

Article history:

Received
May 4, 2026

Revision submit
May 13, 2026
June 2, 2026
June 20, 2026
July 14, 2026

Accepted
July 20, 2026

Available online
July 31, 2026

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MARKETING | RESEARCH ARTICLE

Understanding Preference and Usage Intention in Online Food Delivery among Generation Z in Greater Jakarta

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Abstract:

Background: Generation Z is the primary users of Online Food Delivery services (OFD). Therefore, it is important to understand their preferences and intentions regarding the use of OFD.

Purpose: This study examines how the five dimensions of the Theory of Consumption Values, consisting of functional, social, emotional, epistemic, and conditional values, influence usage preferences and usage intentions among Generation Z in the Greater Jakarta area.

Method: This study employed a cross-sectional survey design, collecting data from 120 Generation Z respondents aged 18 years and older who had used OFD services in the past three months through voluntary sampling. Structural Equation Modeling Partial Least Squares (SEM-PLS) was used for analysis.

Findings: Emotional and conditional values significantly influenced preference, while functional, social, and epistemic values did not. Emotional value also had a significant direct effect on intention, while emotional and conditional value indirectly affected intention through preference. In addition, preference significantly influences intention.

Conclusions: The findings indicate that Generation Z's OFD behavior is driven more by enjoyable experiences and situational relevance than by utilitarian, social, or novelty-based considerations.

Research implication: OFD businesses should strengthen the emotional appeal and practical convenience of their offerings in specific situations to enhance user preference and increase usage intention. Future research could expand the model by including additional variables.

Keywords: conditional value, emotional value, generation Z, online food delivery, usage intention, usage preference

JEL Classification: D12, M31, L81



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PUBLIC INTEREST STATEMENT

The research encountered significant challenges in gathering respondents who met the specific criteria of belonging to Generation Z, residing in the Greater Jakarta area, and having actively used Online Food Delivery (OFD) services within the past three months, resulting in a limited sample size of 120 valid respondents that constrains the generalizability of the findings. The study also faced challenges in applying the Theory of Consumption Values (TCV) exclusively within the OFD context, as the framework was originally developed for broader consumption settings, which may have affected the operationalization of certain value dimensions.

Additionally, the cross-sectional design and the focus on OFD services in general without distinguishing specific platforms limit the study's ability to capture platform-specific behavioral differences and changes in consumer behavior over time. These issues highlight the need for more representative sampling strategies, longitudinal designs, and platform-specific investigations in future research to ensure broader applicability of the findings.



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1. Introduction

Consumer behavior recently has changed significantly with the advancement of digital technology. One innovation that has experienced rapid growth is Online Food Delivery (OFD). OFD services allow consumers to obtain food without having to visit the restaurant in person (Kaur et al., 2021). OFD continues to grow rapidly, particularly during the COVID-19 pandemic, when mobility restrictions led many individuals to utilise this OFD service as an alternative (Jun et al., 2022). Indonesia is one of the Southeast Asian countries with significant OFD adoption, with a gross transaction value reaching USD 4.6 billion (approximately IDR 71.12 trillion) in 2023 (Annur, 2024). This figure accounts for 26.9% of total OFD transactions in the Southeast Asian region.

Generation Z is one of the primary consumer groups using food delivery services. This generation is highly familiar with digital technology, and many of their daily activities and needs rely on it. One example is the use of food delivery services to fulfill their food needs (Rungruangjit & Charoenpornpanichkul, 2024). In Indonesia, 43% of OFD users are Generation Z (Tenggara Strategics, 2022). Chakraborty et al. (2022) state that Generation Z is highly responsive to digital promotions and recommendations on social media, making this generation a crucial market segment. Therefore, OFD businesses need to understand how Generation Z's usage decisions are formed.

To understand this, this study applies the Theory of Consumption Values (TCV) introduced by Sheth et al. (1991). According to this theory, consumption decisions are influenced by five values: functional, social, emotional, epistemic and conditional values. Functional values relate to rational considerations such as price, promotions, and service quality. Social value refers to the influence of the social environment, such as advice or recommendations from others. Emotional value relates to the feelings or experiences consumers have during the consumption process. Epistemic value relates to the desire to try new things. Meanwhile, conditional value refers to specific situations that influence consumption decisions, such as time constraints or environmental conditions (Sheth et al., 1991). In OFD services, these five values can influence consumer preferences for using OFD services, which in turn encourages their intention to use them (Chakraborty et al., 2022).

Previous studies on OFD usage behavior have largely relied on technology adoption frameworks, such as Technology Acceptance Model (TAM) (Elverda et al., 2025) and Theory of Planned Behavior (TPB) (Permasih et al., 2024). Although recent research has expanded to include multidimensional motivations such as the study by Purwianti et al. (2025), which combines utilitarian factors and risk perception, or studies applying the TCV (Kaur et al., 2021; Rungruangjit & Charoenpornpanichkul, 2024; Tandon et al., 2021) notable limitations remain. First, previous studies have largely been conducted in Western or other Asian contexts (e.g., the U.S., India, Thailand) or covered broad demographic groups, leaving a gap in understanding the unique digital consumption patterns of Generation Z in the Greater Jakarta area. Second, existing models generally link values directly to intentions or use attitude variables as a mediating variable (Tandon et al., 2021), thereby overlooking the evaluative role characteristic of usage preferences. Because preferences reflect consumers' evaluative tendencies, while intentions indicate concrete readiness to act, this study addresses this gap by positioning usage preferences as a mediating variable.

Consequently, this study aims to analyse the influence of consumption values within the TCV on Gen Z's preferences and intentions regarding the use of OFD services in the Greater Jakarta area. The use of the TCV to analyse consumer behaviour regarding the OFD use, as well as the application of preference variables as mediating variables

between consumption values within and intention variables, has been relatively limited in previous studies, making this a novel aspect of the present research. This study is expected to contribute to the field of consumer behaviour and provide a basis for the development of marketing strategies for OFD businesses.

2. Literature Review

2.1 Theory of Consumption Values (TCV)

TCV was first proposed by Sheth et al. (1991). This theory explains that consumer decisions are shaped by consumption values: functional, social, emotional, epistemic, and conditional values. Functional value explains the utility and performance of a product or service. Social value reflects the influence of the surrounding social environment. Emotional value refers to the feelings that arise when purchasing or using a product or service. Epistemic value explains the novelty and curiosity associated with a product or service. Meanwhile, conditional value refers to the situations or conditions that prompt consumers to purchase a specific product or use a particular service. These five consumption values highlight that a consumer's decision to purchase a product or use a service is driven by need, the desire to fit in with the surrounding environment, comfort, try something new, or adapt to specific circumstances. Sheth et al. (1991) also state that these five consumption values are independent, and their influence can vary across contexts.

