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WHAT DRIVES STUDENTS TO ORDER IN? A TAM-MODIFIED MODEL AT FOOD DELIVERY SERVICE PLATFORMS

Salsabillah Iqromi, Yuniarti Hidayah Suyoso Putra
Faculty of Economics, Universitas Islam Negeri Maulana Malik Ibrahim Malang
Jl. Gajayana No.50, Malang, East Java, 65144, Indonesia
210502110131@student.uin-malang.ac.id

ABSTRACT
This study aims to analyze the factors that influence the use of Food Delivery Service (FDS) platforms by students of the Faculty of Economics, UIN Maulana Malik Ibrahim Malang, using a modified Technology Acceptance Model (TAM) framework. The variables examined include Perceived Ease of Use, Perceived Usefulness, Social Influence, and Service Quality, as well as their influence on Attitude Toward Using, Behavioral Intention to Use, and Actual Use. This study employs a quantitative approach using the SEM-PLS method. The analysis results indicate that Service Quality significantly influences Attitude Toward Using, which in turn affects Behavioral Intention to Use and Actual Use. Meanwhile, Perceived Ease of Use, Perceived Usefulness, and Social Influence do not show significant direct effects. These findings emphasize the importance of service quality and user attitude as key factors in driving intention and actual behavior in using the FDS platform.

Keywords: Food Delivery Service, Technology Acceptance Model, Students

INTRODUCTION

Rapid technological developments have caused major changes in various aspects of life, including how people obtain food. One of the major changes that has occurred is the emergence of Food Delivery Service (FDS) platforms, which offer convenience, time efficiency, and a wide variety of food choices through digital platforms (Siahaan et al., 2023). The COVID-19 pandemic has accelerated the adoption of this technology due to social restrictions and concerns about the spread of the virus (Jun et al., 2022). This situation has not only increased demand but also changed consumer behavior towards digital transactions, especially in developing countries such as Indonesia.

Indonesia has seen significant growth in the use of FDS platforms, with average transaction values increasing by nearly 50% from 2019 to 2022 (Afriyadi, 2023). In addition, consumers in Indonesia show a high level of loyalty to platforms such as GoFood and GrabFood. However, the adoption of these platforms also faces various challenges, such as user trust levels, risk perception, emotional motivation, and service quality (Amanda et al., 2023; JAVAID, 2021; Kurniasih, 2022).

In this case, Generation Z, especially students, play an important role as a generation that has grown up with technology and has a distinctive consumption style. Students want services that are fast, easily accessible, and have relevant features (Nasution & Armayani, 2024). Their preference for a platform is influenced by budget constraints, reviews from other users, promotional offers, and technological features such as real-time tracking and digital payment methods (Halim et al., 2022; Perdana & Kamal, 2023). However, most existing research still focuses on large urban communities, while specific research on students in educational cities such as Malang, particularly at UIN Maulana Malik Ibrahim Malang, remains limited (Kristianingsih & Edastama, 2024).

This study aims to fill this gap by exploring the determinants of FDS platform usage among students at the Faculty of Economics, UIN Malang. This study uses a modified approach from the Technology Acceptance Model (TAM), incorporating the variables of Perceived Ease of Use, Perceived Usefulness, Social Influence, and Service Quality. This study is expected to contribute theoretically to the understanding of Generation Z

consumer behavior, particularly among students, as well as to the development of TAM theory in the context of Food Delivery Services (FDS).

LITERATURE REVIEW

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was developed by Fred Davis in 1986 to explain and predict the extent to which users accept a technology. This model states that there are two main constructs, namely Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), which play an important role in influencing users' attitudes and intentions in using new technology (Davis, 1989; Wicaksono, 2022). TAM has become one of the most widely applied theories in technology adoption research due to its ability to explain the cognitive processes of users in accepting information systems (Anjelina, 2018).

