



# Convenience Motivation, Hedonic Motivation, and Information Quality as Drivers of Online Food Delivery Service Adoption in Malaysia

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## ABSTRACT

The purpose of this study is to investigate the effects of hedonic motivation, convenience motivation, and information quality on consumers' intention to use online food delivery services in Malaysia. A total of 168 respondents participated in this study. Data were collected using a convenience sampling method. The findings revealed that hedonic motivation, convenience motivation, and information quality are positively related to the intention to use online food delivery services in Malaysia. Interestingly, this study uncovered that hedonic motivation has the highest effect on consumers' intention to use online food delivery services. This shows that the relevant stakeholders, including platform providers, restaurant owners, and marketers, should focus on developing a platform that tends to invoke enjoyable and pleasurable feelings. This can be done through exciting promotions, entertaining games or features, or even providing customizable features according to consumers' preferences, so that when consumers experience pleasure or enjoyment, they are more likely to continue utilizing the platform, resulting in increased use and profitability for the stakeholders.

**Keywords:** Convenience Motivation, Hedonic Motivation, Information Quality, Intention to Use, Food Delivery

## BACKGROUND OF THE STUDY

Online Food Delivery Services (OFDS) is a technology-enabled service that connects customers with restaurants through a mobile app or website, allowing them to browse menus, place orders, pay online, and receive food delivery at their doorstep (Viktor, 2020). Over the years, there has been an increasing trend in revenues earned by OFD platforms across the world. The global revenue in the online food delivery market is forecasted to reach US\$1.40tn in 2025. It is expected to grow by 7.79 percent, with a market volume of US\$1.89tn by 2029 (Statista, 2025).

In Malaysia, the online food delivery market is experiencing a surge in demand due to the increasing number of Malaysians opting for convenient and hassle-free meal options. OFDS has continually contributed to significant growth in the revenue stream; the OFDS market in Malaysia is forecasted to reach a revenue of US\$3.20bn by the end of 2025; and the market is expected to grow at an annual rate of 9.68 percent from 2025 to 2029, resulting in a projected market volume of US\$4.63bn by 2029 (Statista, 2025).

The user penetration rate in Malaysia's meal delivery market is projected at 32.3% in 2024, representing roughly 11 million active users (Statista, 2025). Malaysian consumers are gradually leaning toward online food ordering as the integration of OFDS has motivated consumers to prefer using OFDS over traditional food purchases. Consumers will place their food orders through third-party delivery apps or merchant delivery apps. Third-party delivery apps such as Grab Food, Food Panda, and ShopeeFood are the most popular among Malaysians (Statista, 2023), as consumers prefer to order food from a variety of restaurants through the integrated service provided by third-party food delivery applications. There are also some groups of Malaysian consumers that use restaurant-to-consumer online food delivery services from providers like McDonald's, Domino's Pizza, and KFC (Statista, 2025).



OFDS has significantly shifted Malaysian consumers' inclinations from offline to online food ordering, as it provides the greatest convenience for them to order a range of food options with a single click from anywhere and at any time (Hooi et al., 2021). Research indicates that 87 percent of Malaysian consumers frequently purchase food online due to the high level of convenience, which allows them to spend less time preparing meals at home (Haikal, 2021). Consumers are also more likely to use OFDS to take advantage of the discounts offered by a range of establishments (Hooi et al., 2021). With the accelerated use of OFDS, more potential consumers in Malaysia will be inclined to use OFDS, shifting from in-store to online-to-offline services (Nayan & Hassan, 2020).

Given this trajectory, there is a need to examine how convenience motivation, hedonic motivation, and information quality collectively influence Malaysian consumers' adoption and sustained use of OFDS platforms.

## **Problem Statement**

The OFDS market is operating in an accelerating and changing environment. It has gained popularity worldwide and has shifted consumers' behavioral intentions from in-store service utilization to online-to-offline services. There is growing demand for doorstep online food delivery services due to increasing numbers of Malaysian consumers seeking convenient and hassle-free meal options. Despite the fresh food prepared by on-site restaurants, Malaysian consumers continue to use OFDS due to its convenience (Amin et al., 2021). With the high demand for OFDS, there is a need for the platform providers to consider consumers' convenience motivation as a factor in providing service to consumers, as the OFDS market is highly competitive due to the high demand from consumers.

