Easy Payment Method	0,841
3. Social Influence	0,869
4. Perceived Usefulness	0,87
5. Perceived Ease to Use	0,866
6. Attitude	0,853
7. Intention to Use	0,873

Appendix 4. Evaluation of convergent validity

	Average Variance Extracted (AVE)
1. Time Saving Orientation	0,597
2. Easy Payment Method	0,638
3. Social Influence	0,689
4. Perceived Usefulness	0,626
5. Perceived Ease to Use	0,619
6. Attitude	0,659
7. Intention to Use	0,696

Appendix 5. Evaluation of Discriminant validity (Cross Loading)

	1. Time Saving Orientation	2. Easy Payment Method	3. Social Influence	4. Perceived Usefulness	5. Perceived Ease to Use	6. Attitude	7. Intention to Use
TSO1	0,842	0,61	0,411	0,564	0,514	0,537	0,528
TSO2	0,772	0,529	0,448	0,505	0,548	0,485	0,481
TSO3	0,729	0,472	0,379	0,48	0,423	0,457	0,456
TSO4	0,743	0,543	0,321	0,451	0,451	0,528	0,492
EP1	0,628	0,847	0,348	0,508	0,592	0,628	0,574
EP2	0,512	0,754	0,499	0,477	0,586	0,501	0,507
EP4	0,533	0,792	0,44	0,557	0,612	0,585	0,603
SI1	0,46	0,49	0,865	0,558	0,501	0,487	0,487
SI2	0,316	0,354	0,796	0,441	0,448	0,327	0,417
SI3	0,474	0,485	0,829	0,541	0,477	0,507	0,53
PU1	0,523	0,52	0,463	0,8	0,523	0,499	0,506
PU2	0,558	0,515	0,429	0,795	0,493	0,507	0,492
PU3	0,516	0,531	0,568	0,802	0,593	0,529	0,548
PU4	0,461	0,476	0,501	0,769	0,55	0,5	0,528
PEU1	0,564	0,628	0,476	0,62	0,843	0,621	0,588
PEU2	0,522	0,587	0,413	0,531	0,775	0,487	0,481
PEU3	0,413	0,576	0,449	0,446	0,754	0,494	0,459
PEU4	0,471	0,562	0,466	0,539	0,771	0,541	0,541
AT1	0,572	0,634	0,465	0,579	0,597	0,875	0,663
AT2	0,524	0,544	0,437	0,499	0,508	0,791	0,509
AT3	0,483	0,562	0,403	0,484	0,558	0,766	0,503
IU1	0,511	0,592	0,444	0,541	0,553	0,584	0,856
IU2	0,485	0,549	0,505	0,537	0,531	0,53	0,815
IU3	0,583	0,617	0,499	0,562	0,569	0,616	0,831

Appendix 6. Evaluation of Discriminant validity (Fornell – Larcker)

	1. Time Saving Orientation	2. Easy Payment Method	3. Social Influence	4. Perceived Usefulness	5. Perceived Ease to Use	6. Attitude	7. Intention to Use
1. Time Saving Orientation	0,773						
2. Easy Payment Method	0,699	0,799					
3. Social Influence	0,507	0,538	0,83				
4. Perceived Usefulness	0,65	0,645	0,622	0,791			
5. Perceived Ease to Use	0,63	0,748	0,573	0,683	0,787		
6. Attitude	0,649	0,717	0,536	0,643	0,684	0,813	
7. Intention to Use	0,634	0,704	0,578	0,656	0,661	0,694	0,834

Appendix 7. Collinearity issues (VIF)

	4.	5.	6.	7.
1. Time Saving Orientation	1,749	2,051		
2. Easy Payment Method		2,142		
3. Social Influence	1,573	1,477		
4. Perceived Usefulness			1,876	
5. Perceived Ease to Use	1,935		1,876	
6. Attitude				1

Appendix 8. Coefficient of determination (R² value)

	R square
4. Perceived Usefulness	0,596
5. Perceived Ease to Use	0,612
6. Attitude	0,526
7. Intention to Use	0,481

Appendix 9. Effect size f² determination

	4.	5.	6.	7.
1. Time Saving Orientation	0,124	0,03		
2. Easy Payment Method		0,333		
3. Social Influence	0,122	0,079		
4. Perceived Usefulness			0,122	
5. Perceived Ease to Use	0,145		0,237	
6. Attitude				0,928

Appendix 10. Cross-validated redundancy Q^2

	$Q^2 (=1-SSE/SSO)$
4. Perceived usefulness	0,365
5. Perceived ease to use	0,373
6. Attitude	0,341
7. Intention to use	0,328

Appendix 11. Predictive relevance q^2

	1.	2.	3.	4.	5.	6.
1. Time Saving Orientation				0,050	0,011	
2. Easy Payment Method					0,128	
3. Social Influence				0,000	0,027	
4. Perceived Usefulness						0,000
5. Perceived Ease to Use				0,046		0,000