2.2 The Effect of Functional Value on Usage Preference and Usage Intention

Functional value describes the utility perceived by consumers from purchasing a product or using a service. This value influences the formation of consumer preferences and intentions. Several previous studies have shown that functional value significantly influences purchase or usage intentions. For instance, Kaur et al. (2021) state that functional aspects, such as quality and price influence purchase intentions in OFD. Additionally, Rungruangjit and Charoenpornpanichkul (2024) also state that functional value can explain intentions for continued use. Meanwhile, studies by Tsang et al. (2024) and Akdoğan and Yilmaztürk (2025) indicate that functional value influences perceived utility, which in turn drives purchase intention. Other studies by Ganesan et al. (2026), Liu et al. (2024), Sari et al. (2025), Chakraborty et al. (2022), Koay and Leong (2023), Chakraborty and Paul (2023), Zhang et al. (2024), and Tandon et al. (2021) also support the assertion that functional value plays a crucial role in shaping consumer intentions. However, the Indonesian OFD market is characterized by high platform saturation and intense competition. Therefore, it is theoretically relevant to examine how functional value operates and is perceived within this highly competitive and mature environment among Generation Z in Greater Jakarta.

H1: Functional value positively influences usage preference.

H2: Functional value positively influences usage intention.

2.3 The Effect of Social Value on Usage Preference and Usage Intention

Social value relates to a product or service's ability to enhance self-image, social status, and acceptance within a social group. In the context of consumption that is visible or influenced by the social environment, this value plays a crucial role in shaping preferences and intentions. A study by Kaur et al. (2021) indicates that social value significantly influences purchase intention. This finding is supported by Rungruangjit and Charoenpornpanichkul (2024), who found that the influence of social value is stronger among younger generations, such as Generation Y and Generation Z. Other studies by

Ganesan et al. (2026), Liu et al. (2024), Sari et al. (2025), Chakraborty et al. (2022), Koay and Leong (2023), and Zhang et al. (2024) also demonstrate the significance of social values on purchase intentions. Furthermore, Tandon et al. (2021) assert that social values play a role in the mediating mechanism that influences purchase intention. In the Indonesian context, social dynamics among Generation Z are heavily influenced by digital communities and online trends. Therefore, it is important to examine how social values influence preferences and intentions regarding the use of OFD.

H3: Social value positively influences usage preference.

H4: Social value positively influences usage intention.

2.4 The Effect of Emotional Value on Usage Preference and Usage Intention

Emotional value reflects the feelings or affective experiences arising from the consumption of a product or service, such as pleasure, comfort, or emotional satisfaction. In the context of hedonistic or experience-based consumption, these values often serve as the primary determinants of consumer behavior. Research by Koay and Leong (2023) indicates that emotional value significantly influences the intention to use new technologies. Similarly, Chakraborty et al. (2022) found that emotional value is a dominant factor in shaping brand love, which ultimately enhances usage intention. Furthermore, Zhang et al. (2024) demonstrated that emotional value significantly influences purchase intention in the context of live-streaming commerce. However, studies by Kaur et al. (2021) and Rungruangjit and Charoenpornpanichkul (2024), found that emotional value is not always significant, particularly in more utilitarian consumption contexts. These differences indicate that the influence of emotional value highly depends on the characteristics of the product or service. This is particularly relevant in the Indonesian market, where young consumers increasingly integrate culinary choices with their lifestyle and experiential needs. Therefore, examining the role of emotional value in this context provides valuable insights into experience-based consumption behavior.

H5: Emotional value positively influences usage preference.

H6: Emotional value positively influences usage intention.

2.5 The Effect of Epistemic Value on Usage Preference and Usage Intention

Epistemic value reflects curiosity, the search for new information, and the desire to experience something different. This value is crucial for evaluating innovations and new technologies. Numerous previous studies have demonstrated the significant influence of epistemic value. For instance, Kaur et al. (2021) reported that epistemic value is one of the strongest factors influencing purchase intent. Similarly, Rungruangjit and Charoenpornpanichkul (2024), also reported that epistemic value is particularly significant among younger generations. Studies by Tsang et al. (2024), Akdoğan and Yılmaztürk (2025), Ganesan et al. (2026), Liu et al. (2024), Chakraborty et al. (2022), Koay and Leong (2023), and Chakraborty and Paul (2023) also confirm the significance of epistemic value. However, Zhang et al. (2024) found that epistemic value is not significant in certain contexts, indicating contextual variation. Given that Indonesian Generation Z are digital natives who have been exposed to OFD platforms for several years, the role of epistemic value may differ from that in emerging markets, warranting specific empirical investigation in this mature digital context.

H7: Epistemic value positively influences usage preference.

H8: Epistemic value positively influences usage intention.

2.6 The Effect of Conditional Value on Usage Preference and Usage Intention

Conditional value refers to specific situations or conditions that influence consumption decisions, such as discounts, promotions, or emergencies. In many cases, this value serves as the primary trigger for short-term purchase decisions. Studies by Kaur et al. (2021) and Rungruangjit and Charoenpornpanichkul (2024) indicate that conditional value significantly influences purchase intention, with variations across generational groups. These findings are supported by Tsang et al. (2024), Akdoğan and Yılmaztürk (2025), Liu et al. (2024), Sari et al. (2025), Chakraborty et al. (2022), Chakraborty and Paul (2023), Zhang et al. (2024), and Tandon et al. (2021), highlighting the important role of conditional factors in shaping preferences and purchase intentions. The unique urban infrastructure of the Greater Jakarta area, characterized by heavy traffic and unpredictable weather, provides a distinctive contextual backdrop. Therefore, it is important to investigate how contextual factors influence decisions regarding the use of OFDs in this region.

H9: Conditional value positively influences usage preference.

H10: Conditional value positively influences usage intention.

2.7 The Effect of Usage Preference on Usage Intention

Consumer preferences reflect an overall evaluation of a product or service formed from various consumption values. In consumer behavior theory, preferences or attitudes are primary predictors of purchase intention because consumers generally develop positive preferences before forming a stronger intention to act. This indicates that preference serves as an important psychological mechanism linking perceived value to intention. Previous research has shown that evaluation of consumption values, which shape preferences, influences intentions. For instance, Tandon et al. (2021) found that consumption values mediate the formation of purchase intentions, implying that preferences play a role in this relationship. Furthermore, Zhang et al. (2024) and Ahmad et al. (2025) demonstrated that consumers' evaluations of experiences and perceived values influence purchase or repeat-use intentions. In the Indonesian context, understanding how these multidimensional values translate into preferences for OFD is crucial. Generation Z in Greater Jakarta has abundant offline culinary alternatives and a strong local dining culture; therefore, the evaluative role of usage preference represents an important theoretical mechanism to examine how perceived value translates into actual usage intention amidst these alternatives.