Numerous previous studies have examined several factors, including timeliness, effort expectancy, social influence, performance expectancy, and task-technology fit, to determine consumers' intention to use OFDS (Muangmee et al., 2021). However, convenience motivation as a specific factor affecting consumers' behavioral intention to use OFDS has not been empirically tested in the Malaysian context. Additionally, while previous researchers have identified satisfaction levels among various respondent categories in Malaysia (Nayan & Hassan, 2020), there is limited research on the factors affecting consumers' intention to use OFDS, particularly examining hedonic motivation, convenience motivation, and information quality collectively. Furthermore, previous studies have found a correlation between food illustration and the intention to use OFDS in Malaysia (Mohamed et al., 2022). Research indicates that content quality is the most significant factor influencing OFDS app satisfaction, with food visual presentation playing a substantial role in shaping purchasing decisions by enhancing perceived meal quality and desirability (Wang et al., 2024).

As food illustration has emerged as a major factor in motivating consumers' intentions to use OFDS, consumers increasingly consider food decoration and appearance due to their impact on first impressions. It is observed that the influence of food illustration factors on the intention to use OFDS varies based on other consumer perception parameters (Mohamed et al., 2022). The variation in intention may not stem from differences in food illustration perception itself, but rather from the contingency of such intention on other contextual factors that shape the first impression. Despite studies examining the correlation between food illustration and OFDS usage intention (Wu et al., 2021), they have neglected to account for additional factors that motivate OFDS consumption. Furthermore, while research on OFDS adoption in Malaysia emphasizes factors such as performance expectancy, effort expectancy, social influence, price-saving orientation, and time-saving orientation (Vermeir & Roose, 2020), studies isolating motivation's direct impact remain limited.

Both convenience motivation and hedonic motivation are critical factors in the adoption of OFDS. While convenience motivation addresses the utilitarian need of a user, hedonic motivation satisfies their emotional needs such as enjoyment, pleasure from browsing, fun in discovering new restaurants (Dutta et al., 2025). Malaysian consumers are influenced by both factors simultaneously, making OFDS appealing as both a practical solution and a source of enjoyment. Additionally, product information quality is a critical contributor to consumer experiences, alongside convenience, perceived ease of use, price-saving, and perceived trust (Ariffin et al., 2021).

As demand and revenue for OFDS continue to increase, understanding the factors influencing consumers' intention to use OFDS in Malaysia is essential. This study investigates the relationship between convenience



motivation, hedonic motivation, and information quality with the intention to use OFDS among Malaysian consumers, using the Theory of Planned Behavior and Technology Acceptance Model as theoretical frameworks.

### **Intention to Use OFDS**

The rapid advancement of technology has revolutionized the food industry, giving rise to OFDS that have become increasingly popular among consumers worldwide. These services offer convenience and satisfaction to individuals who seek a hassle-free dining experience (Tarmazi et al., 2021).

Research suggests that the intention to use OFDS is particularly prevalent among younger generations, who are more receptive to technological innovations. This indicates that Generation Z, who are digital natives, are the primary users of these platforms, driven by the advantages they offer in terms of convenience and satisfaction (Nguyen & Nguyen, 2024).

Several studies have explored the factors influencing consumer purchase intentions toward OFDS. These studies have integrated theories such as the Technology Acceptance Model (TAM) or Theory of Planned Behavior (TPB) to investigate the determinants of this intention. For instance, one study found that optimism and innovativeness positively influence adoption intentions, while insecurity and discomfort have negative effects on the intention to use OFDS (Ali et al., 2020).

Subsequently, a study conducted by Muangmee et al. (2021) has pointed out that factors such as performance expectancy, timeliness, and social influence have a positive influence on behavioral intention to use OFDS. It has been found that these factors have significant positive links with the intention to use OFDS.

