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Digital Experience and Reuse Intention in Online Food Delivery Platforms

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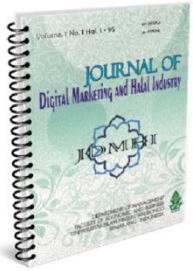

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ABSTRACT

Intention of the GrabFood application among Generation Z consumers in Semarang City, Indonesia. Amid the rapid growth of online food delivery services, understanding the behavioral drivers of digital-native consumers remains underexplored, particularly in the context of Southeast Asian markets. This research contributes to the literature by integrating constructs from the Technology Acceptance Model (TAM) with marketing perspectives such as brand personality and promotional incentives, offering a comprehensive framework to examine user retention behavior. Utilizing a quantitative approach, data were collected from 210 Gen Z respondents through structured questionnaires employing a 7-point Likert scale. The analytical method employed was Structural Equation Modeling using Partial Least Squares (SEM-PLS), enabling robust assessment of the measurement and structural models. The findings reveal that brand personality, perceived usefulness, and voucher discounts significantly influence reuse intention, whereas perceived ease of use does not exhibit a direct effect. These results suggest that while functionality matters, emotional brand connections and tangible value propositions (such as discounts) are more salient in driving continued app usage among Gen Z users. The study offers practical implications for marketers and digital platform providers, highlighting the importance of aligning brand attributes with generational preferences and emphasizing value-driven promotions to enhance customer loyalty and sustained engagements.

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Introduction

The proliferation of internet connectivity and smartphone adoption has profoundly reshaped consumer behavior in Indonesia. As of 2024, internet penetration has reached 79.5%, with over 221 million Indonesians connected online (Kominfo, 2024). This digital landscape has facilitated the rapid expansion of various app-based services, including online food delivery platforms. In response to increasing demand for convenience and speed, services such as GoFood, ShopeeFood, and GrabFood have emerged as dominant players in Indonesia's urban ecosystems (Nurcahyani, 2023).

GrabFood remains a key competitor but currently holds a smaller user base compared to GoFood and ShopeeFood (Anonim, 2022). This disparity may be attributed to more aggressive promotions, loyalty to digital ecosystems, and brand perceptions associated with Gojek and Shopee platforms. Notably, Grab has identified Generation Z (Gen Z) as a growing and strategically important user segment (Grab, 2023). Signaling the need for further investigation into the behavioral factors that shape reuse intention.

Although the literature on online food delivery adoption is extensive, studies on long-term reuse intention, particularly among digital-native Gen Z users in the Indonesian context, remain limited. Existing research has explored the Technology Acceptance Model (TAM) focusing on perceived usefulness and perceived ease of use as key drivers of technology adoption (Davis, 1989). However, findings on whether these factors consistently influence reuse intention are mixed. Some studies report that ease of use significantly impacts continued usage Auralia et al., (2022); Shofyana et al., (2023), while others find no such effect (Ardian Saputra & Algifari, 2023; Zuhro et al., 2021). These inconsistencies signal a need to revisit TAM within a more nuanced framework, especially for Gen Z users whose consumption patterns are shaped by both functional utility and emotional brand connection.

To address these limitations, this study extends the TAM by introducing brand personality as a mediating variable that may bridge the gap between initial perceptions of a service and sustained behavioral intention. Brand personality refers to the set of human characteristics attributed to a brand, shaping how consumers emotionally relate to it (Aaker, 1997). While TAM focuses on rational and utilitarian aspects of technology use, brand personality introduces an affective dimension, allowing the model to account for emotional attachment, identity expression, and symbolic congruity between users and digital platforms (Girvin, 2020; Rutter et al., 2020). For Generation Z an audience known to seek authenticity, brand values, and personal alignment emotional and symbolic drivers often complement or even outweigh functional considerations. Despite growing theoretical consensus on its relevance, few studies empirically examine how brand personality mediates the relationship between TAM variables and reuse intention in app-based service contexts. This gap becomes particularly

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salient in the Indonesian setting, where brand loyalty in competitive digital ecosystems increasingly hinges on emotional resonance, not merely utility.