Perceived Ease of Use (PEOU)

Perceived Ease of Use is the extent to which a person feels that using a technology does not require much effort (Davis, 1989). In the context of FDS, this includes an easy-to-understand application interface, a simple ordering process, and ease of navigation (Putri & Usman, 2021). The higher the perceived ease of use, the more likely users are to adopt the technology (Chawla & Joshi, 2019). The PEOU indicators include easy to learn, easy to understand, effortless, and easy to use.

Perceived Usefulness (PU)

Perceived Usefulness refers to the belief that the use of technology will improve efficiency or provide tangible benefits to users (Davis, 1989). In FDS services, Perceived Usefulness includes time efficiency, convenience, and the platform's ability to meet user needs quickly and practically (Muliawan Hendarto Kusumo & Imron Rosyadi, 2023; Suryani et al., 2020). Technology that is considered useful will increase user intention and satisfaction (Azizah et al., 2022).

Social Influence

Social Influence is the extent to which a person feels that important individuals or groups in their life encourage them to use certain technologies (Venkatesh et al., 2003). In the context of FDS, social influence can come from friends, family, or opinions on social media that encourage someone to use a particular platform (Krisnawati, 2021). This factor is particularly relevant among students who tend to follow social trends.

Service Quality

Service quality on the FDS platform refers to the extent to which the platform is able to meet user expectations regarding system reliability, data security, and service responsiveness (Amarin & Wijaksana, 2021; Arif & Reskiani, 2024). High quality will increase user satisfaction and increase the chances of repeat use (Putri & Rochayatun, 2024).

Attitude Toward Using

Attitude Toward Using is a person's positive or negative assessment of the use of the system (Davis, 1989). A positive attitude is formed from perceptions of ease and benefits, as well as a pleasant user experience (Hervilia et al., 2022). This attitude will influence individuals' intentions to reuse FDS services.

Behavioral Intention to Use

Behavioral Intention to Use refers to the user's desire to use a technology in the near future. This intention is influenced by perceptions of ease, benefits, and social influence (Ajzen, 1991; Wartono et al., 2024). In the context of FDS, high intent to use is an indicator of success in platform adoption and potential long-term loyalty.

Actual Use
Actual Use shows the actual behavior of users in applying technology. Actual Use is the end result of technology adoption and serves as concrete evidence that users are truly utilizing the existing system (Sutisna & Sutrisna, 2023). In FDS services, this is reflected in the frequency of orders and the continuity of app usage.

Characteristics of Platform Food Delivery Service
The FDS platform has characteristics that make it increasingly superior, such as ease of use, tangible benefits, security, user innovation, promotional offers, convenience, and the Online-to-Offline (O2O) service model (An et al., 2023; Azis et al., 2022; Gupta & Duggal, 2021). All of these characteristics work together to enhance user experience and loyalty, especially among students who want efficiency and practicality.

HYPOTHESIS

Perceived Ease of Use refers to the extent to which individuals believe that using a particular technology will be effortless. This ease includes a simple interface, uncomplicated navigation, and an intuitive user experience. In the context of the FDS platform, users will have a more positive attitude toward easy-to-use applications, as they save time and effort. Previous research by (Rohman et al., 2023) and (Wartono et al., 2024) shows that perceptions of the ease of use of technology have a significant influence on users' attitudes toward accepting and using it.
H_1: Perceived Ease of Use (PEOU) influences Attitude Toward Using (ATU).

Perceived Usefulness describes the extent to which users believe that the use of technology will improve performance or simplify their activities. In FDS services, these benefits include time efficiency, convenience, and ease of access to food. The greater the perceived benefits, the more positive the user's attitude toward the technology. Research findings from (Nurfaidzi Fachry, Ismi, Kaniawulan, 2023) and (Nugroho et al., 2019) support the notion that PU significantly influences users' attitudes toward digital systems such as financial apps and e-commerce platforms.
H_2: Perceived Usefulness (PU) influences Attitude Toward Using (ATU).