### **Hedonic Motivation and Intention to Use OFDS**

Hedonic motivation in the context of a purchasing process is characterized by a consumer's adherence to various behavioral patterns, such as fantasy, arousal, and pleasure, in order to make a purchase decision, as it provides them with experiential benefits (Keszey, 2020). The basis of hedonic motivation is the willingness to initiate behavior that satisfies emotional needs, such as obtaining pleasure, experiencing satisfaction, and avoiding negative experiences (Widagdo & Roz, 2021). Consequently, consumers are more likely to engage in online shopping because it stimulates their sense of pleasure.

Hedonic motivation plays a crucial role in shaping consumer behavior and satisfaction in the OFDS industry. One key aspect of hedonic motivation is pleasure and enjoyment. Hedonic motivation is said to be primarily driven by intrinsic factors such as happiness, fun, and pleasure derived from the ordering process and food consumption (Prasetyo et al., 2021). This includes the excitement of trying new dishes, the visual appeal of food, and the overall enjoyment of the experience.

Studies have shown that hedonic motivations significantly enhance consumer satisfaction. For instance, platforms that offer diverse food options and visually appealing presentations tend to rank higher in satisfying these motivations (Fathy et al., 2024). The enjoyment derived from the ordering process and novelty also contributes to a positive experience. Research indicates a direct correlation between hedonic motivation and the intention to use OFDS. Consumers who find pleasure in the ordering experience are more likely to engage with these services repeatedly (Dutta et al., 2025). This intrinsic motivation can lead to increased loyalty and repeat patronage. Thus, based on the above discussion, the following hypothesis was proposed.

H1: There is a positive relationship between hedonic motivation and intention to use OFDS among consumers in Malaysia.

### **Convenience Motivation and Intention to Use OFDS**

Convenience motivation has been identified as a measurement tool for understanding consumer behavior in their expenditure of time to eliminate the friction of space and time. Previous research has defined convenience motivation as a term that serves as a substitute for the user's perceived ease of use and perceived usefulness, in which users evaluate the simplicity of ordering, tracking, and comparing products that motivates them to utilize



technology or systems (Wiastuti et al., 2022). Convenience motivation is regarded as the most influential factor that stimulates consumers' readiness to adopt technology, as its functional benefits and value convince consumers (Blut & Wang, 2020).

The concept of convenience motivation stems from TAM. It has been described as the driving force that stimulates a person to use new technologies through perceived usefulness and perceived ease of use, in which users will perceive that using new technologies will eliminate difficulties (Peng & Yan, 2022). Previous research findings have shown that convenience motivation tends to positively influence intention to use (Christino et al., 2021). Novita and Husna (2020) conducted research among Indonesian respondents and found that convenience motivation has a positive influence on intention to use. They stated that if a buyer finds it simple and comfortable to purchase a product, they will be motivated by the product's high level of convenience and will then desire to use it. Similar to the finding from the research conducted by Wiastuti et al. (2022) where they asserted that consumers who have a high level of convenience motivation, given advanced features and simplicity of use of OFD application, will increase their inclination to use OFDS. Based on the reviewed literature, the following hypothesis was developed in this study for further investigation.

H2: There is a positive relationship between convenience motivation and intention to use OFDS among consumers in Malaysia.

### **Information Quality and Intention to Use OFDS**

Information quality is a multidimensional concept that describes how information and data can serve as reliable sources for all intended users. The information quality principle stipulates that the information or data collected by an individual must be relevant to the purpose for which it was collected; the information must be meaningful, complete, current, and accurate (Allah Pitchay et al., 2022). Recent research highlights the significance of information quality in shaping consumer satisfaction and reuse intentions of OFDS. The quality of information provided through OFD applications plays a critical role in shaping user perceptions. Attributes such as accuracy, relevance, and timeliness of information can enhance user experience and satisfaction (Humaidi et al., 2024). Ali et al. (2020) posit that information quality is a crucial determinant of consumers' willingness to engage with OFDS (Ali et al., 2020). Research conducted in Malaysia emphasizes the importance of information quality, performance expectations, habits, and social influence as factors in the continuous use of food delivery applications by users (Nayan & Hassan, 2020). These studies highlight the significance of information quality in shaping consumers' intention to use OFDS. There is a positive relationship between information quality and intention to use. Detailed and up-to-date information provided by the food and beverages industry, as well as promotions listed in the information, are the factors that influence the inclination of consumers to use OFDS (Prasetyo et al., 2021). Therefore, based on this, the following hypothesis was developed.