Promotional incentives particularly voucher discounts represent another important variable in understanding user behavior in the online food delivery ecosystem. While commonly used as tactical tools to increase short-term transactions, voucher discounts can also shape brand perception & emotional engagement. Empirical studies have shown that discounts positively influence consumer attitudes by creating a sense of value, urgency, and reward (Guo et al., 2020; Plummer, 2020). In the context of Generation Z, such incentives may go beyond price appeal, contributing to how users interpret a brand's personality attributes, such as friendliness, generosity, or customer orientation (Ahmad et al., 2021; Jindal, 2023). This study builds on that perspective by positing that discount vouchers not only serve as economic motivators but also play a role in constructing brand meaning. When strategically communicated, discounts can enhance brand personality and indirectly reinforce reuse intention by fostering positive affect and perceived alignment with consumer values. In doing so, this research integrates promotional strategies into a broader psychological and behavioral framework bridging transactional stimuli with relational brand outcomes.

Literature Review

Reuse Intention

Reuse intention refers to the user's motivation and decision to continue using a particular digital platform or service over time. It serves as a key indicator of sustained user engagement and long-term success, especially in competitive industries such as online food delivery (Ngah et al., 2021). Scholars emphasize that reuse intention is shaped not only by functional factors such as satisfaction and service quality (Purnomo & Diharto, 2022), but also by psychological and emotional components, including trust, perceived value, and relational experience (Ding & Zhang, 2020; Nurlinda & Anam, 2024). However, much of the existing literature tends to view reuse intention as a consequence of discrete variables in isolation, failing to account for the interplay of cognitive, emotional, and symbolic influences. This study addresses that limitation by integrating both utilitarian and symbolic dimensions namely, the constructs of the Technology Acceptance Model (TAM), voucher discount mechanisms, and brand personality to develop a more holistic understanding of reuse intention. This approach is especially relevant for Generation Z, who exhibit unique behavioral traits, including value-consciousness and identity-based brand engagement. The research thus seeks to critically connect reuse intention to a broader theoretical framework, capturing not only what makes a service functionally useful, but also what makes it personally meaningful.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (Davis et al., 1989) posits that perceived usefulness (PU) and perceived ease of use (PEOU) are

central to understanding user acceptance of technology. PU refers to the belief that a system enhances performance, while PEOU pertains to the ease associated with using the system. In the context of digital platforms, TAM has been widely adopted and validated (Chawla & Joshi, 2019; Hutomo, 2023), including in food delivery services. Nonetheless, inconsistencies persist in its predictive power regarding continued use. For instance, some studies (Auralia et al., 2022; Shofyana et al., 2023) affirm a strong effect of TAM variables on reuse intention, whereas others (Ardian Saputra & Algifari, 2023; Zuhro et al., 2021) report insignificant relationships.

These inconsistencies underscore a theoretical gap that this study aims to fill by introducing brand personality as a mediating construct. While TAM variables capture the rational assessment of a system's functionality, they may lack the emotional appeal necessary to sustain engagement. This study proposes that the positive experience derived from PU and PEOU influences how users perceive the brand's personality. When users associate usability and utility with brand traits that align with their self-image (e.g., competence or sincerity), it creates an emotional connection that strengthens reuse intention (Ahmad et al., 2021; Girvin, 2020). Thus, TAM may act more effectively in predicting reuse behavior when extended through symbolic and affective pathways.

Voucher Discounts

Voucher discounts are widely used in digital platforms as instruments to enhance perceived value and stimulate immediate consumption (Amanah & Harahap, 2018; Guo et al., 2020). Beyond their transactional role, vouchers also carry symbolic meaning, shaping consumer perceptions of a brand's identity. Repeated exposure to promotional campaigns can frame the brand as affordable, generous, or user-focused traits that may influence emotional attachment and loyalty (Ahmad et al., 2021; Jindal, 2023).

In the case of Generation Z, who are highly responsive to personalized offers and socially resonant branding, voucher discounts may not only act as short-term incentives but also serve as brand-shaping tools. This study posits that voucher discounts affect reuse intention both directly and indirectly through brand personality. A well-designed promotional strategy may reinforce brand attributes perceived by users, such as approachability or excitement, and foster long-term engagement (Valette-Florence & Valette-Florence, 2020). By synthesizing both instrumental and expressive functions of vouchers, the study offers a refined understanding of how promotional tools contribute to behavioral outcomes.

