The Influencing Factors on Customer Behavioral Intentions to Use a Food Delivery App in Malaysia

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ABSTRACT

Digital technology has revolutionized the food and beverage industry, leading to a rapid expansion of food delivery services. GrabFood has become a popular option for individuals seeking simple and convenient food delivery services, particularly among university students. This study investigates the factors influencing GrabFood's adoption using a combination of primary and secondary data. An online survey of 150 respondents highlighted key trends in customer behavior, identifying perceived usefulness, perceived convenience, and perceived quality of service as key determinants of user intentions. This research introduces customer satisfaction as an intermediary variable significantly influencing the relationship between perceived attributes and behavioral intentions. These factors significantly impact the decision-making process, highlighting the importance of app efficiency and service quality in Malaysia's competitive food delivery industry. The findings underscore the need to enhance customer engagement and refine service strategies, which might be beneficial in the evolving digital food service sector.

INTRODUCTION

Societies are undergoing significant changes due to globalization, affecting many aspects of contemporary life, and they are approaching the complexity of contemporary society in terms of socio-culture and socioeconomics (Yusof et al., 2023). One of the most significant changes within this landscape is the rise of online food delivery platforms. These platforms, which are a cornerstone of the digital economy, have transformed the way consumers interact with food services. Generally, online food delivery is a courier service that transfers consumer needs from stores or restaurants to the customer's doorstep (Poon & Tung, 2024). Platforms like GrabFood act as intermediaries, collecting orders from consumers and passing on the information to restaurants and delivery personnel, thereby optimizing the process for efficiency and satisfaction. This integration of technology into everyday life has made it possible for customers to receive fresh and healthy food at their offices or homes even when they are busy with work commitments (Chai & Yat, 2019).

The rapid adoption of online food delivery services in Malaysia reflects broader global trends, driven by technological advancements, urbanization, and changing consumer lifestyles. These platforms cater to the growing demand for convenience and efficiency in food consumption, enabling users to access a wide variety of food options with just a few taps on their smartphones. The convenience of having meals delivered directly to one's location aligns with the fast-paced, time-constrained lives of modern consumers, making food delivery apps an indispensable part of daily routines for many.

Grab, initially a taxi-hailing service in Malaysia, has strategically expanded into a comprehensive on-demand platform, encompassing food delivery through GrabFood. This diversification caters to a wider range of customer needs, fostering brand loyalty. GrabFood's success can be attributed to its focus on both customer satisfaction and influencing customer behavioral intentions. GrabFood offers a vast culinary selection, encompassing everything from local hawker stalls to Michelin-starred restaurants. This variety caters to diverse palates and dietary preferences, increasing the likelihood of customer satisfaction with each order. Additionally, GrabFood personalizes the experience by recommending dishes based on past choices and location, saving customers valuable time in the decision-making process (Kee et al., 2021). This element of convenience directly impacts customer satisfaction, as it reduces friction and streamlines the food ordering experience.

Beyond convenience, GrabFood fosters customer loyalty through its rewards program, GrabRewards. By offering points redeemable for various benefits, Grab incentivizes repeat purchases. This system reinforces positive customer behavior, encouraging them to choose GrabFood over competitors. The combination of a satisfying and rewarding experience cultivates customer loyalty, translating into increased order frequency and a higher likelihood of recommending GrabFood to others.

Understanding the factors that influence customer behavioral intentions to use food delivery apps is crucial for both academic research and practical applications. In Malaysia, the food delivery market has seen substantial growth, fueled by factors such as increased internet penetration, smartphone usage, and a burgeoning middle class with higher disposable incomes. However, the success of these platforms hinges on a deep understanding of the factors that drive consumer adoption and continued use.

Several factors potentially influence customer behavioral intentions, including perceived usefulness, perceived convenience, perceived service quality, and customer satisfaction. Additionally, trust in the platform, user experience, and promotional offers can significantly impact customer decisions. Socio-cultural factors, such as dietary preferences, cultural attitudes towards dining out versus eating at home, and the influence of social networks, also play a pivotal role in shaping consumer behavior.