H3: There is a positive relationship between information quality and intention to use OFDS among consumers in Malaysia.

### **Theory of Planned Behavior**

The theoretical framework for this study was derived from the Theory of Planned Behavior (TPB), which was developed by Ajzen (1991). Based on the theory, an individual's intention is determined by three factors which include subjective norms, attitudes, and perceived behavioral control. Regarding perceived behavioral control in TPB, it refers to the individual's perception of how easy or difficult a behavioral intention will be to perform. Furthermore, the theory proposes that the more positive behavioral tendencies are, the more favorable the subjective behavioral norms and attitudes are, and the stronger the behavioral intention that is formed. According to the theory, a person's intention describes the motivational factors that affect their intention to engage in the behavior (Ajzen, 1991). This theory is closely related with convenience motivation and hedonic motivation, that influence consumers' intention to use OFDS, which results in the actual act of performing behavioral intention (Christino et al., 2021).

Furthermore, perceived behavioral control in TPB predicts how consumers perceive convenience and enjoyment while using OFDS. It indicates that a person with stronger perceived behavior control will significantly influence their intention to use (Prasetyo et al., 2021). Thus, this theory supports this study in identifying the factors that influence behavioral intention and understanding whether planned behavior will lead consumers to the intention to use OFDS.

## Technology Acceptance Model

The Technology Acceptance Model (TAM), developed by Davis et al. (1989), focuses on predicting users' acceptance of technology and information systems. According to this theory, the two factors that influence users' acceptance of using information systems include perceived ease of use and perceived usefulness. According to the theory, perceived usefulness indicates that an individual has a positive belief that utilizing a certain technology will improve their efficiency. Furthermore, perceived ease of use describes how an individual believes that utilizing a certain technology will be effortless. It has been discovered that users' perceived ease of use and perceived usefulness are influenced by external variables, which influence users' inclination to use information technology (Ningtyas & Kurniawan, 2024). For instance, information quality is an external variable that represents the attributes of information systems in the model of perceived usefulness (Foroughi et al., 2024). Information quality reflects the consumer's beliefs, in which they believe that the usefulness of the information will provide detailed content and thus they will have a high intention to use OFDS. Moreover, perceived ease of use is also related with consumers' intention toward using OFDS, with convenience in terms of using minimum effort during online orders until the final transactions (Idris et al., 2021). Thus, this theory aids this study in predicting whether perceived ease of use and perceived usefulness will lead to a high tendency for the usage of OFDS.

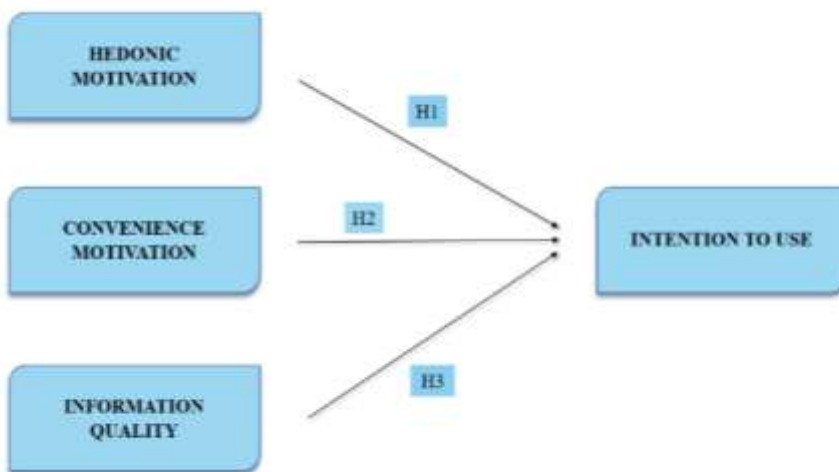


Figure 1 represents the framework developed for this research.