Brand Personality

Brand personality, as introduced by Aaker, (1997) reflects the human traits attributed to a brand. These symbolic characteristics influence how consumers perceive, relate to, and emotionally invest in a brand. In service platforms lacking physical touchpoints, such as online food delivery apps, brand personality becomes a critical driver of user-brand relationships (Rutter et al., 2020; Shiong Pong et al., 2021)

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Empirical evidence suggests that alignment between brand personality and user self-concept fosters trust, loyalty, and continued usage (Girvin, 2020; Jindal, 2023). When users perceive the brand as embodying traits they value e.g., reliability, creativity, or enthusiasm they are more likely to maintain engagement. Within this research, brand personality is positioned as a mediating construct that links the cognitive evaluations derived from TAM and the instrumental benefits of voucher discounts with affective commitment and reuse behavior. This mediating role provides the missing link between rational assessment and emotional loyalty.

Synthesis and Hypotheses Development

Theoretical perspectives and empirical findings suggest that reuse intention in digital platforms cannot be explained solely through utilitarian lenses. Although TAM offers valuable insights into how perceived ease and usefulness drive initial adoption, it does not sufficiently account for the symbolic and emotional factors that influence long-term engagement. Similarly, while voucher discounts are proven to increase short-term activity, their sustained impact is mediated by how they contribute to brand meaning.

By integrating TAM constructs, voucher discounts, and brand personality into a single framework, this study addresses existing gaps and inconsistencies in prior research. Each construct plays a distinct yet interconnected role: PU and PEOU initiate functional engagement, voucher discounts enhance perceived value and emotional resonance, and brand personality bridges cognitive judgments with affective loyalty. From this synthesis, the following hypotheses are formulated:

H1: Perceived usefulness has a positive effect on brand personality.

H2: Perceived ease of use has a positive effect on brand personality.

H3: Perceived usefulness has a positive effect on reuse intention.

H4: Perceived ease of use has a positive effect on reuse intention.

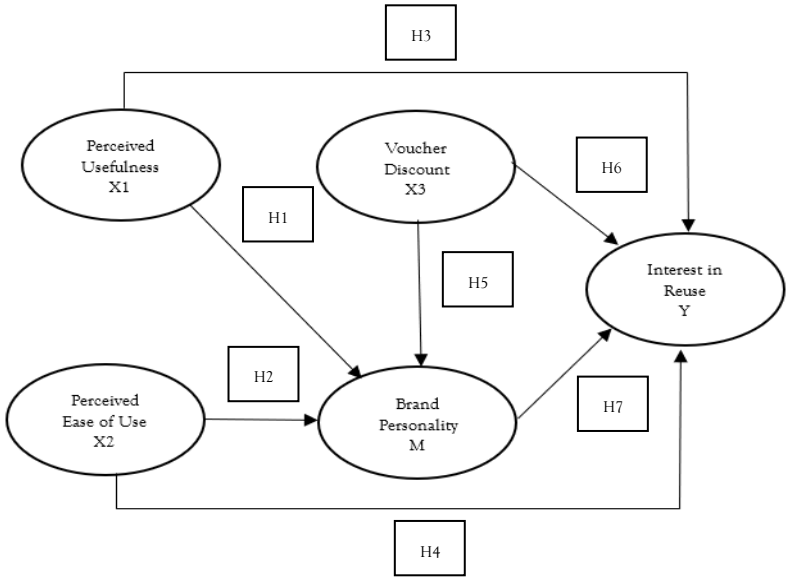
H5: Voucher discount has a positive effect on brand personality.

H6: Voucher discount has a positive effect on reuse intention.

H7: Brand personality has a positive effect on reuse intention.

This conceptual framework highlights brand personality as a central mediating variable, reinforcing the analytical structure and theoretical contribution of the study. Specifically, brand personality serves as the psychological bridge that connects users' cognitive evaluations such as perceived usefulness and ease of use with their emotional and behavioral responses, particularly reuse intention. By positioning brand personality in this mediating role, the framework captures the complex interplay between rational decision making and affective brand engagement.

Figure 1.
Research Model



Method, Data, and Analysis

This study utilizes a quantitative research design employing Structural Equation Modeling-Partial Least Squares (SEM-PLS) to analyze the relationships between latent variables and assess both direct and indirect effects, including the mediating role of brand personality. SEM-PLS was chosen based on its suitability for exploratory research involving complex models with multiple constructs and a relatively small to medium sample size. It is particularly effective when data are not normally distributed (Hair, J. F., Page, M., & Brunsveld, 2020). However, unlike traditional covariance-based SEM, PLS-SEM does not assume multivariate normality. This study tested for data normality using the Skewness-Kurtosis approach, which confirmed that the data deviated from normal distribution, thereby justifying the use of SEM-PLS.