Social influence is the influence that comes from the people closest to us, such as friends, family, or important figures who have the ability to shape an individual's perceptions and behavior. In many cases, recommendations from close friends or positive reviews on social media can shape a person's attitude toward technology, including the FDS platform. According to (Venkatesh et al., 2003), social influence plays a significant role in shaping an individual's perception of technology adoption, especially when the individual perceives the social pressure as coming from a source they consider important. Research by (Nurhalimah, 2020) and (Wartono et al., 2024) further reinforces the connection between social influence and user attitudes.
H_3: Social Influence (SI) influences Attitude Toward Using (ATU).

Service quality in the FDS platform includes delivery speed, customer service responsiveness, system reliability, and payment security. Consistent and expectation-meeting services will foster user trust and positive perceptions of the platform (Meldona & Rochayatun, 2024). This will directly impact the formation of user attitudes. According to (Saputra et al., 2023),service quality dimensions such as reliability and empathy have a significant influence on user attitudes, a finding supported by (Riak PhD & Bill, 2022).
H_4: Service Quality influences Attitude Toward Using (ATU).

Attitudes toward technology use reflect an individual's emotional and cognitive evaluation of their experiences using a particular technology. Positive attitudes encourage the intention to continue using the technology in the future. In the context of FDS, users who feel satisfied and comfortable using the platform will have a higher intention to use it

again. Research by (Wartono et al., 2024) and (Nugroho et al., 2019) shows that attitude toward using has a strong correlation with behavioral intention.
H_5: Attitude Toward Using (ATU) influences Behavioral Intention to Use (BIU).

Behavioral intention is a direct predictor of actual usage. Users who have a strong intention to use technology will usually realize that intention in actual behavior (Amrullah et.,al, 2025). In TAM, this intention is a crucial step in connecting perception and actual behavior. Research by (Aulia Rahmah et al., 2024) shows that high intentions toward the Zenius educational platform significantly influence actual usage levels. This also applies in the context of FDS, where usage intentions determine actual user engagement levels.
H_6: Behavioral Intention to Use (BIU) influences Actual Use (AU).

METHODS

This study uses a quantitative and exploratory approach with a modified Technology Acceptance Model (TAM). The objective is to explore the influence of variables such as Perceived Ease of Use, Perceived Usefulness, Social Influence, Service Quality, Attitude Toward Using, Behavioral Intention to Use, and Actual Use on the use of the Food Delivery Service (FDS) platform by students.

This study involved students from the Faculty of Economics at Maulana Malik Ibrahim State Islamic University (UIN) Malang, with a population of 2,342 active students. The sampling technique used was purposive sampling, with the criterion being active students who had used FDS in the past three months. The sample size was determined using the Slovin formula, resulting in 342 respondents. The data used were primary data obtained through a questionnaire consisting of demographic questions and research variable questions measured using a Likert scale (1-5).

Data analysis in this study used Structural Equation Modeling – Partial Least Squares (SEM-PLS) with SmartPLS software. Validity, reliability, and inter-variable relationships were tested through outer and inner model testing, using the bootstrapping method to test significance.

RESULTS

Analysis of Research Respondent Descriptions

Table 1. Respondent Profile Information

Description		n	Frequency (%)
Study Program	Accounting	144	42,1%
	Management	109	31,9%
	Islamic Banking	89	26%
Year of Graduation	2021	84	24,6%
	2022	87	25,4%
	2023	105	30,7%
	2024	66	19,3%
Platform Used	GrabFood	93	27,2%
	GoFood	98	28,7%
	ShopeeFood	151	44,2%

Source: Processed Data (2025)

This study involved 342 respondents who were active students at the Faculty of Economics, UIN Maulana Malik Ibrahim Malang. Based on their programs of study, the majority of respondents were from the Accounting Program, with 144 students (42.1%), followed by Management with 109 students (31.9%), and Islamic Banking with 89 students (26%). This indicates that all programs of study are represented proportionally, with a dominance of Accounting students.

When viewed by graduation year, the largest number of respondents came from the class of 2023 with 105 people (30.7%), followed by the class of 2022 with 87 people (25.4%), the class of 2021 with 84 people (24.6%), and the class of 2024 with 66 people (19.3%). This distribution reflects that the majority of respondents are mid- to late-level students who are likely already familiar with the use of the FDS platform.