Figure 1: Research Framework

## RESEARCH METHODOLOGY

This is a quantitative study that is built upon positivist philosophy as its fundamental basis. It seeks to identify cause-and-effect relationships; the researchers seeks to identify the effects of hedonic motivation, convenience motivation, and information quality on consumers' intention to use OFDS in Malaysia. Survey strategy using structured questionnaires was employed, ensuring that findings are generalizable and replicable. The questionnaires were created based on previous research questions and were distributed via Google Forms.

In this research, a convenience non-probability sampling technique was employed, as it allowed the researchers to collect data from respondents in a timely manner (Saunders et al., 2019). The sample size was calculated using the formula developed by Green (1991), as shown in Table 1.

Table 1: Sample Size Calculation (Green, 1991).

<p><b>Formula For Calculating Sample Size (Green, 1991)</b>  <math>50+8(m)</math> = sample size            M= number of independent variables of this research</p>
<p><b>Sample Size Calculation (Green, 1991)</b>  <math>50+8(3)</math> =74 respondents</p>

### Instrumentation

For this study, the questionnaire was adapted from previous research and was divided into five sections, with approximately 31 questions. The first section focused on demographic information. To measure the dependent variable of intention to use, questions were adapted from research conducted by Ariffin et al. (2021). Moreover, the measurements of hedonic motivation and convenience motivation were based on the questions adapted from a study by Prasetyo et al. (2021). Finally, the questions about information quality were adapted from a study by Ariffin et al. (2021).

## DISCUSSION OF FINDINGS

### Demographics Analysis

168 responses were received during the period of data collection. IBM SPSS Statistics Version 28.0 was used to analyze the data collected. Table 2 presents the summary of the respondents' demographics.

Table 2: Summary Demographics

Demographics	Characteristics	Frequency	Percentage %
Sex	Male	80	47.6
	Female	88	52.4
Age	18-21	42	25.0
	22-30	105	62.5
	31-40	13	7.7
	41 and above	8	4.8
Ethnicity/ Race	Malay	33	19.6
	Chinese	107	63.7
	Indian	28	16.7
	Others	0	0
Marital Status	Married	29	17.2
	Widowed	1	0.6
	Divorced	2	1.2
	Never married	136	81.0
Employment Status	Full-time	72	42.9
	Part-time	13	7.7
	Not employed	8	4.8
	Retired	1	0.6
	Student	74	44.0
Online Food Delivery Usage Rate/month	1-3 times per month	54	32.1
	4-6 times per month	45	26.8
	7-9 times per month	43	25.6
	More than 9 times per month	26	15.5
Which platform do you use the most for your Online Food Delivery?	Grab Food	65	38.7
	Food Panda	52	31.0
	Shopee Food	28	16.7
	AirAsia Food	13	7.7
	Sama Sama Local	10	6.0

### Reliability Test

According to Saunders, Lewis, and Thornhill (2019), a Cronbach Alpha value of 0.7 is considered an acceptable minimum value that indicates the questions are reliable. Whereas Sekaran and Bougie (2016) consider values equal to or greater than 0.8 to be good, and values less than 0.6 to be poor. As shown in Table 3, all values are more than 0.8, which shows that all variables in this study are considered reliable.

Table 3: Reliability Analysis Result

Variables of the study	Reliability Statistics	
Intention to Use	Cronbach's Alpha	N of Items
	.872	5
Hedonic Motivation	Cronbach's Alpha	N of Items
	.863	6
Convenience Motivation	Cronbach's Alpha	N of Items
	.884	6
Information Quality	Cronbach's Alpha	N of Items
	.885	6

Note: 0.6= Poor | 0.7= Acceptable |  $\geq 0.8$  = Good (Sekaran & Bougie, 2006)

### Normality Test

According to Hair et al. (2022), the value of skewness should fall between -2 and +2 to indicate a normal distribution, and the value of kurtosis should fall between -7 and +7 to indicate a normal distribution. Based on Figure 2, all of the statistics fall within the acceptable range of the aforementioned skewness and kurtosis standard values, and it can be recognized that all variables are normally distributed.