The measurement instruments were developed based on validated constructs from previous studies, ensuring construct validity and conceptual consistency. All items were adapted from sources such as Davis et al., (1989) for perceived ease of use and usefulness, (Aaker, 1997) for brand personality, and Amanah & Harahap, (2018) for voucher discounts. A pre-test with 30 respondents was conducted to evaluate the clarity and reliability of the questionnaire. Expert judgment was also sought to assess content validity before distribution.

The sampling method employed in this study follows a purposive sampling technique, targeting Generation Z consumers in Semarang who have used the

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GrabFood application. Although the term "random" is mentioned, the actual technique is non-probability purposive sampling. This decision aligns with Kline, (2011) indicator based sampling recommendation, which suggests that the number of samples should be at least 5–10 times the number of indicators. With 21 indicators, the required minimum sample was 210. Therefore, 210 valid responses were collected, meeting the sample adequacy threshold.

The model evaluation was conducted in two phases, encompassing both the measurement model (outer model) and the structural model (inner model). In the measurement model, convergent validity was assessed by examining outer loading values, which were all above the recommended threshold of 0.70, and the Average Variance Extracted (AVE), which surpassed the minimum criterion of 0.50. Internal consistency reliability was verified through Composite Reliability (CR) and Cronbach's Alpha, both exceeding the 0.70 benchmark. Discriminant validity was confirmed using the Fornell-Larcker criterion, ensuring that each construct was distinct from others. Additionally, multicollinearity was evaluated through the Variance Inflation Factor (VIF), with all values falling below 5, indicating no multicollinearity issues.

In the structural model, path coefficients were analyzed to examine the direct and indirect relationships among variables. The explanatory power of the model was determined using R^2 values, where values above 0.19, 0.33, and 0.67 represented weak, moderate, and strong explanatory power, respectively. The effect size (f^2) was calculated to measure the magnitude of the impact of each exogenous variable, with thresholds of 0.02 for small, 0.15 for medium, and 0.35 for large effects. Predictive relevance was tested using the Stone-Geisser Q^2 value, which was found to be greater than zero, confirming the model's predictive capability. To address potential biases, Common Method Bias (CMB) was assessed using Harman's single factor test and full collinearity VIFs, with all VIFs being below 3.3, indicating minimal bias.

All constructs in the study were defined as reflective, consistent with prior theoretical and empirical justifications as outlined by Hair, Page, and Brunsveld (2020). Moreover, model fit was evaluated using key indicators. The Standardized Root Mean Square Residual (SRMR) was 0.069, which is below the 0.08 threshold and therefore acceptable. The Normed Fit Index (NFI) was 0.818, which is considered acceptable for exploratory models. The Q^2 value for predictive relevance was 0.677, suggesting strong predictive accuracy.

Overall, the study employed rigorous pre-testing, validated measurement instruments, and comprehensive model evaluation procedures. By addressing statistical threats such as multicollinearity and common method bias, and through the justified application of SEM-PLS, the methodological robustness of this study is well-established, offering a solid foundation for hypothesis testing and validation of the conceptual model.

Result and Discussion

Table 1.
Respondent Profile

Demographic Variables	Frequency	Percentage (%)
Gender		
Male	57	27%
Female	153	73%
Age		
17–21	123	59%
22–27	87	41%
Income		
< 600,000	36	17%
700,000–1,300,000	76	36%
1,400,000–2,000,000	31	15%
2,100,000–2,700,000	57	27%
2,800,000–3,400,000	5	2%
3,500,000–4,100,000	2	1%
4,200,000–4,800,000	4	2%
4,900,000–5,500,000	2	1%
5,600,000–6,200,000	1	0%
Education Level		
Senior High School or Equivalent	56	27%
Diploma (D3)	24	11%
Bachelor's Degree (D4/S1)	128	61%
Master's Degree (S2)	2	1%
Doctorate (S3)	0	0%

Source: Data processed, 2024.

Based on the demographic data of the respondents, the majority are female, accounting for 153 individuals or 73% of the total sample, while males comprise 57 individuals or 27%. In terms of age, the respondents are predominantly in the 17-21 age group (59%), followed by those in the 22-27 age group (41%). This composition suggests that most respondents belong to Generation Z, a demographic that is highly familiar with digital technology and often a key target in marketing efforts for food delivery apps like GrabFood. This generation is characterized by a strong preference for convenience and speed, and they tend to show loyalty to brands that provide a positive user experience.