H11: Usage preferences positively influence usage intention.

3. Conceptual Framework

Based on the reviewed empirical studies, this study proposes the hypothesis that functional, social, emotional, epistemic, and conditional values directly influence usage preference and usage intention. Furthermore, usage preference is proposed to mediate the relationship between functional, social, emotional, epistemic, and conditional values and usage intention. The conceptual framework is illustrated in Figure 1.

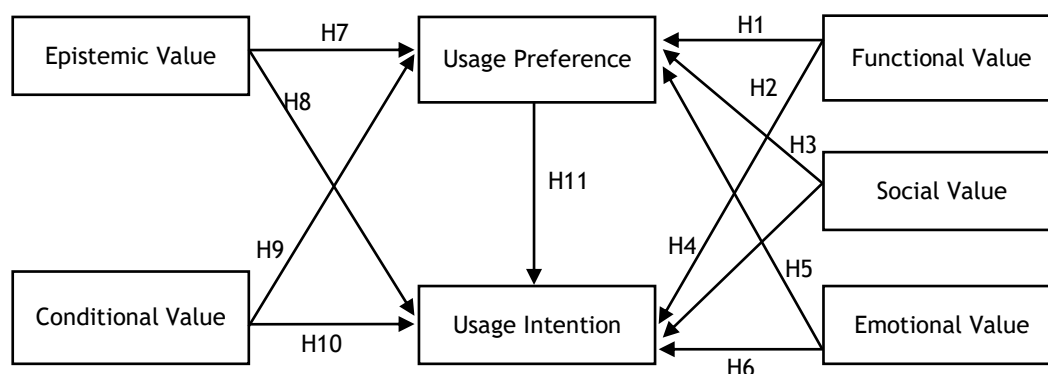


Figure 1. The conceptual framework of usage preferences and usage intentions is influenced by functional value, social value, emotional value, epistemic value, and conditional value.

Based on the relationships identified in the literature, the following hypotheses are proposed:

- H1: Functional value positively influences usage preference.
- H2: Functional value positively influences usage intention.
- H3: Social value positively influences usage preference.
- H4: Social value positively influences usage intention.
- H5: Emotional value positively influences usage preference.
- H6: Emotional value positively influences usage intention.
- H7: Epistemic value positively influences usage preference.
- H8: Epistemic value positively influences usage intention.
- H9: Conditional value positively influences usage preference.
- H10: Conditional values positively influence usage intention.
- H11: Usage preferences positively influence usage intention.

4. Methods

4.1 Research Design

This study targeted Generation Z individuals in the Greater Jakarta area who use OFD services and had placed orders within the last three months, with a minimum age of 18 years. This age group was selected because Generation Z is highly familiar with digital technology and actively uses it in their consumption activities, making it a relevant segment for studying technology-based services (Priporas et al., 2017).

4.2 Sampling

This study employed a non-probability sampling technique using a voluntary sampling approach, in which respondents voluntarily participated by completing a questionnaire after meeting specific criteria. The respondent criteria were individuals belonging to Generation Z, residing in the Greater Jakarta region, having used OFD services within the past three months, and being at least 18 years old. The sample size was determined using the method proposed by Hair et al. (2010), which recommends a minimum sample size of 5-10 times the number of indicators used in the research model. As this study used 22 indicators, the required sample size ranged from 110 to 220. A total of 300 questionnaires were distributed to potential respondents, of which 154 were completed. Data screening was conducted to verify respondent eligibility based on the inclusion criteria of the study of the 154 complete questionnaires, 34 responses were excluded because the respondents were not classified as Generation Z, did not reside

in the Greater Jakarta area, had not used OFD services within the last three months, or were under 18 years old. Therefore, 120 valid questionnaires were retained for further analysis, resulting in a response rate of 40% ($120/300 \times 100$).

4.3 Measurement

This study uses seven variables: functional value, social value, emotional value, epistemic value, and conditional value, usage preference, and usage intention. Functional value, social value, emotional value, epistemic value, and conditional value each consist of 3 indicators, while the usage intention variable has 4 indicators. All measurement items were adapted from prior studies and adjusted to fit the context of OFD services. Table 1 presents detailed research instruments. Respondents' responses were measured using a 5-point Likert scale, where 1 indicates strongly disagree and 5 means strongly agree.

Table 1. Operational definition and variable indicators of the variables studied

Variables	Operational Definition	Indicators
Functional Value	The extent to which consumers perceive a product or service as capable of providing the practical, functional, and performance benefits they need (Sheth et al., 1991).	1) I feel that the OFD service allows me to order food anytime and anywhere. 2) I feel that the delivery times match the estimates in the app and there are rarely any errors. 3) I receive my food in good condition and exactly as ordered.
Social Value	To what extent is a product or service chosen because it reflects one's image, status, or affiliation with a particular social group (Sheth et al., 1991).	1) I use OFD because it was recommended to me by friends and family. 2) I feel that using OFD reflects a modern, digital lifestyle. 3) I use OFD because it helps support local restaurants and small businesses.
Emotional Value	The extent to which a product or service can evoke specific emotions or affective states in consumers (Sheth et al., 1991).	1) I'm satisfied when the food I receive matches what I ordered. 2) The variety of menu options and attractive promotions on OFD make me enjoy shopping for food online. 3) I feel comfortable using OFD because it reduces the need to cook and go out.
Epistemic Value	The extent to which a product or service appeals to consumers by offering novelty, sparking curiosity, or fulfilling a desire to acquire new knowledge (Sheth et al., 1991).	1) I use OFD to explore new menus and restaurants I haven't tried yet. 2) I'm interested in innovative features like real-time order tracking. 3) I use OFD because it offers digital payment features that make transactions easier.

Table 1. Operational definition and variable indicators of the variables studied (Continue)

Variables	Operational Definition	Indicators
Conditional Value	The extent to which a product or service is chosen because it is relevant to a specific situation or condition that the consumer is currently facing (Sheth et al., 1991).	1) I'm more likely to use OFD when there are discounts or special promotions. 2) I use OFD when I'm busy with work or other activities. 3) I use OFD when the weather is bad or traffic is heavy.
Usage Preference	A consumer's tendency to prefer or regard one alternative as better than another (Samuelson, 1948).	1) I use food delivery services that offer high-quality food, competitive prices, and an easy ordering process. 2) I use food delivery services that provide added benefits, such as high quality and a satisfying experience. 3) My use of food delivery services is influenced by social factors and circumstances.
Usage Intention	The degree to which a consumer is prepared or willing to purchase a product or service in the future (Ajzen, 1991).	1) I am interested in purchasing food using OFD in the future. 2) I would like to purchase food using OFD in the future. 3) I plan to make a purchase using OFD soon. 4) If I need food, I am willing to make a purchase using OFD.