Descriptive Statistics

	N Statistic	Range Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Variance Statistic	Skewness Statistic	Std. Error	Kurtosis Statistic	Std. Error
IntentionToUse	168	3.40	1.60	5.00	4.0381	.79969	.639	-1.433	.187	1.674	.373
HedonicMotivation	168	3.67	1.33	5.00	3.9891	.75470	.570	-1.705	.187	3.273	.373
ConvenienceMotivation	168	3.67	1.33	5.00	4.1270	.72985	.533	-2.055	.187	4.730	.373
InformationQuality	168	3.50	1.50	5.00	4.0198	.72426	.525	-1.662	.187	2.748	.373
Valid N (listwise)	168										

Figure 2: Normality Test

### Hypothesis Testing

Figure 3: Correlation analysis of variables

Correlations

		IntentionToUse	HedonicMotivation	ConvenienceMotivation	InformationQuality
IntentionToUse	Pearson Correlation	1	.854**	.824**	.825**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	168	168	168	168
HedonicMotivation	Pearson Correlation	.854**	1	.809**	.827**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	168	168	168	168
ConvenienceMotivation	Pearson Correlation	.824**	.809**	1	.832**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	168	168	168	168
InformationQuality	Pearson Correlation	.825**	.827**	.832**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	168	168	168	168

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### **There is a positive relationship between hedonic motivation and intention to use OFDS among consumers in Malaysia**

According to Figure 3, the correlation value between hedonic motivation and intention to use is 0.854, with a p-value of  $<0.001$ . This indicates that there is a very strong positive relationship between hedonic motivation and intention to use OFDS in Malaysia. This positive relationship between hedonic motivation and intention to use is in accordance with research by Yeh & Chen (2024). The researchers confirmed that their research results show that perceived enjoyment and playfulness have a strong impact on the level of behavioral intention to use.

They concluded that intrinsic motivators lead individuals to believe that engaging in online activities excite them with feelings such as joy and playfulness, as they found that perceived playfulness is a significant hedonic component that precedes consumers' attitudes toward utilizing a system. In addition, Abbasi et al. (2024) justify that hedonic motivation, which is associated with enjoyment and pleasure, can greatly motivate users to be favorably drawn or inclined to use mobile applications since application integration helps to stimulate the emotions of the users. Similar to the findings of Prasetyo et al. (2021), the influence of hedonic motivations on the intention to use is consistent with their findings. They demonstrated that hedonic motivation greatly influences emotional arousal, which prompts users to purchase food via OFDS not only to satisfy basic necessities, but also to experience a pleasure influenced by the online food delivery application's environment. Additionally, it has been shown that hedonic motivation is the strongest predictor of using a mobile application, such as an online food delivery platform application. Users who experience pleasure, happiness, and joy when using mobile Internet will be more inclined to use smartphone applications and other technologies (Dirin et al., 2023).

### **There is a positive relationship between convenience motivation and consumers' intention to use online food delivery services in Malaysia**

As shown in Figure 3, the correlation value between convenience motivation and intention to use is 0.824, with a p-value of  $<0.001$ . Meaning, the second proposed hypothesis is approved. The correlation value of 0.824 suggests strong predictor of the variable. This suggests that it is a strong predictor of convenience motivation linked with the intention to use. Through empirical research, Christino et al. (2021) demonstrated the validity of the positive relationship between convenience motivation and intention to use. They demonstrated that consumers whose convenience motive is boosted by the ease of use, diversity of restaurant options, rapidity of delivery, good coverage, and effectiveness of consumer service are more likely to utilize OFDS. Likewise, a previous study done by Ghanbari et al., (2022) has empirically demonstrated that convenience motivation does affect the intention to use OFDS. The performance of a system that reduces the amount of work and time users spend would enhance their level of convenience motivation, making them more likely to repeat the use of recently or newly launched OFDS (Ghanbari et al., 2022). Similarly, another study conducted in Indonesia discovered a supported correlation between convenience motivation and consumers' intention to use OFDS (Novita & Husna, 2020). The researchers explained that the convenience motivator promotes consumer intention when users enjoy ease and comfort in purchasing and getting food and drinks through OFDS. Furthermore, it was found that convenience motivation was a significant influence factor on the intention to use OFDS in agreement with the previous study (Shankar, 2021). Convenience fosters a sense of ease, allowing consumers to conduct transactions from the comfort of their own homes. It also develops a sense of control over technology-based systems, as they may order food from anywhere and at any time, resulting in the frequent use of OFDS (Shankar, 2021). Similarly, people with a high level of convenience motivation are inclined to order food through OFDS as a result of the advanced features and simplicity of use on the advanced online food delivery application (Wiastuti et al., 2022).