In terms of income, respondents earning between IDR 700,000 and IDR 1,300,000 per month represent the largest group, with 36%, followed by those earning below IDR 2,700,000. This indicates that the majority of respondents are either in the early stages of their careers or still pursuing their education, making price and promotional discounts particularly attractive to them. Regarding education, most respondents

have a D4/S1 degree (61%), suggesting they have a solid understanding of technology and are likely to seek convenience in its use. The connection between these demographic profiles and the intention to reuse the GrabFood app highlights that Generation Z, with their focus on practicality and efficiency.

Outer Model Analysis

Table 2.
Outer Model

Item	Outer Loading	AVE	CR	Cronbach Alpha
Interest in Reuse (Y)				
IR1 (Y)	0.750	0.648	0.880	0.821
IR2 (Y)	0.799			
IR3 (Y)	0.862			
IR4 (Y)	0.804			
Brand personality (M)				
BP1 (M)	0.843	0.710	0.907	0.863
BP2 (M)	0.863			
BP3 (M)	0.851			
BP4 (M)	0.813			
Perceived Usefulness (X1)				
PU X1.1	0.830	0.686	0.916	0.885
PU X1.2	0.846			
PU X1.3	0.843			
PU X1.4	0.802			
PU X1.5	0.818			
Perceived Ease of Use (X2)				
PEU X2.1	0.855	0.751	0.923	0.890
PEU X2.2	0.884			
PEU X2.3	0.889			
PEU X2.4	0.838			
Voucher Discount (X3)				
VD X3.1	0.830	0.725	0.913	0.873
VD X3.2	0.875			
VD X3.3	0.818			
VD X3.4	0.880			

Source: Data processed using Smart PLS 3, 2024.

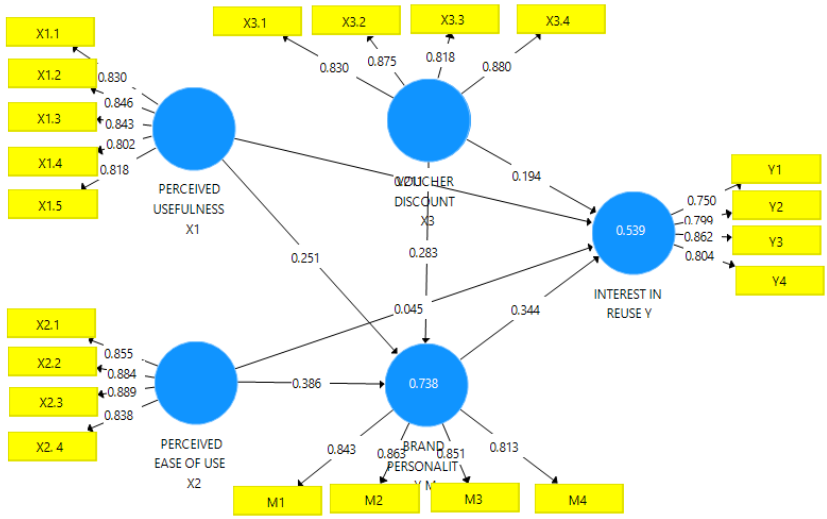
In SEM PLS analysis, evaluating the outer loading values is crucial for determining the validity of measurement indicators. A threshold of 0.60 is typically used, and all indicators in the provided data exceed this benchmark, with values ranging from 0.750 to 0.889. For example, the Interest in Reuse (Y) construct has outer loading values from 0.750 to 0.862, indicating that each item contributes significantly to the

measurement of the construct. Similarly, constructs like Brand Personality (M) and Perceived Usefulness (X1) also exhibit strong outer loading values, which confirms the validity of the indicators in measuring their respective constructs.

In addition to outer loading values, the Composite Reliability (CR) and Cronbach's Alpha are essential for assessing the internal consistency and reliability of constructs. A CR value above 0.70 is considered acceptable, and all constructs in this analysis meet this criterion. For example, Brand Personality (M) has a CR of 0.907, and Perceived Ease of Use (X2) has a CR of 0.923, both of which indicate a high level of internal consistency. Furthermore, Cronbach's Alpha values for these constructs are also well above the 0.70 threshold, with Interest in Reuse (Y) at 0.821 and Voucher Discount (X3) at 0.873, reinforcing the reliability of the measurement scales used.