Based on the most frequently used platform, the majority of respondents chose ShopeeFood, with 151 people (44.2%) selecting it as the platform they use most often. Meanwhile, 98 respondents (28.7%) use GoFood more often, and 93 respondents (27.2%) use GrabFood. This data shows that ShopeeFood is the most popular platform among students at the Faculty of Economics, UIN Malang.

Results of Data Analysis

Data analysis in this study applied the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS), often referred to as SEM-PLS. The software used to analyze the data in this study was SmartPLS version 4.1.1.2.

Outer Model

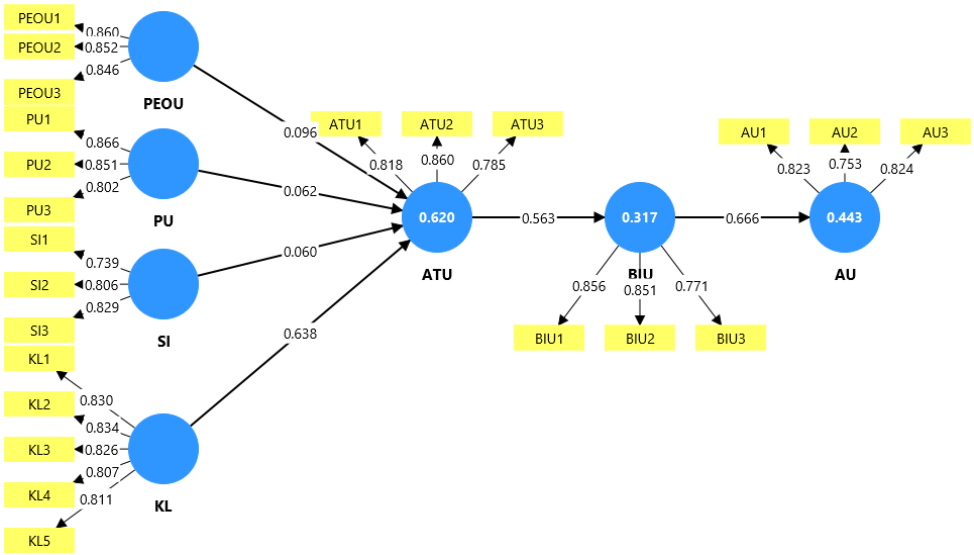

Figure 1. SmartPLS Output Results
Source : Processed Data (2025)

Convergent Validity

Convergent validity is measured using loading factors. The loading factor value for each indicator must be > 0.7. The loading factor values for each indicator are as follows :

Based on the loading factor analysis conducted, it was found that all indicators in this study had values above 0.70. This indicates that convergent validity has been achieved. Each construct—Attitude Toward Using, Actual Use, Behavioral Intention to Use, Service Quality, Perceived Ease of Use, Perceived Usefulness, and Social Influence—exhibits satisfactory loading factor values for each of its indicators. Therefore, it can be concluded that all these indicators are valid in measuring their respective constructs, and the research model meets the criteria for convergent validity.

Table 2. Loading Factor Values

	ATU	AU	BIU	KL	PEOU	PU	SI
ATU1	0.818						
ATU2	0.860						
ATU3	0.785						
AU1		0.823					
AU2		0.753					
AU3		0.824					
BIU1			0.856				
BIU2			0.851				
BIU3			0.771				
KL1				0.830			
KL2				0.834			
KL3				0.826			
KL4				0.807			
KL5				0.811			
PEOU1					0.860		
PEOU2					0.852		
PEOU3					0.846		
PU1						0.866	
PU2						0.851	
PU3						0.802	
SI1							0.739
SI2							0.806
SI3							0.829

Source : SmartPLS Output (2025)

Discriminant Validity

Discriminant validity is a validity test used to ensure that each construct or latent variable is different from other variables. Discriminant validity is good if the cross-loading value of the indicator on the variable is greater than that of other variables. The cross-loading values are as follows :