As one of the largest food delivery aggregators in Malaysia, understanding the factors that drive consumer behavior towards GrabFood is crucial (Ambad et al., 2022). This study examines the determinants that influence customer behavior and their intentions to use GrabFood. By identifying the key factors that influence consumer behavior, this research not only adds to the existing body of knowledge but also aids GrabFood's strategic planning to cultivate long-term and profitable customer relationships, offering invaluable insights for customer relationship management and strategic business advice.

LITERATURE REVIEW

Overview of Food Delivery Apps
The food delivery app market has experienced remarkable growth, both globally and in Malaysia. According to Statista Market Insights (2024), as of 2024, the online food delivery market in Malaysia is projected to reach a revenue of $2.77 billion, growing at an annual rate of 11.01%. As these platforms expand their capabilities and reach, they are set to become an even more integral part of daily life for Malaysians. According to Grab Malaysia (2023), digitalization has significantly impacted the food delivery sector. In Malaysia, the rise of apps like Grab has transformed consumer interactions with food delivery services. Additionally, the COVID-19 pandemic accelerated the growth of online

food delivery as consumers sought to minimize physical contact and maintain social distancing. The Malaysian food delivery app market is competitive, with key players like GrabFood, Foodpanda, and DeliverEat. These platforms compete on various fronts including price, delivery speed, variety of food options, and user experience.

Consumer Behavior Towards Food Delivery Apps

According to Statista Market Insights (2024, the Malaysian food delivery app market is rapidly expanding and influenced significantly by demographic trends and technological integration. Younger, tech-savvy generations, particularly Millennials and Gen Z, are the primary users, driven by their comfort with digital solutions and demand for convenience. According to Grab Malaysia (2023), consumers exhibit distinct buying behaviors when it comes to food delivery apps. The availability of a wide range of cuisines and the ability to cater to specific dietary requirements, such as halal food options, are significant factors influencing consumer choices. Moreover, the pandemic has accelerated the transition towards online services, with consumers increasingly prioritizing safety and convenience. Social and cultural factors also play a crucial role in the food delivery app market. The diverse Malaysian population, with its varied cultural and religious practices, necessitates that food delivery platforms accommodate these differences by offering specialized menus and services.

Perceived Usefulness

According to the Technology Acceptance Model (TAM), perceived usefulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989). In consumer services, especially online food delivery platforms like GrabFood, this concept extends to the belief that the service enhances efficiency and satisfaction for everyday tasks, such as meal procurement. This perception significantly impacts consumers' intentions to repurchase (Naufaldi & Tjokrosaputro, 2020). Research by Lee et al. (2017) indicates that user-generated and firm-generated information, along with system quality, profoundly affect perceived usefulness, which in turn influences attitudes toward the use of mobile apps. Maintaining a high-quality, efficient system is crucial; any bugs or inefficiencies can compromise perceived usefulness. Opinions on perceived usefulness, however, do vary. Incorporating Victor Vroom's Expectancy Theory provides further insights. It suggests that motivation is driven by the expectation that effort will lead to performance, and that performance will yield rewards (Janssen et al., 1964). In the context of GrabFood, this means that if customers believe the app will efficiently and reliably fulfill their orders, they will perceive it as more useful.

H1: Perceived usefulness positively influences customer satisfaction with GrabFood in Malaysia.
H4: Perceived usefulness positively influences behavioral intentions with GrabFood in Malaysia.

Perceived Convenience

Tarhini et al. (2021) stated that convenience is defined by the time spent purchasing, the location, and the buying process. In line with today's rapid lifestyle changes, a preference has shifted toward home dining, largely due to its convenience compared to eating out, which often involves time spent searching for car parking and a seat in a restaurant. If the customers dine at home, they can save significant time and do some other tasks. The shift has been supported by the rise in online food delivery applications where the speed, simplicity, and accuracy of the ordering process have garnered customer preference for online food delivery. Specifically, university students, who are always busy with their studies, find that food delivery services meet their need for time efficiency, as these services allow them to complete other tasks while ordering food online. This

perceived convenience has become a crucial element influencing their satisfaction with these services. The findings from Wang and Chen (2023) utilized the Theory of Planned Behavior (TPB) to explore how perceived convenience impacts behavioral intentions. This research underlines that convenience not only enhances the ease of using a service like GrabFood but also positively affects users' attitudes towards the service, increasing user retention and satisfaction. This aligns with the TAM, where perceived convenience is identified as a significant predictor of customer satisfaction with technology-based services like GrabFood, affecting both ease of use and users' favorable attitudes toward the service (Chang et al., 2012).