The analysis shows that all constructs in the model meet the necessary criteria for validity and reliability. The outer loading values surpass the 0.60 threshold, confirming the validity of each indicator. Moreover, the Composite Reliability and Cronbach's Alpha values all exceed 0.70, demonstrating strong internal consistency and reliability across the constructs. These results validate the robustness of the SEM PLS model used in this study and suggest that the measurement instruments are reliable and appropriate for further analysis. The following is a research model in the outer model analysis:

Figure 1.
Outer Model



Source: Smart PLS 3 data processing results, 2024

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Inner Model Analysis

Table 3.
R square

	R square	Adjusted R
Brand Personality	0.738	0.734
Interest in Reuse	0.539	0.53

Source: Data processed using Smart PLS 3, 2024.

In SEM PLS analysis, the R-square and Adjusted R-square values are critical for evaluating the explanatory power of the model. The R-square value represents the proportion of variance in the dependent variable that is explained by the independent variables. For the Brand Personality construct, an R-square value of 0.738 indicates that 73.8% of the variance in brand personality is explained by the independent variables in the model. This suggests a strong explanatory power, as a large portion of the variance is accounted for by the predictors. Similarly, the Interest of Reuse construct has an R-square value of 0.539, indicating that 53.9% of the variance in reuse interest is explained by the model.

The Adjusted R-square is a more refined metric, adjusting for the number of predictors in the model. It provides a more accurate reflection of the model's explanatory power, especially when multiple independent variables are involved. For Brand Personality, the adjusted R-square value is 0.734, which is slightly lower than the R-square value but still indicates strong model performance. The minimal difference between the R-square and adjusted R-square suggests that the model does not suffer from overfitting and that the predictors are relevant and significant. The Interest of Reuse construct has an adjusted R-square of 0.530, indicating that the model remains robust even after accounting for the number of predictors.

Both the R-square and Adjusted R-square values demonstrate that the SEM PLS model used in this study has strong explanatory power for the constructs of Brand Personality and Interest of Reuse. The high R-square values indicate that the independent variables are effectively explaining the variance in these constructs, while the adjusted R-square values confirm that this explanatory power remains strong when adjusted for the number of predictors. These results suggest that the model is well-suited for explaining the relationships between the variables and that it provides a reliable basis for further analysis and interpretation.

Table 4.
F Square

	BP (M)	IR (Y)
BP (M)		0.067
IR (Y)		
PEU (X2)	0.131	0.001
PU (X1)	0.068	0.026
VD (X3)	0.098	0.024

Source: Data processed using Smart PLS 3, 2024.

The f-square analysis in this SEM PLS model reveals the effect size of each predictor variable on the outcome variables, categorized by Cohen's guidelines: 0.02 for weak, 0.15 for medium, and 0.35 for strong

effects. Perceived Ease of Use (PEU, X2) has a medium effect on Behavioral Intention (BP, M) with an f-square of 0.131 but an almost negligible effect on Intention to Reuse (IR, Y) with an f-square of 0.001, indicating that PEU has a substantial impact on BP but not on IR. Perceived Usefulness (PU, X1) shows a weak effect on both BP (M) and IR (Y), with f-square values of 0.068 and 0.026, respectively, suggesting that PU influences both behavioral intention and intention to reuse but not strongly. Voucher discount (VD, X3) also has a weak effect on both BP (M) and IR (Y), with f-square values of 0.098 and 0.024, respectively, indicating a minimal impact. The extremely low f-square value of 0.001 for PEU on IR (Y) suggests that this relationship has little to no explanatory power in the model. Overall, while some variables show moderate influences on behavioral intention, their effect on intention to reuse is relatively weak, highlighting the need for further model refinement or the exploration of additional influencing factors. The following is the formula for Q-Square:

$$Q^2 = 1 - (1 - R1^2)(1 - R2^2) \ldots (1-Rn^2)$$
$$Q^2 = 1-(1-0{,}738^2)(1-0{,}539)^2$$
$$Q^2 = 1-(1-0{,}544)(1-0{,}290)$$
$$Q^2 = 1-(0{,}456)(0{,}71)$$
$$Q^2 = 1-0{,}323$$
$$Q^2 = 0{,}677$$

Table 5.
Q Square

Variable Endogenous	Q-Square	Description
Interest in Reuse	0,677	Has predictive relevance value

Source: Data processed using Smart PLS 3, 2024.