Table 3. Cross Loading Values

	ATU	AU	BIU	KL	PEOU	PU	SI
ATU1	**0.818**	0.396	0.381	0.698	0.523	0.472	0.535
ATU2	**0.860**	0.462	0.386	0.706	0.530	0.479	0.381
ATU3	**0.785**	0.645	0.621	0.508	0.479	0.450	0.298
AU1	0.486	**0.823**	0.556	0.459	0.385	0.286	0.284
AU2	0.387	**0.753**	0.472	0.280	0.232	0.256	0.323
AU3	0.578	**0.824**	0.566	0.463	0.454	0.424	0.339
BIU1	0.550	0.577	**0.856**	0.448	0.425	0.404	0.344
BIU2	0.471	0.557	**0.851**	0.376	0.356	0.376	0.374
BIU3	0.356	0.516	**0.771**	0.249	0.259	0.236	0.430
KL1	0.638	0.417	0.390	**0.830**	0.603	0.463	0.450
KL2	0.653	0.417	0.390	**0.834**	0.605	0.477	0.458
KL3	0.666	0.399	0.323	**0.826**	0.552	0.607	0.347
KL4	0.604	0.417	0.321	**0.807**	0.546	0.548	0.430
KL5	0.625	0.435	0.387	**0.811**	0.558	0.503	0.524
PEOU1	0.537	0.350	0.355	0.585	**0.860**	0.678	0.555
PEOU2	0.527	0.418	0.368	0.627	**0.852**	0.604	0.487
PEOU3	0.527	0.394	0.366	0.572	**0.846**	0.598	0.474
PU1	0.473	0.353	0.361	0.518	0.624	**0.866**	0.486
PU2	0.514	0.357	0.332	0.585	0.640	**0.851**	0.381
PU3	0.444	0.311	0.361	0.485	0.586	**0.802**	0.528

	ATU	AU	BIU	KL	PEOU	PU	SI
SI1	0.279	0.272	0.295	0.337	0.420	0.392	**0.739**
SI2	0.411	0.300	0.411	0.403	0.546	0.551	**0.806**
SI3	0.450	0.352	0.367	0.508	0.441	0.364	**0.829**

Source : SmartPLS Output (2025)

After cross-loading testing, it was found that each indicator had the highest loading value in the corresponding construct. This indicates that good discriminant validity has been achieved. The indicators from all constructs—Attitude Toward Using, Actual Use, Behavioral Intention to Use, Service Quality, Perceived Ease of Use, Perceived Usefulness, and Social Influence—more strongly reflect their respective constructs compared to other constructs. Therefore, it can be concluded that all indicators are discriminantly valid, and each construct in this research model can be empirically distinguished.

Reliability Test

The reliability of the indicators was tested using Composite Reliability (CR) and Cronbach's Alpha values. CR and Alpha values > 0.7 are considered reliable. The results of the Composite Reliability (CR) and Cronbach's Alpha values are as follows :

Table 4. Composite Reliability and Cronbach's Alpha Values

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATU	0.758	0.758	0.862	0.675
AU	0.721	0.728	0.843	0.642
BIU	0.769	0.781	0.866	0.684
KL	0.880	0.881	0.912	0.675
PEOU	0.812	0.812	0.889	0.727
PU	0.791	0.796	0.878	0.706
SI	0.710	0.733	0.835	0.628

Source : SmartPLS Output (2025)

Based on the data analysis results, it appears that all constructs in the model have Cronbach's Alpha values higher than 0.70. In addition, the Composite Reliability and AVE values meet the minimum standards. This indicates that all constructs, such as Attitude Toward Using, Actual Use, Behavioral Intention to Use, Service Quality, Perceived Ease of Use, Perceived Usefulness, and Social Influence, have good reliability and convergent validity. Although the value for the Social Influence construct is slightly lower than the others, it is still considered reasonable. Thus, the instrument used is proven to be reliable and valid for further structural model testing.