H2:   Perceived convenience positively influences customer satisfaction with GrabFood in Malaysia.
H5:   Perceived convenience positively influences behavioral intentions with GrabFood in Malaysia.

Perceived Quality of Service
Service quality is an assessment of how well a delivered service conforms to the client's expectations (Ramya et al., 2019). Parasuraman et al. (1985) further elaborate on this by defining service quality as "the degree and direction of discrepancy between consumers' service perceptions and expectations," emphasizing the importance of dimensions such as tangibility, reliability, responsiveness, assurance, and empathy. These elements are essential for assessing services that are intangible and involve direct consumer interaction, as outlined in the SERVQUAL model. Grönroos (1984) adds another layer by differentiating between technical quality and functional quality, which together shape the overall service quality. This comprehensive view is supported by Johnston (1995), who suggests that service quality reflects the organization's overall superiority or inferiority. Service quality is a significant factor as a company's success depends on how well it handles everything related to its customers to maintain a good and profitable relationship with them. Additionally, service quality is a critical aspect in gaining a long-term competitive advantage (Dominic et al., 2010). Ramya et al. (2019) also state that dimensions of service quality including reliability, responsiveness, assurance, empathy, and tangibility are particularly relevant for online food delivery services. Therefore, the online food delivery platform needs to ensure quick responses are provided by customer services. Thus, customers can rest assured while using the online food delivery platform; they need not worry about receiving their food with poor packaging or other issues.

H3:   Perceived quality of service positively influences customer satisfaction with GrabFood in Malaysia.
H6:   Perceived quality of service positively influences behavioral intentions with GrabFood in Malaysia.

Customer Satisfaction
There are several definitions of the word "satisfaction." Satisfaction is represented as something that pleases and fulfillment of need or desire. According to Judge et al. (2020), it defined satisfaction as an emotional response or affection toward an object, while Zhang et al. (2015) frame satisfaction as a judgement of pleasurable level of consumption related fulfilment including levels of under-fulfillment or over-fulfillment. If the actual performance is better than what customers expect, they will be satisfied and delighted with their purchases. On the contrary, customers will be disappointed if they did not get what they expected. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchases, brand loyalty, and positive word of mouth. Therefore, Singh (2006) stated that customer satisfaction does have a positive effect on an organization's profitability. By understanding these

influences and their impact on customer satisfaction, GrabFood can implement targeted improvements. These enhancements will improve the user experience and, consequently, increase customer retention and profitability.

H7:   Customer satisfaction positively influences the behavioral intentions of GrabFood customers in Malaysia.

Customer Behavioral Intention

Behavioral intention is a critical concept in understanding consumer behavior, often defined as an individual's likelihood or willingness to engage in a particular action or utilize a system in the future (Venkatesh et al., 2008). Essentially, it serves as a predictor of whether a consumer will follow through with a behavior, such as making a purchase or using a service. Behavioral intention reflects a person's subjective probability that they will perform a specific behavior, influenced by their attitudes, beliefs, and situational factors.

The concept of behavioral intention has roots in various theoretical frameworks, including the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). According to these theories, intentions are influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control (Conner, 2020). Triandis (1979) further elaborates that behavioral intentions are self-instructions that individuals use to guide their actions, suggesting that a strong intention is likely to result in the actual performance of the behavior. This has been supported by empirical evidence showing that intentions can predict a wide range of behaviors, including consumer choices and leisure activities (Warshaw & Davis, 1984).

