

USING THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT) MODEL TO EXPLORE CONSUMERS' CONTINUANCE INTENTION TO USE FOOD DELIVERY APPLICATION: THE CASE STUDY OF HO CHI MINH CITY

Nguyen Thi Thanh Thuy^{1*}, Nguyen Thi Phuc Doang¹

¹School of Advanced Study, Ho Chi Minh City Open University, Vietnam

² Faculty of Economics and Public Management, Ho Chi Minh City Open University, Vietnam

*Corresponding author: Email: thuy.ntth@ou.edu.vn

Received: February 26, 2025 *Accepted:* October 02, 2025 *Published:* November 25, 2025

DOI: 10.52932/jfmr.v3i4en.770

Appendix 1. Table of questionnaire with constructs, items and references

Constructs	Items	References
Performance Expectancy (PE)	PE1 - I feel that food delivery apps (FDAs) are useful for ordering and receiving delivery food PE2 - I feel FDAs are convenient to order and receive delivery food PE3 - Using FDAs improves the process of ordering and receiving delivery food PE4 - Using FDAs improves the process of ordering and receiving delivery food.	Venkatesh et al. (2003); Roh and Park (2019)
Effort Expectancy (EE)	EE1 - Learning how to use food delivery apps (FDAs) is easy EE2 - It is easy to follow all the steps of food delivery apps (FDAs) EE3 - It is easy to become skilful at using food delivery apps (FDAs) EE4 - Interaction with food delivery apps (FDAs) is clear and comprehensible	Venkatesh et al. (2003)
Social Influence (SI)	SI1 - People who are important to me (e.g., family members, close friends, and colleagues) recommend I use FDAs SI2 - People who are important to me think FDAs are beneficial SI3 - People who are important to me think it is a good idea to use FDAs SI4 - People who are important to me support me to use FDAs.	Venkatesh et al. (2003)
Facilitating Conditions (FC)	FC1 - I have the necessary facilities in using an online food delivery application FC2 - I have the knowledge required to use an online food delivery application FC3 - The online food delivery app is compatible with other technologies I use FC4 - The online food delivery app is compatible with other technologies I use	Venkatesh et al. (2003)

Constructs	Items	References
Satisfaction (SA)	SA1 - I am very satisfied that FDAs meet my requirements SA2 - I am satisfied with FDAs efficiency SA3 - My interaction with the FDAs is very satisfying. SA4- I think I did the right thing by using FDAs	Choe et al. (2021), Zhao et al. (2020)
Continuance intention (CI)	CI1 - I intend to use FDAs continually. CI2 - If I have an opportunity, I will continually order food through FDAs. CI3 - I have an open attitude to use FDAs continually. CI4 - I am willing to use FDAs in the future continually	Choe et al. (2021), Zhao et al. (2020)

Appendix 2. Demographic characteristic of respondents

Variables	Level	Frequency	Percentage (%)
Gender	Female	200	60.6
	Male	130	39.4
Age	From 18 to 25 years old	110	33.3
	From 26 to 35 years old	93	28
	From 36 to 45 years old	58	17.6
	From 46 to 55 years old	42	12.7
	Above 55 years old	27	8.2
Occupation	Students	130	39
	Office staff	42	12
	Self-employment	58	18
	Business	55	16
	Other	45	13
Income	Below 5 million VND	40	12.1
	From 5 to 10 million VND	135	40.9
	From 11 to 15 million VND	78	23.6
	From 16 to 20 million VND	45	13.6
	Over 20 million VND	32	9.7

Appendix 3. Composite reliability and validity of construct

Construct	Indicators	Outer Loading	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Performance Expectancy (PE)	PE1	0.843	0.738	0.853	0.660
	PE 2	0.730			
	PE 3	0.801			
	PE 4	0.827			
Effort Expectancy (EE)	EE 1	0.809	0.703	0.789	0.555
	EE 2	0.766			
	EE 3	0.746			
	EE 4	0.795			
Social Influence (SI)	PBC1	0.836	0.779	0.872	0.695
	PBC2	0.836			
	PBC3	0.769			
Facilitating Condition (FC)	PU1	0.772	0.797	0.868	0.622
	PU2	0.801			
	PU3	0.857			
E Satisfaction	PE1	0.838	0.656	0.812	0.590
	PE2	0.835			
	PE3	0.820			
Continuance Intention	INT 2	0.849	0.635	0.889	0.800
	INT 2	0.835			
	INT 3	0.841			

Appendix 4. Heterotrait-Monotrait (HTMT) ratio

	PE	EE	FC	SI	E-SA	CI
PE	-					
EE	0.349					
FC	0.355	0.944				
SI	0.822	0.779	0.744			
E-SA	0.816	0.369	0.387	0.775		
CI	0.579	0.766	0.664	0.837	0.658	—