Inner Model

Structural Model testing was conducted with the aim of testing the relationship between latent variables to test hypotheses. The results of the testing conducted on the inner model are as follows :

R-Square

If the R-Square value is 0.70 (strong), 0.50 (moderate), 0.25 (weak). The R-Square values are as follows :

Table 5. R-Square Values

	R-square	R-square adjusted
ATU	0.620	0.615
AU	0.443	0.442
BIU	0.317	0.315

Source ; SmartPLS Output (2025)

Based on the R-Square table, the model is able to explain the variability of the construct quite well. The R^2 value for Attitude Toward Using (0.620) is considered strong, indicating that 62% of the variance is explained by the variables in the model (such as PU and PEOU). Actual Use has an R^2 of 0.443 (moderate category), while Behavioral Intention to Use has an R^2 of 0.317 (weak category but still acceptable in social research). Overall, the model has adequate explanatory power for the behavior of using the FDS platform.

F-Square

If the F-Square value is 0.35 (strong), 0.15 (moderate), 0.02 (weak). The F-Square values are as follows :

Table 6. F-Square Values

	ATU	AU	BIU	KL	PEOU	PU	SI
ATU			0.464				
AU							
BIU		0.797					
KL	0.502						
PEOU	**0.008**						
PU	**0.004**						
SI	**0.006**						

Source : SmartPLS Output (2025)

The F-Square analysis results show that the Attitude Toward Using (ATU) and Actual Use (AU) constructs have a significant influence on Behavioral Intention to Use (BIU), with values of 0.464 and 0.797, respectively. Service Quality (SQ) also has a significant influence on Actual Use (AU) with a value of 0.502. Meanwhile, Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Social Influence (SI) have a very small influence (F-Square value < 0.01). These findings indicate that attitude, service quality, and actual usage experience have a more dominant influence on the intention and behavior of using the FDS platform compared to the factors of perceived ease of use, perceived usefulness, and social influence.

Significance (Hypothesis Testing)

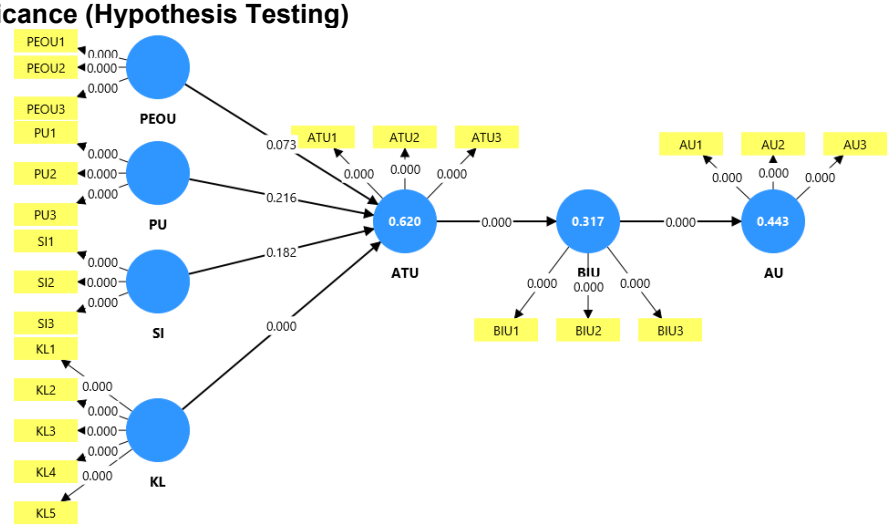

Figure 2. Bootstrapping Results
Source : SmartPLS Output (2025)

The results of hypothesis testing based on the Path Coefficients value are as follows :

Table 7. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Description
PEOU -> ATU	0.096	0.096	0.053	1.795	**0.073**	H1 Rejected
PU -> ATU	0.062	0.062	0.050	1.236	**0.216**	H2 Rejected
SI -> ATU	0.060	0.062	0.045	1.335	**0.182**	H3 Rejected
KL -> ATU	0.638	0.637	0.046	13.829	**0.000**	H4 Accepted
ATU -> BIU	0.563	0.561	0.045	12.543	**0.000**	H5 Accepted
BIU -> AU	0.666	0.667	0.034	19.311	**0.000**	H6 Accepted