In the context of online food delivery services like GrabFood, understanding behavioral intention is essential for identifying the factors that drive customer engagement and satisfaction. Customers decide to use GrabFood based on various intentions that may include the perceived usefulness of the service, convenience, service quality, and overall satisfaction. For instance, the perceived usefulness might involve the efficiency of ordering food online compared to traditional methods, while convenience may relate to the ease of using the app and the speed of delivery.

Quality of service encompasses several aspects, such as the reliability of the delivery, the accuracy of the orders, and the quality of the food received. These factors collectively influence the customer's overall experience and their intention to use the service again in the future. By examining these specific intentions, this study aims to identify the most influential factors that shape customer satisfaction and loyalty toward food delivery apps.

Moreover, understanding these behavioral intentions can help service providers like GrabFood develop targeted strategies to enhance user experience and retain customers. For example, improving app usability, ensuring timely deliveries, and maintaining high food quality can strengthen positive behavioral intentions and increase repeat usage. Additionally, promotional offers and personalized recommendations can further incentivize customers to use the service more frequently.

Based on the explained theoretical review above, Figure 1 illustrates the research framework of this study.

Figure 1. Research Framework
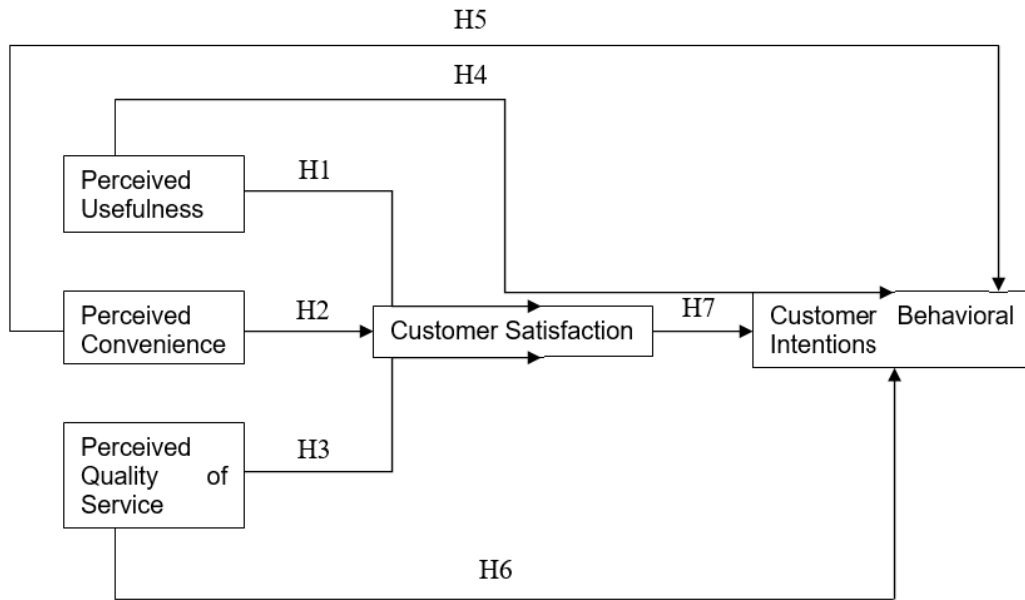
RESEARCH METHOD

Sample and Procedure
The research method employed in this study involved conducting an online survey using a Google Forms questionnaire distributed through various social media platforms, including WhatsApp, Telegram, and WeChat. The questionnaire targeted 150 respondents who expressed an intention to use food delivery app services such as GrabFood in Malaysia. Respondents were asked to provide insights into factors such as perceived usefulness, convenience, quality of service, customer satisfaction, and their intentions towards using food delivery services, particularly focusing on GrabFood. The data collected through the questionnaire will be analyzed using IBM SPSS Statistics software to measure and identify the variables under investigation. This method facilitated efficient data collection and analysis, ultimately yielding insights into the factors that influence customer behavioral intentions within the GrabFood app.

Measures
All items used in this research were assessed using a five-point Likert scale where ''1" indicates strongly disagree to "5" indicates strongly agree. The appendix contains the entries for each key variable.