### **There is a positive relationship between information quality and consumers' intention to use online food delivery services in Malaysia**

According to Figure 3, the correlation value between information quality and intention to use is 0.825, with a p-value of  $<0.001$ . This indicates a very strong positive relationship, thereby supporting the third hypothesis. The coefficient statistics show a significance value of 0.001, which is less than 0.05. This confirms that the third independent variable (information quality) has a positive and significant correlation with consumers' intention to use OFDS.

This finding aligns with research conducted by Gupta et al. (2021), who demonstrated that information quality, encompassing personalization, completeness, ease of understanding, relevance, and security, significantly stimulates consumers’ intention to use online systems. Similarly, it can be concluded that high information quality exerts a direct positive influence on a consumer’s intention to use OFDS, confirming that accurate, relevant, and high-quality information has a substantial effect on behavioral intention. Previous studies have also emphasized that a system’s accuracy, clarity, relevance, and security increase consumers’ likelihood and willingness to use it (Abbasi et al., 2024). In a related vein, Martono et al. (2020) found that consumers are more likely to continue using an information system when the user interface consists of concise, easy-to-comprehend, informative, and accurate content. When users encounter high-quality, sufficient, and up-to-date information, their likelihood of continued system use increases. Likewise, Prasetyo et al. (2021) demonstrated that an OFDS user interface incorporating more updated and comprehensive information about restaurants and food items strongly influences consumers’ intention to use the platform.

Therefore, the third hypothesis, positing a positive relationship between information quality and the intention to use OFDS in Malaysia, is confirmed.

**Summary of Hypothesis Testing Results**

Table 4: Hypothesis Testing Outcomes

Hypothesis	Sig. (p-value)	Findings	Accept/Reject
<b>H1:</b> There is a positive relationship between hedonic motivation and consumers’ intention to use online food delivery services in Malaysia.	0.001	P<0.05	Hypothesis Accepted
<b>H2:</b> There is a positive relationship between convenience motivation and consumers’ intention to use online food delivery services in Malaysia.	0.001	P<0.05	Hypothesis Accepted
<b>H3:</b> There is a positive relationship between information quality and consumers’ intention to use online food delivery services in Malaysia.	0.001	P<0.05	Hypothesis Accepted

**DISCUSSION, CONCLUSION AND RECOMMENDATIONS**

The objective of this research was to examine the relationship between hedonic motivation, convenience motivation, information quality, and intention to use OFDS in Malaysia. Figure 4 shows that there is a statistically significant relationship between hedonic motivation, convenience motivation, and information quality toward the intention to use OFDS in Malaysia.