4.4 Data Collection

Data were collected by distributing an online questionnaire created using Google Forms. The data were collected using a structured, self-administered questionnaire, allowing respondents to complete the questionnaire independently without direct intervention from the researcher. Data were collected from September to December 2025. The questionnaire required responses to all items before submission, ensuring no missing values among the 120 respondents or across the 22 measurement items in the final dataset.

4.5 Data Analysis

This study used Structural Equation Modeling-Partial Least Squares (SEM-PLS) with Smart-PLS version 4 for data analysis (Ringle et al., 2022). This analysis consisted of an outer model and an inner model. The outer model was used to assess the quality of the measurement instrument, including construct validity and reliability. Validity was evaluated through factor loadings, Average Variance Extracted (AVE), and cross-loadings. Construct reliability was assessed using Cronbach's Alpha (CA) and Composite Reliability (CR). Meanwhile, the inner model was used to evaluate the relationships among latent variables in the structural model. It was assessed using the R-square value to determine the extent to which the independent variables explain the dependent variable, direct effects to measure the direct influence between variables, and indirect effects to measure the indirect influence occurring through mediating variables.

5. Findings

5.1 Respondent Characteristics

The characteristics of the respondents, including gender, age, place of residence, and OFD usage patterns are presented in Table 2. Demographically, 65.0% of the respondents were female, and the remaining 35.0% were male. Regarding age, most respondents were 22-25 years old, followed by those aged 18-21 and 26-28. This indicates that most respondents were in early adulthood and were already independent in making consumption decisions. Most respondents (52.5%) reside in Jakarta. The remainder were distributed across Bogor (15.8%), Depok (13.3%), Tangerang (5.8%), and Bekasi (12.5%). This is likely because Jakarta is a highly urbanized area with high activity levels, widespread familiarity with digital technology, and a wide variety of OFD merchants.

Table 2. Respondent characteristics and patterns of OFD use (n=120)

Variables	n	%
Gender		
Male	42	35.0
Female	78	65.0
Age		
18-21 years	41	34.2
22-25 years	55	45.8
26-28 years	24	20.0
Residence		
Jakarta	63	52.5
Bogor	19	15.8
Depok	16	13.3
Tangerang	7	5.8
Bekasi	15	12.5
The frequency of OFD use in the past month		
1-3 times a month	66	55.0
1-2 times a week	37	30.8
3-6 times a week	14	11.7
Every day	3	2.5
The most common time for OFD usage		
Breakfast (6:00 AM-10:00 AM)	1	0.8
Lunch (11:00 AM-2:00 PM)	37	30.8
Dinner (5:00 PM-9:00 PM)	62	51.7
Late at night (After 9:00 PM)	20	16.7
The main reason for using OFD*		
Personal needs	102	50.2
Family or friends' gatherings	37	18.2
Office activities or group work	14	6.9
Emergencies (not enough time to cook or go outside)	50	24.6

Note: *=respondents could select more than one answer

The results indicate that most respondents do not use OFD as an alternative to meet their dietary needs, as reflected by the low frequency of OFD use. A total of 55% of respondents used OFD only 1-3 times per month, and 30.8% used it 1-2 times per week. Meanwhile, only 11.7% used OFD 3-6 times a day, and only 2.5% used it daily. Regarding time of use, respondents most frequently used OFD during dinner (51.7%), followed by lunch (30.8%), and late at night (16.7%). Most respondents used OFD for personal needs (50.2%). The remainder used OFD because they did not have time to cook or buy food (24.6%), for family or friend gatherings (18.2%), and for office events or group work (18.2%).

5.2 Measurement Model (Outer Model) Evaluation

The complete results of the outer model testing are presented in Table 3. Factor loading tests were conducted to evaluate convergent validity at the indicator level, specifically to determine the extent to which each indicator reflects the latent construction being measured. An indicator is considered valid if it has a factor loading of at least 0.7 (Hair et al., 2021). The results show that all indicators in this study have factor loadings above 0.7; therefore, they are considered valid and were retained in the model.

Table 3. The value of factor loadings, CA, CR, and AVE

Variables	Factor Loadings	Cronbach's Alpha	Composite Reliability (rho_c)	Average Variance Extracted
Functional Value				
FV1	0.786	0.724	0.846	0.648
FV2	0.730			
FV3	0.891			
Social Value				
SV1	0.793	0.687	0.827	0.615
SV2	0.801			
SV3	0.759			
Emotional Value				
EV1	0.868	0.762	0.861	0.675
EV2	0.880			
EV3	0.705			
Epistemic Value				
PV1	0.794	0.781	0.873	0.696
PV2	0.877			
PV3	0.831			
Conditional Value				
CV1	0.785	0.721	0.845	0.648
CV2	0.912			
CV3	0.704			
Usage Preference				
UP1	0.872	0.821	0.893	0.735
UP2	0.853			
UP3	0.848			
Usage Intention				
UI1	0.890	0.869	0.911	0.719
UI2	0.895			
UI3	0.801			
UI4	0.802			

Reliability testing was conducted to assess the internal consistency of the indicators in measuring a construct. In the SEM-PLS model, reliability was evaluated using CR and CA, with a recommended minimum value of 0.7 (Hair et al., 2021). The CR results showed that all constructs exceeded this threshold, indicating good internal consistency. However, the CA results indicate that the social value construct had a value of 0.687. This value is slightly below the conventional threshold of 0.70, indicating limitations in the internal reliability of the social value construct. Although the CR value for this construct remains acceptable at 0.827 and the AVE criterion is met, this limitation should be considered when interpreting findings related to the social value construct.

The AVE test was conducted to assess convergent validity at the construct level, specifically to determine the extent to which a construct explains the variance of its indicators. A construct is considered to meet convergent validity if it has an AVE value ≥ 0.5 (Hair et al., 2021). The test results show that all constructs in the model have AVE values above this threshold, indicating that the constructs in the model can explain more than 50% of the variance of their indicators.

Discriminant validity was evaluated based on the Heterotrait-Monotrait Ratio (HTMT) (Table 4), Fornell-Larcker (Appendix A), and cross-loading (Appendix B) criteria, with transparent reporting (Hair et al., 2021). Although the Fornell-Larcker criteria were met, the HTMT results showed that several TCV dimensions exceeded the 0.85 threshold, particularly for $PV \leftrightarrow EV = 1.011$. This figure indicates variance overlaps between epistemic and emotional values.