Source : SmartPLS Output (2025)

Based on the results of path testing (path coefficients) and the significance value (p-value), the conclusions for each hypothesis are as follows :

H_1: Perceived Ease of Use (PEOU) has a significant effect on Attitude Toward Using (ATU)
The results show that the p-value = 0.073 > 0.05 and t-statistic = 1.795 < 1.96, so this relationship shows that Perceived Ease of Use (PEOU) has no significant effect on Attitude Toward Using (ATU), so H1 is rejected.

H_2: Perceived Usefulness (PU) has a significant effect on Attitude Toward Using (ATU)
The results show a p-value = 0.216 > 0.05 and t-statistic = 1.236, so this relationship shows that Perceived Usefulness (PU) does not have a significant effect on Attitude Toward Using (ATU), so H2 is rejected.

H_3 : Social Influence (SI) has a significant effect on Attitude Toward Using (ATU)
The results show a p-value = 0.182> 0.05 and t-statistic = 1.335, so this relationship shows that Social Influence (SI) has no significant effect on Attitude Toward Using (ATU), so H3 is rejected.

H_4 : Service Quality (SQ) has a significant effect on Attitude Toward Using (ATU)
The results show a p-value = 0.000 <0.05 and t-statistic = 13.829, so this relationship shows that Service Quality (SQ) has a positive and significant influence on Attitude Toward Using (ATU), so H4 is accepted.

H_5 : Attitude Toward Using (ATU) has a significant effect on Behavioral Intention to Use (BIU)
The results show the p-value = 0.000 < 0.05 and t-statistic = 12.543 > 1.96, then this relationship shows that Attitude Toward Using (ATU) has a positive and significant effect on Behavioral Intention to Use (BIU), then H5 is accepted.

H_6 : Behavioral Intention to Use (BIU) has a significant effect on Actual Use (AU)
The results show a p-value = 0.000 <0.05 and t-statistic = 19.311, so this relationship shows that Behavioral Intention to Use (BIU) has a positive and significant effect on Actual Use (AU), so H6 is accepted.

RESULTS

The effect of Perceived Ease of Use (PEOU) on Attitude Toward Using (ATU)
Based on the test results, the Perceived Ease of Use (PEOU) variable does not have a significant effect on Attitude Toward Using (ATU) on the use of the FDS platform. This means that the perceived ease of use is not strong enough to influence users' attitudes towards the platform. The findings in this study indicate that this can be caused by the characteristics of respondents who are digital-native students who are familiar with technology. Ease of use is considered a common thing or minimum requirement in digital applications, so it no longer has a significant influence on attitude formation. This finding is in line with research conducted by (Tyas & Darma, 2017), which shows that in experienced users, perceived ease of use is not always the main factor in shaping attitudes.

The effect of Perceived Usefulness (PU) on Attitude Toward Using (ATU)
The results of the analysis show that Perceived Usefulness (PU) has no significant effect on Attitude Toward Using (ATU). Although the benefits of the FDS application are recognized, users tend not to make these benefits the basis for forming a positive attitude. The findings in this study indicate that this is because students have used the FDS platform for a long time so that users consider benefits as something commonplace and no longer a determining factor for attitude. The higher the intensity of using a technology, the lower the perceived benefits will be. These results are in line with research by (Agustin et al., 2021) which found that perceived benefits have no impact on attitudes, especially among users, let alone students who are already familiar with the technology.

The effect of Social Influence (SI) on Attitude Toward Using (ATU)
The test results show that Social Influence (SI) has no significant effect on Attitude Toward Using (ATU) in the FDS application. This means that social influence from the surrounding environment does not have sufficient influence on user attitudes towards using the FDS platform. The findings in this study indicate that this can be caused by the tendency of students who are more independent in making decisions about using technology. They are more independent in choosing applications based on personal needs such as hunger or promos. This finding also indicates that social influence (Social Influence) affects intention (Behavioral Intention to Use), not attitude (Attitude Toward Using), which is supported by research (Purwianti & Maggie, 2024) which shows that Social Influence does not have a significant effect on Attitude Toward Using but has a significant effect on Behavioral Intention to Use.