Dependent Variable
Customer Satisfaction and Customer Behavioral Intentions
The instrument used to measure customer satisfaction was adapted from the work of Yo et al. (2021). Similarly, the instrument measuring customer behavioral intentions was adapted from the research conducted by Ling et al. (2021).

Independent Variable
Perceived Usefulness, Perceived Convenience, and Perceived Quality of Service The instrument measuring perceived usefulness was constructed by drawing upon the works of Silva et al. (2022) and Moon et al. (2023). Similarly, the instrument for perceived convenience was adapted from research conducted by Aryani et al. (2022) and

Guangsheng (2022). Finally, the perceived quality of service scale was adapted from the works of Chen et al. (2022) and Oh et al. (2023).

Demographic-Personal Data

The researchers used single-statement items to determine the demographics of the respondents, including gender, age, nationality, occupation, frequency of using food delivery apps, monthly household income, and living situation.

RESULTS

Table 1. Summary of Respondent's Demography (N=153)

Response	Frequency (N)	Percentage (%)
Gender		
Female	113	73.9
Male	40	26.1
Age		
18-24 years old	124	81.0
25-34 years old	11	7.2
35-44 years old	3	2.0
45-54 years old	10	6.5
55-64 years old	2	1.3
65 and above	1	0.7
Under 18	2	1.3
Nationality		
Malaysian	145	94.8
Non-Malaysian	8	5.2
Occupation		
Employed	21	13.7
Retired	4	2.6
Self-employed	4	2.6
Student	123	80.4
Unemployed	1	0.7
Frequency of Using Food Delivery Apps		
A few times a week	30	19.6
Daily	12	7.8
Less than once a week	73	47.7
Multiple times a day	2	1.3
Never	1	0.7
Weekly	35	22.9
Monthly Household Income		
RM10.971 and above (T20)	21	13.7
RM4,850 and below (B40)	81	52.9
RM4,851 – RM10,970 (M40)	51	33.3
Living Situation		
Rural	7	4.6
Suburban	36	23.5
Urban	110	71.9

Table 1 presents the summary of their responses. The demographic profile indicates that the survey respondents are predominantly female (73.9%), with a significant majority in the 18-24 age group (81.0%). This suggests that the sample is largely composed of young adults. Additionally, most respondents are Malaysian (94.8%), indicating a localized focus in the survey. Furthermore, the high percentage of students (80.4%)

among the respondents suggests that the survey is likely to reflect the preferences and behaviors of a younger student population.

To gain a better understanding of respondents' use of food delivery apps, the researchers inquired about their frequency of use, monthly household income, and living situations. The results show that most respondents use food delivery apps less than once a week, indicating occasional but consistent usage. In terms of monthly household income, a varied range is observed, with most respondents falling within the lower-income B40 category (52.9%), followed by the middle-income M40 category (33.3%), and the higher-income T20 category (13.7%). Most respondents reside in urban areas (71.9%), with fewer living in suburban (23.5%) and rural (4.6%) regions, reflecting a predominantly urban user base. The high percentage of students (80.4%) suggests that the user base is primarily young and familiar with technology. The frequency of app usage and the diverse income levels suggest differing degrees of reliance on food delivery services among various demographic segments. This information offers valuable insights into the behaviors and preferences of food delivery app users within the surveyed group.

Table 2. Descriptive Analysis, Cronbach's Coefficients Alpha, And Zero-Order Correlations of All Study Variables

	Variables	1	2	3	4	5
1	Perceived Usefulness	0.757				
2	Perceived Convenience	0.655**	0.724			
3	Perceived Quality of Service	0.417**	0.388**	0.857		
4	Customer Satisfaction	0.600**	0.581**	0.637**	0.688	
5	Behavioral Intentions	0.591**	0.657**	0.583**	0.688**	0.851
M		4.23	4.26	3.78	4.18	4.17
SD		0.54	0.52	0.78	0.60	0.59

Note: N=153; **$p < 0.01$; Diagonal entries in bold indicate Cronbach's coefficient alpha