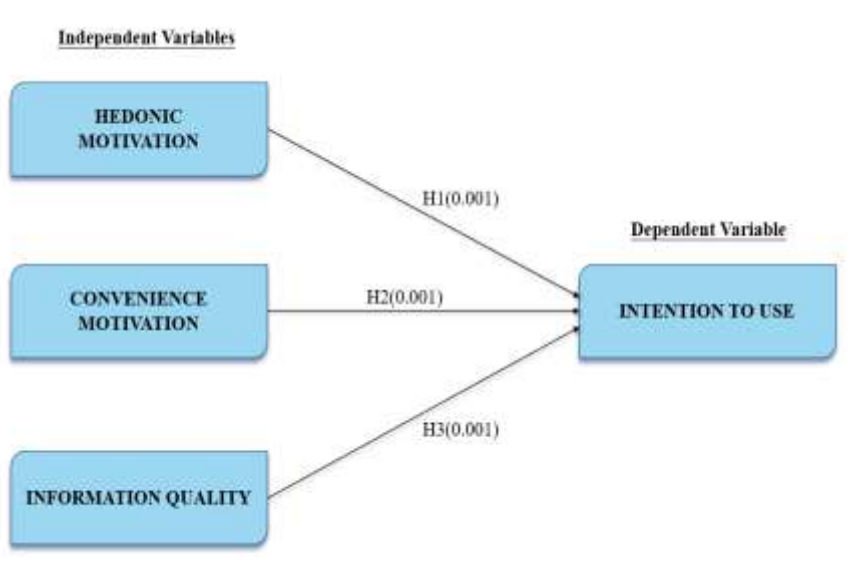


Figure 4: Conceptual Framework with P-Value of each Hypothesis



This study's findings regarding the effects of hedonic motivation, convenience motivation, and information quality on consumers' intention to use OFDS are highly applicable to practitioners in the food and beverage industry and third-party food delivery platform providers. This research enables restaurant stakeholders and third-party OFDS providers to identify the factors that attract and increase the number of consumers using OFDS in a competitive environment.

Interestingly, according to the study's findings, hedonic motivation has the highest correlation value ( $r = 0.854$ ), indicating that it has the greatest influence on consumers' intention to use OFDS. Hence, given that hedonic motivation is the most important factor in this study, there are significant practical implications for marketers, developers of OFDS, and restaurant stakeholders. They should focus on developing platforms that promote the use of OFDS in ways that are enjoyable and pleasurable for users, thereby revitalizing consumers' usage.

In order to evoke the hedonic motivation of consumers within the online food delivery application, developers of OFDS and restaurant operators should integrate marketing elements such as customizable features, allowing consumers to customize their preferred food or beverages from a variety of options. Before selling food through OFDS, emphasis must be placed on promotions that excite consumers, such as offers for minimum purchases or discounted bundle sets. This creates an engaging activity that excites people to purchase food online. Consumers who experience high levels of hedonic motivation are more likely to continue using OFDS, resulting in increased business traffic and profitability.

In addition, OFDS stakeholders should focus their efforts on creating hedonic elements for consumers and continue to incorporate new features within the application that increase enjoyment, which will entice users to try new services. Lastly, based on the research findings, food outlets and restaurant operators who are not currently using third-party platforms should join third-party OFDS due to the rapid increase in user usage, the available promotions, and the integration of diverse features in the application.

As the use of OFDS has surged dramatically in Malaysia, the focal point of researchers has shifted toward consumers of OFDS and their decision-making processes (Tan, 2021). The present study has enriched the existing literature on OFDS by incorporating Ajzen's (1991) Theory of Planned Behavior with constructs of convenience motivation and hedonic motivation that theoretically relate to consumers' intention to use OFDS. The Technology Acceptance Model, posited by Davis et al. (1989), was also expanded using the antecedent of information quality to include its influence on consumers' usage intention. This allows future researchers to better understand and investigate consumers' usage intentions from various perspectives.

In addition, the present research has addressed an academic gap by incorporating the variables of convenience motivation and information quality, as previous studies have not examined these variables in relation to consumers' intention to use OFDS in Malaysia. Based on the study's findings, convenience motivation, information quality, as well as hedonic motivation are all supported as variables that influence consumers' intention to use OFDS in Malaysia. Notably, hedonic motivation shows the strongest positive relationship with consumers' intention to use, suggesting that researchers could use this variable when studying consumers' desires to use OFDS in a variety of contexts.

The limitation of this research is that all respondents in this survey were users of third-party OFDS, and the study did not analyze consumers of restaurant-to-consumer OFDS such as KFC, McDonald's, and Pizza Hut. Therefore, the data may not be representative of the entire OFDS market, limiting resources for future researchers to explore the factors that influence consumers' intention to use, particularly for restaurant-to-consumer online food delivery services.

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