The effect of Service Quality on Attitude Toward Using (ATU)
Based on the results showed that Service Quality has a significant effect on Attitude Toward Using (ATU). This means that the higher the user's perception of service quality in terms of reliability, security, and convenience, the more positive the user's attitude towards using the FDS application. This finding shows that aspects of trust and service quality are key factors in shaping positive attitudes. This is in line with research conducted by (Fan et al., 2022) which shows that service quality has a significant impact on user perceptions which in turn can influence user attitudes, so it can be concluded that good service quality can shape users' positive attitudes towards using the platform.

The effect of Attitude Toward Using (ATU) on Behavioral Intention to Use (BIU)
Based on the test results, it shows that Attitude Toward Using (ATU) has a significant influence on Behavioral Intention to Use (BIU). This is in accordance with the Technology Acceptance Model (TAM) theoretical framework, where a positive attitude will encourage the intention to continue using or increase the frequency of use. These findings reinforce the importance of building positive user attitudes through pleasant user experiences. This is in line with research conducted by (Mulyaa & Mulyati, 2023) which shows that the

results of his research concluded that Attitude Toward Using (ATU) has a positive and significant effect on Behavioral Intention to Use (BIU).

The effect of Behavioral Intention to Use (BIU) on Actual Use (AU)
The analysis results show that Behavioral Intention to Use (BIU) has a significant effect on Actual Use (AU). This means that the higher the user's intention to use the FDS platform, the more likely the user is to actually use the platform. This indicates that a strong intention to use the FDS application will encourage users to actually access and utilize the application. This finding is in line with research conducted by (Rohman et al., 2023) which concluded that Behavioral Intention to Use has a significant positive effect on Actual Use. These results are consistent with various previous studies and strengthen the basic assumption in the TAM theory model that intention is the main predictor of actual behavior.

CONCLUSION

The results showed that Perceived Ease of Use, Perceived Usefulness, and Social Influence had no significant effect on Attitude Toward Using. This indicates that ease of use has been considered a standard by students who are the digital-native generation, so it is no longer a determining factor in shaping attitudes. Even though the FDS platform is considered useful, this perception is not enough to influence attitudes because the use of FDS has become part of daily habits. In addition, the decision to use the FDS platform also tends to be individualized and not influenced by social factors around the user. In contrast, the Service Quality variable was shown to have a significant influence on Attitude Toward Using, indicating that positive perceptions of service speed, reliability, and security encourage the formation of a favorable attitude towards using the platform. Furthermore, Attitude Toward Using has a significant effect on Behavioral Intention to Use, which means that the more positive the users' attitude, the higher their intention to continue using FDS services. Finally, Behavioral Intention to Use has a significant effect on Actual Use, indicating that a strong intention to use the FDS platform contributes directly to actual usage behavior in daily life.

This study focuses on the variables of Perceived Ease of Use, Perceived Usefulness, Social Influence, Service Quality, Attitude Toward Using, Behavioral Intention to Use, and Actual Use in the context of using the food delivery service (FDS) platform by students of the Faculty of Economics, UIN Maulana Malik Ibrahim Malang. Based on the research findings, it is recommended that future studies consider adding other variables such as trust, user experience, or perceived risk, which have the potential to have a stronger influence on attitudes and intention to use, especially in digital services. In addition, the scope of research can also be expanded by involving a more diverse population, such as workers and the general public, to obtain more general and comprehensive results. Given that in this study the variables Perceived Ease of Use, Perceived Usefulness, and Social Influence did not show a significant effect on Attitude Toward Using, it is recommended for future research to modify the indicators on these variables or test their effect directly on other variables such as Behavioral Intention to Use to obtain more in-depth results.

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