Table 4. Heterotrait-monotrait ratio (HTMT)

	FV	SV	EV	PV	CV	UP	UI
FV							
SV	0.768						
EV	0.962	0.817					
PV	0.866	0.700	1.011				
CV	0.837	0.503	0.947	0.958			
UP	0.756	0.556	0.821	0.721	0.813		
UI	0.859	0.597	0.943	0.872	0.843	0.813	

Note: FV=Functional Value; SV=Social Value; EV=Emotional Value; PV=Epistemic Value; CV=Conditional Value; UP=Usage Preference; UI=Usage Intention

5.3 Structural Model (Inner Model) Evaluation

The structural model was evaluated by examining the coefficient of determination (R^2) and effect size (f^2). Based on the criteria established by Hair et al. (2021), an R^2 value of 0.75 is considered substantial (strong), 0.50 moderate, and 0.25 weak. The results showed that the usage intention construct had an R^2 of 0.704, indicating that 70.4% of the variance in usage intention was explained collectively by the five dimensions of consumption values (functional, social, emotional, epistemic, and conditional) and usage preference. This indicates a moderate-to-high category. Meanwhile, the usage preference construct obtained an R^2 of 0.510, indicating that 51% of the variance in preference was explained by the five dimensions of TCV consumption values, which falls into the moderate category.

To further assess the model's predictive relevance, Stone-Geisser's Q^2 was evaluated using the blindfolding procedure in Smart-PLS. The results yielded Q^2 values greater than zero for both usage preference ($Q^2 = 0.353$) and usage intention ($Q^2 = 0.484$), confirming that the model has satisfactory predictive relevance for the endogenous constructs (Hair et al., 2021).

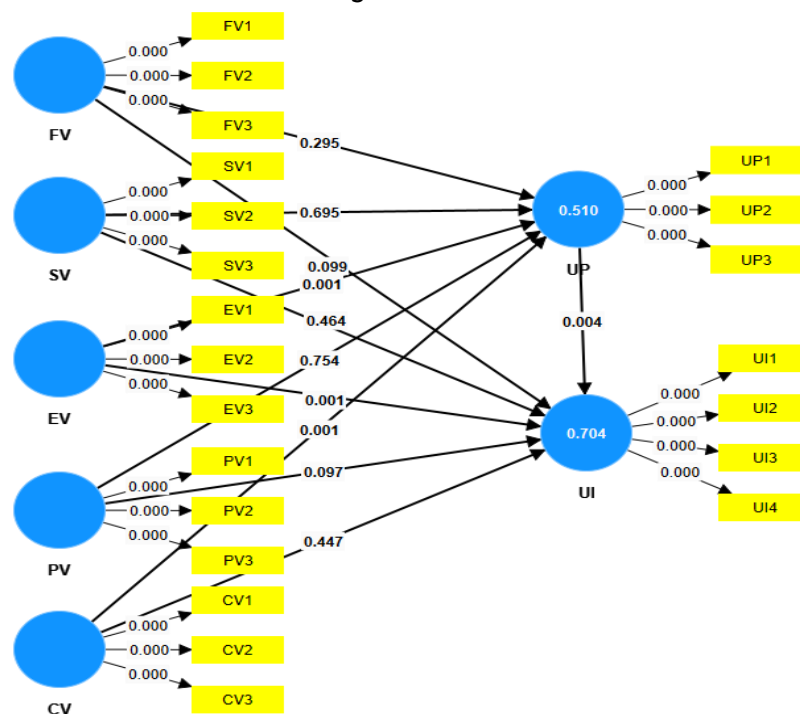
To explore the contribution of each predictor, effect size (f^2) was analysed based on Cohen (1988) thresholds, where 0.02 = small, 0.15 = moderate, and 0.35 = large (Table 5). The f^2 results indicate that emotional value exerted the most dominant influence, with a small-to-moderate effect on usage intention ($f^2=0.109$) and a small effect on preference ($f^2=0.076$). Usage preference also had a small direct effect on usage intention ($f^2=0.085$). The other predictors (FV, CV, PV, SV) had f^2 values below 0.07, indicating a relatively small to negligible contribution.

Table 5. Effect size (f^2)

Path	f^2	Effect Size
EV → UI	0.109	Medium
UP → UI	0.085	Medium (approaching)
EV → UP	0.076	Medium (approaching)
CV → UP	0.069	Medium (approaching)
FV → UI	0.038	Small
PV → UI	0.029	Small
FV → UP	0.015	Negligible
CV → UI	0.006	Negligible
SV → UI	0.005	Negligible
SV → UP	0.002	Negligible
PV → UP	0.001	Negligible

Note: FV=Functional Value; SV=Social Value; EV=Emotional Value; PV=Epistemic Value; CV=Conditional Value; UP=Usage Preference; UI=Usage Intention

An evaluation of multicollinearity in the structural model showed that all Variance Inflation Factor (VIF) values in the inner model were below 5.0 (Hair et al., 2021), as detailed in Appendix C. No structural multicollinearity bias was identified, with a maximum VIF value of 4.166 (EV→UI). Furthermore, full collinearity VIF was assessed for the outer model following the Kock (2015) procedure (threshold = 3.3). Most indicators met these criteria; however, two indicators within the intention-to-use construct—UI1 (VIF=3.458) and UI2 (VIF=3.589)—marginally exceeded the threshold. Meanwhile, the overall model fit, evaluated using the Standardized Root Mean Square Residual (SRMR), yielded a value of 0.088 for both the saturated and estimated models, which is below the recommended threshold of 0.10 (Henseler et al., 2015). Overall, these findings confirm that multicollinearity does not threaten the stability of path estimates and that the proposed structural model has an acceptable level of fit to the empirical data. Figure 2 presents the Smart-PLS path diagram of the structural model, displaying the path coefficients and R^2 values for the endogenous constructs.



Note: FV = Functional Value; SV= Social Value; EV = Emotional Value; PV = Epistemic Value; CV = Conditional Value; UP = Usage Preference; UI = Usage Intention

Figure 2. Smart-PLS path diagram of the structural model.

Next, direct effects testing (hypothesis testing) was conducted to evaluate the direct relationships among the constructs in the model. Hypothesis testing was performed using path coefficients, t-statistic values, and p-values from bootstrapping. Relationships between variables were considered significant if the t-statistic value > 1.96 and the p-value < 0.05. The results indicate that hypotheses H5, H6, H9, and H11 were accepted, while hypotheses H1, H2, H3, H4, H7, H8, and H10 were rejected. This indicates that only emotional and conditional values directly influenced OFD usage preferences. Furthermore, emotional value was the only consumption value that directly influenced the intention to use OFD. Additionally, usage preference was found to have a significant positive effect on the intention to use. The complete results for each hypothesis is presented in Table 6.