The Q-square (Q^2) analysis in SEM PLS is used to assess the predictive relevance of the exogenous variables on the endogenous variables. A Q^2 value greater than zero indicates that the exogenous variables have predictive relevance for the endogenous variables in the model. In this case, the computed Q^2 value is 0.677, which is significantly greater than zero. This suggests that the exogenous variables in the model, such as Perceived Ease of Use (PEU), Perceived Usefulness (PU), and Voucher Discount (VD), have a strong predictive relevance for the endogenous variables, which are Behavioral Intention (BP) and Intention to Reuse (IR). The positive Q^2 value indicates that the model has good predictive power and is capable of explaining the variance in the endogenous variables. This result supports the notion that the model is well-structured, and the relationships between the constructs are meaningful in predicting user intentions and behaviors.

Table 6.
Model Fit

	Saturated Model	Estimated Model
SRMR	0.069	0.069
d_ULS	1.092	1.092
d_G	0.522	0.522
Chi-Square	624.174	624.174
NFI	0.818	0.818
rms Theta	0.163	

Source: Data processed using Smart PLS 3, 2024.

In Structural Equation Modeling Partial

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Least Squares (SEM PLS), model fit refers to the degree to which the proposed model adequately represents the data. It evaluates how well the observed data aligns with the theoretical structure of the model, often using indices such as the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). A good model fit indicates that the hypothesized relationships and constructs are consistent with the actual data, lending credibility to the model's predictive and explanatory power. Poor model fit, on the other hand, suggests discrepancies between the model and the data, necessitating revisions to the model's structure or underlying assumptions. Achieving an appropriate model fit is crucial for ensuring the validity and reliability of the SEM PLS analysis (Yamin, 2021).

The analysis of the Structural Equation Modeling (SEM) Partial Least Squares (PLS) output shows that the model fit indices fall within acceptable thresholds. The Standardized Root Mean Square Residual (SRMR) value is 0.069, which is below the recommended threshold of 0.08, indicating a good fit between the hypothesized model and the observed data. The Normed Fit Index (NFI) is 0.818, which is below the commonly accepted threshold of 0.90, suggesting that there is room for improvement in the model's fit; however, this value still indicates a relatively acceptable fit for exploratory research purposes. Additionally, the root mean square (rms) Theta value is 0.163, which is slightly above zero, indicating that the overall residual correlation is fairly low, though ideally, it should be closer to zero for an optimal fit. These results suggest that while the model is reasonably fitting the data, there is potential for improvement, particularly in terms of increasing the NFI and reducing rms Theta.

Hypothesis Test

Table 7.
Hypothesis Test of Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
BP (M) > IR (Y)	0.344	0.339	0.104	3.294	0.001	Accepted
PEU (X2) > BP (M)	0.386	0.377	0.074	5.238	0.000	Accepted
PEU (X2) > IR (Y)	0.045	0.041	0.141	0.32	0.375	Rejected
PU (X1) > BP (M)	0.251	0.254	0.074	3.391	0.000	Accepted
PU (X1) > IR (Y)	0.211	0.211	0.122	1.723	0.043	Accepted
VD (X3) > BP (M)	0.283	0.29	0.077	3.671	0.000	Accepted
VD (X3) > IR (Y)	0.194	0.203	0.096	2.023	0.022	Accepted

Source: Data processed using Smart PLS 3, 2024

In the context of SEM PLS analysis, total effects are used to evaluate the relationships between variables and to test the associated hypotheses. The T-statistic is compared against a critical value (z-table) of 1.65 for a one-tailed test at a significance level of 5%,

while P-values are compared to the 0.05 threshold. Based on the data provided, we will examine each hypothesis individually.

The first hypothesis examines the relationship between Brand Personality (M) and Interest in Reuse (Y). With a T-statistic of 3.294, which is greater than 1.65, and a P-value of 0.001, which is below the 0.05 threshold, this relationship is statistically significant. This implies that Brand Personality positively influences Interest in Reuse, supporting the hypothesis that customers with a strong perception of brand personality are more likely to reuse the brand.

The second hypothesis tests whether Perceived Ease of Use (X2) affects Brand Personality (M). The results show a T-statistic of 5.238, which is significantly higher than the critical value of 1.65, and a P-value of 0.000, which is far below the 0.05 threshold. This indicates a significant positive relationship between Perceived Ease of Use and Brand Personality. Therefore, the hypothesis that perceived ease of use enhances brand personality is supported, suggesting that ease of use plays an essential role in shaping customers' perceptions of a brand.