Table 2 displays the descriptive analysis, Cronbach's Coefficients Alpha, and zero-order correlations for all study variables. This table provides an overview of the reliability of the scales used in the research and the relationships between perceived usefulness, perceived convenience, perceived quality of service, customer satisfaction, and behavioral intentions. The reliability of the scales used in this research was assessed using Cronbach's alpha. The results are as follows: perceived usefulness (0.757), perceived convenience (0.724), perceived quality of service (0.857), customer satisfaction (0.688), and behavioral intentions (0.851). A Cronbach's alpha above 0.70 is generally acceptable. Perceived usefulness (0.757) and perceived convenience (0.724) show good reliability. The perceived quality of service (0.857) and behavioral intentions (0.851) demonstrate excellent reliability. Although customer satisfaction (0.688) is slightly below the threshold, it is still close to acceptable. Overall, Cronbach's alpha values indicate good to excellent internal consistency reliability for the study variables, validating the use of these scales in assessing the factors influencing customer behavioral intentions to use the GrabFood app in Malaysia.

Table 3. Summary of Regression Analysis

|	Variables	Customer Satisfaction	Customer Behavioral Intentions
1	Perceived Usefulness	0.260***	0.181
2	Perceived Convenience	0.242***	0.402***
3	Perceived Quality of Service	0.435***	0.352***
4	Customer Behavioral Intentions	0.688***	

R^2	0.573	0.576
F Value	66.676	67.474
Durbin-Watson Statistic	1.693	2.134

Note: N = 153; *p < 0.05, **p < 0.01, ***p < 0.001.

As represented in Table 3, customer satisfaction and customer behavioral intentions are the dependent variables, while perceived usefulness, perceived convenience, and perceived quality of service will be the independent variables. The hypothesis developed was assessed using regression analysis. The findings support hypothesis H1, H2 and H3, indicating positive associations between customer satisfaction and perceived usefulness, perceived convenience, and perceived quality of service. The R^2 value of 0.573 suggests that 57.30% of the variance in customer satisfaction can be explained by perceived usefulness, perceived convenience, and perceived quality of service. The customer behavioral intentions variables show a beta value of 0.688 which is significant to p < 0.001. The variables for perceived usefulness, perceived convenience, and perceived quality of service have a significant effect on customer satisfaction. Hence, H1, H2 and H3 are supported. Additionally, the output indicated that perceived convenience and perceived quality of service could affect the customer behavioral intentions. The results show that the dependent variable of customer behavioral intentions and independent variable of perceived convenience and perceived quality of service show a positive impact and significant relationship with the beta value of 0.402 and 0.352 with significant of p < 0.001. Therefore, H2 and H3 are acceptable and supported.

The summary of the analysis with the hypothesized model is shown in Figure 2 below.

Figure 2. Hypothesized Model
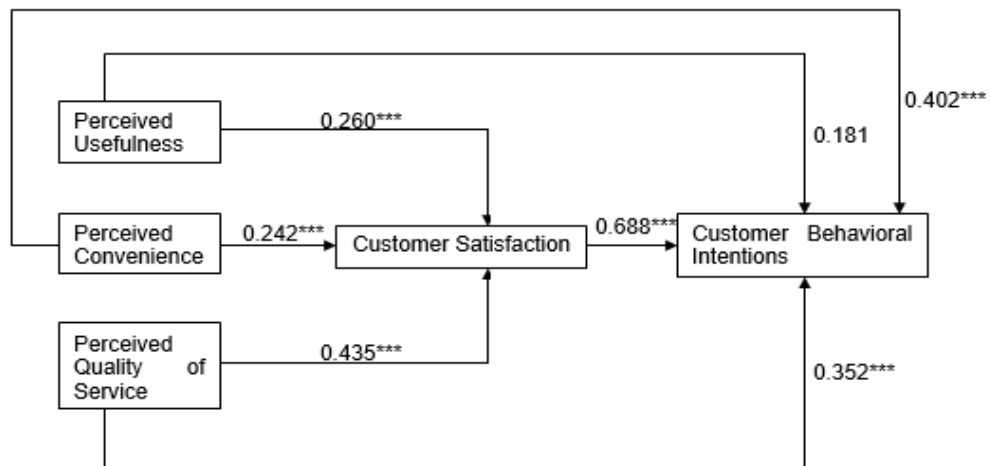
DISCUSSION

The results provide a deeper understanding of the factors that influence the customer's behavioral intentions to use the online food delivery services provided by GrabFood. By identifying the significant factors, GrabFood's management can improve and enhance their business performance as well as company reputation by gaining competitive advantage over the competitors. As a result, this strategic approach will help GrabFood maintain competitiveness and avoid potential losses.