To determine whether the rejected hypothesis (null result) reflected the absence of a true relationship or to sample size limitations, a post-hoc power analysis was conducted using the minimum sample size feature in Smart-PLS 4 (Ringle et al., 2022). For significant paths at $\alpha=5\%$ and power=80%, the minimum sample sizes required are EV→UI ($\beta=0.367$): $n=46$; EV→UP ($\beta=0.381$): $n=43$; CV→UP ($\beta=0.290$): $n=74$; UP→UI ($\beta=0.226$): $n=121$. The actual sample ($n=120$) meets or nearly meets these requirements. Conversely, non-significant paths with smaller effects require much larger samples: FV→UI ($\beta=0.164$): $n=231$; FV→UP ($\beta=0.132$): $n=355$; SV→UI ($\beta=-0.049$): $n=2,617$; SV→UP ($\beta=0.038$): $n=4,392$; PV→UI ($\beta=0.167$): $n=223$; PV→UP ($\beta=-0.037$): $n=4,441$; CV→UI ($\beta=0.070$): $n=1,259$. These findings suggest that some rejected hypotheses may reflect Type II errors due to power limitations, representing a methodological limitation in capturing smaller consumption value effects.

Table 6. Direct hypothesis testing

Hypothesis	Paths	Path coefficient	t-statistics	p-values	Hypothesis decision
H1	FV → UP	0.132	1.047	0.295	Rejected
H2	FV → UI	0.164	1.648	0.099	Rejected
H3	SV → UP	0.038	0.392	0.695	Rejected
H4	SV → UI	-0.049	0.732	0.464	Rejected
H5	EV → UP	0.381	3.439	0.001	Accepted
H6	EV → UI	0.367	3.234	0.001	Accepted
H7	PV → UP	-0.037	0.313	0.754	Rejected
H8	PV → UI	0.167	1.657	0.097	Rejected
H9	CV → UP	0.290	3.251	0.001	Accepted
H10	CV → UI	0.070	0.761	0.447	Rejected
H11	UP → UI	0.226	2.892	0.004	Accepted

Note: FV=Functional Value; SV=Social Value; EV=Emotional Value; PV=Epistemic Value; CV=Conditional Value; UP=Usage Preference; UI=Usage Intention

In addition to testing the direct effects, indirect effects were also examined to evaluate the mediating effect, that is, the indirect influence of the exogenous construct on the endogenous construct via the mediator construct (usage preference). Mediation effects were considered significant if the t-statistic was > 1.96 and the p-value was < 0.05. The results showed that, of the five indirect effects, only two were significant: the influence of emotional value and conditional value on usage intention through usage preference. The complete results of the indirect effects tests are presented in Appendix D.

6. Discussion

6.1 The Effect of Functional Value on Usage Preference and Usage Intention

The results of the SEM-PLS analysis indicate that functional value does not significantly influence usage preferences and intentions; therefore, H1 and H2 are rejected (not supported). These results contradict the findings of Kaur et al. (2021), Chakraborty et al. (2022), Tsang et al. (2024), and Sari et al. (2025), who reported significant effects of functional value. Theoretically, this suggests a shift in consumer perception within mature digital markets. For Generation Z in the Greater Jakarta area, functional attributes such as delivery speed and basic utility are no longer differentiating factors but are instead perceived as baseline expectations or "hygiene factors" (Hezberg, 1959). In a highly saturated market, functional value no longer actively drives preference, as its absence causes dissatisfaction, while its presence does not generate positive behavioral responses. To determine whether this non-significant result reflects the population or a statistical artifact, a post-hoc power analysis was conducted. The analysis indicated that the minimum sample size required to detect the effect of functional value on intention ($n=231$). Since the actual sample size ($n = 120$) is limited, there is a risk of a Type II error. Thus, the rejection of H1 and H2 may reflect both functional parity in the mature OFD market and the methodological limitation of statistical power.

6.2 The Effect of Social Value on Usage Preference and Usage Intention

Social values also had no significant effect on usage preferences and intentions; therefore, H3 and H4 were rejected. These results contradict previous TCV studies reporting influence of social status, including those by Kaur et al. (2021), Chakraborty et al. (2022), Tsang et al. (2024), and Zhang et al. (2024). These findings suggest that an individual's social status is not particularly visible in the online shopping process. Since the process is not highly socially visible, it is not likely to function as a strong signal of prestige or status identity. These findings align with the literature on conspicuous consumption, which indicates that consumption serves as a status signal (Clingsmith & Sheremeta, 2018; Veblen, 1899). Although the social value construct exhibited relatively lower internal consistency than the other constructs, additional post hoc power analysis indicated that detecting the effects of social value on usage intention ($SV \rightarrow UI$) and usage patterns ($SV \rightarrow UP$) would have required substantially larger sample sizes. This finding suggests that the nonsignificant relationships are unlikely to be attributable to insufficient statistical power. Instead, the results support the interpretation that social value does not play a meaningful role in shaping personal online food delivery consumption within the context of this study.

6.3 The Effect of Emotional Value on Usage Preference and Usage Intention

Emotional value significantly influences preferences and usage intentions; therefore, H5 and H6 are accepted. Testing the indirect effect via usage preferences also yielded significant results, confirming the presence of a complementary partial mediation relationship. This relationship indicates that emotional value drives behavioral intentions through a dual-pathway mechanism: directly via spontaneous affective responses that trigger intentions, and indirectly through the formation of strong preferences prior to the formation of those intentions. This dual pathway reflects OFD as both a direct hedonistic experience and a habit-forming platform for Generation Z. These findings confirm that, for Generation Z in the Greater Jakarta area, OFD usage is fundamentally a pleasurable and emotionally prominent act of consumption, not merely a utilitarian transaction. These findings strongly support the experiential consumption theory (Ayhün et al., 2024; Koay & Leong, 2023), confirming that in mature digital markets, the

affective and pleasurable aspects of the service are the primary drivers of consumer behavior, overshadowing rational or functional considerations.

6.4 The Effect of Epistemic Value on Usage Preference and Usage Intention

Epistemic value does not significantly influence usage preferences or usage intentions; therefore, H7 and H8 are rejected. This finding differs from several TCV studies that highlight epistemic value as a key factor. Kaur et al. (2021) identified epistemic value as the primary driver of purchase intent toward food-delivery application (FDA). Similarly, Sari et al. (2025), Ganesan et al. (2026), and Tsang et al. (2024) reported that novelty, curiosity, and new experiences drive positive evaluations and consumer intention. The non-significance can be explained by the maturity of the OFD market and the digital nativity of Generation Z. Features that were once considered novel (e.g., real-time tracking) have become standard expectations.