Perceived Usefulness
The regression analysis indicated that perceived usefulness significantly influences both customer satisfaction (β = 0.260, p < 0.001) and behavioral intentions (β = 0.181, p <

0.05), which supports Hypothesis 1 (H1) and Hypothesis 4 (H4). Moreover, this aligns with the TAM (Davis, 1989), which states that the perceived usefulness of technology enhances user satisfaction and impacts user intentions. Features such as real-time delivery tracking were pointed out by respondents as being especially useful, indicating that these features improve their overall experience and induce them to keep using the app. Therefore, it is crucial for GrabFood to maintain and continue to enhance these features in order to maximize user satisfaction and maintain positive behavioral intentions.

Perceived Convenience
The results supported Hypothesis 2 (H2) and 5 Hypothesis (H5) by demonstrating a significant positive relationship between perceived convenience and both customer satisfaction ($\beta = 0.242$, $p < 0.001$) and behavioral intentions ($\beta = 0.402$, $p < 0.001$). The importance of convenience in influencing consumer satisfaction and behavioral intentions is demonstrated by this finding, as supported by research Meuter et al. (2000) and Tarhini et al. (2021). The respondents valued the convenience of GrabFood, including the ability to choose from a large selection of food options and avoid lines. Improving these convenient features could lead to higher levels of user satisfaction and loyalty, For instance, improving delivery times, streamlining the ordering process, and guaranteeing accurate orders can greatly enhance the user experience. By providing a seamless and effective service, these enhancements not only draw in new users but also retain the existing users, Convenience is a critical component for user retention and growth, as evidenced by the strong positive relationship between behavioral intentions and the tendency of users to continue using and recommending the service to others.

Perceived Quality of Service
Customer satisfaction ($\beta = 0.435$, $p < 0.001$) and behavioral intentions ($\beta = 0.352$, $p < 0.001$) were most significantly impacted by perceived quality of service, which support Hypothesis 3 (H3) and Hypothesis 6 (H6). This result emphasises the role that service quality plays in customer satisfaction and is in line with the SERVQUAL model (Parasuraman et al., 1985). The significance of food quality, packaging, and customer service was underscored by the respondents. Furthermore, Al-Hadban and Almotairi (2020) also suggest that meeting these requirements can greatly increase customer satisfaction and loyalty. Therefore, GrabFood must place a high priority on upholding these standards to improve customer satisfaction and promote repeat usage. Strict quality control procedures and an effective feedback system can be used to quickly detect and address problems that users faced, upholding high service standards and improving user perceptions.

Customer Satisfaction and Behavioral Intention
Hypothesis 7 (H7) was supported by the result that behavioral intentions are significantly influenced by customer satisfaction ($\beta = 0.688$, $p < 0.001$). In line with the findings of Sweeney and Soutar (2001), this finding suggests that satisfied customers are more likely to stick with GrabFood and refer it to others. Therefore, improving customer satisfaction through perceived usefulness, convenience, and quality of service can result in favorable behavioral intentions, which are essential for GrabFood's business expansion. Customer satisfaction increases market share, provides positive word-of-mouth, and increases customer loyalty. Thus, GrabFood's management needs to prioritize customer satisfaction and use it as a key performance indicator.