More importantly, the findings reveal an important theoretical implication regarding the relationship between epistemic and emotional values. The strong overlap between these two constructs suggests that, within the context of online food delivery (OFD) consumption, consumers may not clearly distinguish the cognitive motivation of seeking novelty from the affective enjoyment derived from the experience. This indicates that the exploration of new menus or food options through OFD applications may simultaneously function as both an intellectual curiosity and an emotional gratification. Therefore, the findings suggest the need to further examine the conceptual boundaries between epistemic and emotional values in digital consumption contexts.

6.5 The Effect of Conditional Value on Usage Preference and Usage Intention

Conditional value significantly influences usage preference but does not significantly influence usage intention; therefore, H9 is accepted and H10 is rejected. However, the indirect effect analysis yielded significant results. This combination of findings confirms a full mediation relationship of usage preference. This pattern suggests that situational triggers (such as bad weather, traffic congestion, or time constraints) do not directly lead to long-term behavioral intentions to use OFD. Instead, these situational constraints must first be cognitively and affectively internalized into a positive preference for the service. This aligns with the Values-Attitudes-Behavior (VAB) hierarchy (Homer & Kahle, 1988), which indicates that conditional values serve as precursors to preference formation, rather than as direct drivers of intention. These findings regarding significant conditional values align with the studies by Chakraborty et al. (2022) and Zhang et al. (2024), which reported that conditional values are relevant elements in shaping consumer evaluations and intentions.

6.6 The Effect of Usage Preference on Usage Intention

The relationship between usage preference and usage intention was positive and significant; thus, H11 is accepted. This confirms that a strong preference directly translates into a strong intention to use OFD services. Theoretically, it validates the crucial role of preference as the central psychological bridge in the consumer decision-making process. As multidimensional consumption values are evaluated, they form a holistic preference that positions OFD as a more favorable alternative to traditional dining. This finding strongly supports the integration of preference as a mediating variable within the TCV framework, reinforcing the theoretical premise that perceived values must first crystallize into a distinct preference before manifesting as concrete behavioral intentions (Sari et al., 2025; Tandon et al., 2021; Tsang et al., 2024).

6.7 Managerial Implications

In the mature OFD market of Greater Jakarta, Generation Z's preferences are influenced only by emotional and conditional values, with emotional value being the only dimension that directly stimulates usage intent. Conversely, functional, social, and epistemic values are no longer differentiating factors.

Based on this strategic framework, platform operators (GoFood, GrabFood, ShopeeFood) are recommended to invest in AI-driven personalization that aligns menus with users' moods, optimize the user interface (UI) and user experience (UX), implement loyalty gamification (streaks and badges) instead of conventional point systems, synchronize push notifications with weather data or daily peak hours, and implement one-tap quick-reorder for habitual meals. This strategy is supported by findings from Rebollo and Hinlayagan (2023) and Pereira et al. (2024), who reported that hedonistic motivation plays a significant role in customer satisfaction with OFD services, making attractive food presentations and a pleasant ordering experience a highly relevant management factor. For restaurant partners (merchants), emotional value can be optimized by improving visual digital storefronts and the creating seasonal thematic menus (e.g., Ramadan specials, year-end celebration menus). In terms of conditional value, restaurants need to provide situational packages such as the "Busy Day Package" (preparation time ≤ 15 minutes), the "Stay-at-Home Package" (delivery fee subsidy during rain), and the "Owl Menu" for late-night consumption.

For logistics providers, recommended strategies include replacing static average estimated time of arrival (ETA) with dynamic AI-predicted delivery estimates that incorporate real-time traffic, weather, and kitchen preparation data, providing real-time delivery progress updates to address Generation Z's time-scarcity concerns, and offering weather-triggered delivery promotions ('Raining now – order in and stay dry!'). Meanwhile, brand marketers should shift their campaign to short-form experiential content (TikTok/ Instagram Reels) that highlights the emotional satisfaction upon receiving a product (unboxing and comfort food), with adaptive ad timing synchronized to consumers' conditional triggers. These tactical steps align with research by Vu et al. (2023), showing that targeted promotions are crucial in driving sustained usage. Furthermore, Saxena et al. (2025) also emphasized that situational ease and convenience are key drivers in building brand experiences and the intention to consistently reuse services.

Finally, managers must understand that the insignificance of functional, social, and epistemic value provides insight into the efficiency of resource allocation. Functional attributes (speed and accuracy) must still be maintained as basic quality standards (hygiene factors), as their failure can undermine emotional value; however, they should not be used as the primary means of differentiation. Social and epistemic values should be positioned as supporting the acquisition of new users. Overall, companies are recommended to allocate 60-70% of their marketing budget specifically to strengthen emotional and conditional value initiatives, while distributing the remaining budget proportionally to maintain basic functional, social, and epistemic quality.

6.8 Theoretical Contributions

This study contributes to TCV literature in three ways. First, it reveals differences in the significance of values in mature urban OFD markets, showing that only emotional and conditional values influence preferences and intentions among Generation Z in the Greater Jakarta area. Second, it enriches the TCV mediation structure by positioning usage preferences as an attitude mediator linking perceived value to behavioral intent.

Third, the discriminant validity finding of HTMT ($PV \leftrightarrow EV$) = 1.011 offers a novel theoretical insight: in the context of Generation Z's digital-native and experience-oriented consumption, the classical TCV boundary between epistemic and emotional dimensions may not function as a pair of distinguishable constructs. This finding suggests the existence of an integrated hedonic-novelty construct in this context and motivates future refinement of the TCV scale for Generation Z's digital services market.

6.9 Limitations

This study has several methodological limitations that present opportunities for future research. First, regarding discriminant validity, the HTMT value ($PV \leftrightarrow EV$) = 1.011 indicates significant overlap between the epistemic and emotional dimensions. Future research should examine whether this convergence is a real psychological phenomenon of Generation Z or a limitation of the measurement instrument requiring recalibration of the TCV scale. Second, regarding statistical power, the sample size ($n=120$) was insufficient to detect small effects on insignificant paths, potentially leading to Type II errors. Post hoc analysis indicated that a required sample size ranged from $n=231$ to $n=4,441+$; therefore, replication studies should target at least 400 respondents.

Third, there are minor indications of Common Method Bias, as VIF values for full collinearity in indicators UI1 (3.458) and UI2 (3.589) slightly exceeded the 3.3 threshold. Future research is encouraged to use longitudinal designs or multiple data sources to reduce the risk of common method variance. Fourth, regarding the measurement instrument, the social value construct yielded a CA of 0.687, slightly below the conventional 0.70 threshold. While the CR remained adequate, this metric represents a methodological boundary for this specific construct in the current sample. Future research may refine the social value indicators or employ qualitative pre-tests to better capture the unique digital peer influences of Generation Z in the Indonesian context. Finally, the generalizability of the results is limited to the Generation Z in the Greater Jakarta area due to non-probability sampling method and a cross-sectional design. Future research should employ probability sampling, expand the geographic scope, compare specific OFD platforms, and adopt a longitudinal approach to examine the evolution of consumption values.

7. Conclusions

This study provides a comprehensive understanding of Generation Z's OFD behavior in the Greater Jakarta area by integrating the TCV with the mediating role of usage preference. The core finding indicates a shift in consumer perception within mature digital markets, where utilitarian, social, and novelty-driven motives (functional, social, and epistemic values) no longer serve as primary differentiators. Instead, these dimensions function as baseline expectations or overlapping constructs.

Conversely, emotional and conditional values emerge as the primary drivers of consumer behavior. This suggests that, for digital-native Generation Z, OFD is predominantly perceived as a hedonic experience and a situational coping mechanism rather than a mere utilitarian transaction or a tool for social signaling. Furthermore, this study makes a significant conceptual contribution by validating the critical mediating role of usage preference. By demonstrating that multidimensional consumption values must first develop into distinct preference before translating into behavioral intention, this research clarifies the psychological pathway linking perceived value to actual usage.

Theoretically, these findings refine the TCV framework by establishing contextual boundary conditions, proving that the relevance of each consumption value dimension highly depends on the maturity of the digital market and the specific demographic context. Practically, the insights suggest a strategic pivot for OFD businesses. Rather than competing on basic functional parity or social prestige, platforms and merchants should prioritize emotionally resonant user experiences and context-specific solutions tailored to situations. Ultimately, this study provides a robust, preference-centered foundation for understanding and sustaining Generation Z's engagement in the highly competitive OFD industry.

8. Recommendation

Future research should employ probability sampling techniques with a minimum sample size of $n=400$, expand the geographic scope beyond the Greater Jakarta area, and conduct separate analyses across specific OFD platforms. A longitudinal design would enable researchers to examine how the clarity of the TCV dimensions changes across different stages of adoption.

Two specific methodological directions are essential based on the findings of this study. First, refining the scale to distinguish PV-EV in the context of Generation Z's digital consumption is necessary, given the nearly perfect HTMT overlap (1.011) observed in this study. Future research should examine whether epistemic values items need to be redesigned to capture more cognitive (rather than affective) novelty processing among this group. Second, the non-significant indirect effect pathways (functional, social, and epistemic values) should be retested using a larger sample to definitively distinguish between true zero effects and insufficient statistical power.

Citation information

Cite this article as: Siregar, K. E., Hartoyo, & Nurhayati, P. (2026). Understanding preference and usage intention in online food delivery among generation Z in Greater Jakarta. *Journal of Consumer Sciences*, 11(2), 347-369. <https://doi.org/10.29244/jcs.11.2.347-369>

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Appendix

Appendix A. Fornell-Larcker

Table A1. Fornell-Larcker criterion

	UI	EV	FV	CV	PV	SV	UP
UI	0.848						
EV	0.791	0.822					
FV	0.688	0.727	0.805				
CV	0.675	0.708	0.611	0.805			
PV	0.721	0.789	0.656	0.724	0.835		
SV	0.462	0.594	0.538	0.355	0.510	0.784	
UP	0.689	0.675	0.582	0.627	0.579	0.419	0.858

Note: FV=Functional Value; SV=Social Value; EV=Emotional Value; PV=Epistemic Value; CV=Conditional Value; UP=Usage Preference; UI=Usage Intention

Appendix B. Cross-loadings

Table B1. Indicator cross-loadings

	UI	EV	FV	CV	PV	SV	UP
UI1	0.890	0.748	0.663	0.647	0.677	0.439	0.566
UI2	0.895	0.700	0.598	0.588	0.603	0.388	0.620
UI3	0.801	0.629	0.527	0.564	0.571	0.377	0.603
UI4	0.802	0.596	0.539	0.481	0.588	0.358	0.552
EV1	0.714	0.868	0.645	0.569	0.643	0.582	0.613
EV2	0.734	0.880	0.632	0.653	0.746	0.460	0.632
EV3	0.451	0.705	0.503	0.524	0.538	0.415	0.369
FV1	0.665	0.736	0.786	0.628	0.649	0.437	0.406
FV2	0.446	0.455	0.730	0.388	0.420	0.467	0.486
FV3	0.534	0.545	0.891	0.442	0.498	0.400	0.518
CV1	0.597	0.618	0.580	0.785	0.616	0.277	0.387
CV2	0.637	0.667	0.533	0.912	0.677	0.321	0.563
CV3	0.377	0.404	0.353	0.704	0.439	0.254	0.564
PV1	0.546	0.626	0.554	0.541	0.794	0.476	0.473
PV2	0.597	0.657	0.565	0.615	0.877	0.467	0.515
PV3	0.656	0.690	0.525	0.652	0.831	0.339	0.463
SV1	0.346	0.400	0.403	0.242	0.412	0.793	0.350
SV2	0.382	0.467	0.430	0.320	0.373	0.801	0.319
SV3	0.358	0.532	0.434	0.271	0.415	0.759	0.316
UP1	0.654	0.649	0.544	0.602	0.530	0.385	0.872
UP2	0.570	0.581	0.444	0.489	0.487	0.302	0.853
UP3	0.538	0.494	0.504	0.511	0.469	0.388	0.848

Note: FV=Functional Value; SV=Social Value; EV=Emotional Value; PV=Epistemic Value; CV=Conditional Value; UP=Usage Preference; UI=Usage Intention

Appendix C. Collinearity Statistics

Table C1. Inner Model VIF

Path	VIF	Assessment
EV → UI	4.166	Acceptable
EV → UP	3.871	Acceptable
PV → UI	3.200	Acceptable
PV → UP	3.198	Acceptable
CV → UI	2.653	Acceptable
CV → UP	2.481	Acceptable
FV → UI	2.386	Acceptable
FV → UP	2.350	Acceptable
UP → UI	2.041	Acceptable
SV → UI	1.670	Acceptable
SV → UP	1.668	Acceptable

Note: FV=Functional Value; SV=Social Value; EV=Emotional Value; PV=Epistemic Value; CV=Conditional Value; UP=Usage Preference; UI=Usage Intention

Appendix D. Indirect effects

Table D1. Mediation results

Paths	Path coefficient	t-statistics	p-values	Notes
FV → UP → UI	0.030	0.882	0.378	Not significant
SV → UP → UI	0.008	0.389	0.698	Not significant
EV → UP → UI	0.086	2.433	0.015	Significant
PV → UP → UI	-0.008	0.306	0.759	Not significant
CV → UP → UI	0.066	2.141	0.032	Significant

Note: FV=Functional Value; SV=Social Value; EV=Emotional Value; PV=Epistemic Value; CV=Conditional Value; UP=Usage Preference; UI=Usage Intention