Further Insights
The results of the study provide GrabFood with strategic insights. Enhancing perceived usefulness by integrating new features and ensuring the app works can result in more engaged users. One way to improve the perceived value of the app is to incorporate

personalized recommendations that are tailored to the preferences of the user. Customer satisfaction can be greatly increased by placing a strong emphasis on convenience and streamlining the delivery process and user interface. Critical actions include improving the ordering process, providing a variety of payment choices, and guaranteeing on-time delivery. Ensuring that the service is user-friendly and efficient is crucial, as evidenced by the significant positive impact that perceived convenience has on satisfaction and behavioral intentions. Besides that, a strong reputation for reliability and excellence can be developed by maintaining high service quality through periodic monitoring and feedback systems. Positive customer experiences can be reinforced by providing delivery staff with proper training, making sure that the packaging is of the finest quality, and quickly answering to consumer complaints. The insights that behavioral intentions and service attributes are mediated by customer satisfaction emphasize the significance of a comprehensive strategy for service improvement. GrabFood should take a customer-centric approach, with an emphasis on providing superior value at every touchpoint.

CONCLUSION

Important insights can be gained from the study on the variables influencing Malaysian consumers' behavioral intentions to use the GrabFood app. It demonstrates how important perceived usefulness, convenience, and service quality are in determining customer satisfaction. The theories are supported by empirical data, which highlight how providing excellent, practical, and efficient service increases customer satisfaction and encourages positive behavioral intentions. This emphasizes how GrabFood must constantly innovate and improve its offerings to satisfy changing customer demands. In addition, the study indicates customer satisfaction as a mediator between behavioral intentions and perceived service qualities. While individual attributes like quality, convenience, and usefulness are crucial, their overall impact on customer satisfaction drives word-of-mouth and customer loyalty. Therefore, GrabFood must adopt a comprehensive strategy to enhance customer satisfaction by addressing all critical service attributes. In short, the study has significant implications for both academia and business. It provides scholars with a robust framework to understand consumer behavior in online food delivery services and offers practical insights for GrabFood. By focusing on improving perceived utility, convenience, and service quality, GrabFood can significantly boost customer satisfaction, growth, and retention. This study lays the groundwork for future research and strategic planning in the digital food delivery sector.

The study's conclusions have significant implications for the food delivery sector, especially for companies like GrabFood. The influence of perceived usefulness on customer satisfaction underscores the importance of maintaining and improving the functional elements of the GrabFood app, such as user-friendly interfaces and real-time delivery tracking. Technological investments in reliability and efficiency can greatly boost customer loyalty and satisfaction. The significance of perceived convenience in influencing consumer behavior is also highlighted by the study. The popularity of food delivery apps can be attributed in large part to the convenience of time savings and the ease of access to a wide selection of food options. GrabFood can improve customer satisfaction by reducing obstacles in the user's path, expediting the ordering procedure, and guaranteeing on-time delivery. Perceived service quality is also crucial for customer satisfaction. High standards in food quality, packaging, and customer service are essential for maintaining and gaining new customers. GrabFood should implement quality control measures and feedback mechanisms to meet or exceed customer expectations, thereby enhancing its brand image and fostering customer loyalty. Lastly, strategic planning can benefit from understanding the connection between behavioral intentions and customer satisfaction. Positive customer behaviors like word-of-mouth

referrals and repeat business are more likely to be displayed by satisfied customers. To deliver value that surpasses customer expectations and sustain a competitive edge in the rapidly changing digital food delivery market, GrabFood should make customer satisfaction a top priority in its strategic goals.

LIMITATION
This study has some limitations even though it provides useful information about the variables influencing Malaysian consumers' behavioral intentions towards GrabFood. Two primary limitations are the sample size and the demographic focus. The study's 150 participants, the majority of whom were university students between the ages of 18 and 24, might not be a representative sample of all GrabFood users. This age group is generally more tech-savvy and may exhibit different preferences and behaviors when compared to older demographics. Future research should use more diverse samples to increase the results' generalizability. Another limitation concerns the methodology employed. Data was collected via online surveys that were distributed via social media platforms, which could have introduced bias because of self-selection. Because respondents who are more active online and on social media are more likely to participate, the results could be skewed.

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DECLARATION OF CONFLICTING INTERESTS
The authors declared no potential conflicts of interest regarding the publication of this paper. They confirm that this work is original and has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

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