However, the third hypothesis, which explores the direct effect of Perceived Ease of Use (X2) on Interest in Reuse (Y), is not supported. The T-statistic is 0.320, which is far below 1.65, and the P-value is 0.375, much higher than 0.05. This indicates that Perceived Ease of Use does not have a statistically significant direct impact on Interest in Reuse. Therefore, we reject this hypothesis, suggesting that ease of use may influence reuse behavior indirectly through other constructs like brand personality rather than directly.

The fourth hypothesis tests the relationship between Perceived Usefulness (X1) and Brand Personality (M). The T-statistic of 3.391 exceeds the 1.65 threshold, and the P-value is 0.000, indicating a statistically significant positive relationship. This supports the hypothesis that Perceived Usefulness positively influences Brand Personality, meaning that when customers find a product useful, it enhances their perception of the brand's personality.

Next, the fifth hypothesis explores the direct impact of Perceived Usefulness (X1) on Interest in Reuse (Y). The T-statistic is 1.723, slightly exceeding the critical value of 1.65, and the P-value is 0.043, which is below the 0.05 threshold. These results suggest that the hypothesis is supported, indicating a significant positive relationship between Perceived Usefulness and Interest in Reuse. Therefore, customers who find a product useful are more likely to engage in repeat usage.

The sixth hypothesis assesses the effect of Voucher Discount (X3) on Brand Personality (M). The T-statistic of 3.671 is well above 1.65, and the P-value of 0.000 is highly significant. This confirms a significant positive relationship between Voucher Discounts and Brand Personality. Therefore, the hypothesis is supported, suggesting that promotional incentives like discounts can enhance how customers perceive the brand's personality.

Lastly, the seventh hypothesis tests the effect of Voucher Discount (X3) on Interest

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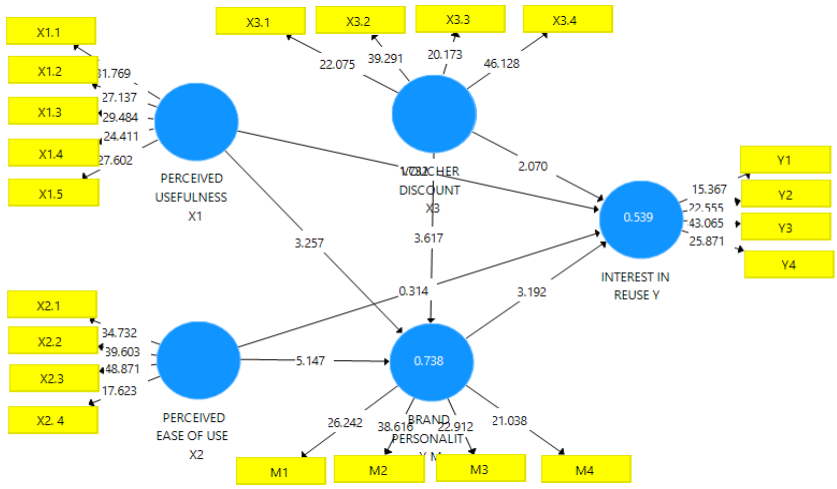
in Reuse (Y). The T-statistic is 2.023, exceeding the critical value of 1.65, and the P-value is 0.022, which is lower than 0.05. This indicates a significant positive relationship, supporting the hypothesis that voucher discounts positively influence reuse intentions. Consequently, offering discounts encourages customers to engage in repeat purchases or usage of the brand.

Figure 2.
Inner Model



Source: Smart PLS 3 data processing results, 2024

The results of the SEM PLS analysis provide evidence to support most of the hypotheses, indicating significant relationships between the constructs in the model. Perceived Ease of Use does not directly impact Interest in Reuse, but all other hypotheses were supported, showing the important roles of brand personality, perceived usefulness, and voucher discounts in influencing customer behavior.

Indirect Effects

Table 8.
Indirect Effects Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Personality M -> Interest in Reuse Y					
Perceived Ease of Use X2 -> Brand Personality M					
Perceived Ease of Use X2 -> Interest in Reuse Y	0.133	0.126	0.048	2.793	0.003
Perceived Usefulness X1 -> Brand Personality M					
Perceived Usefulness X1 -> Interest in Reuse Y	0.086	0.084	0.041	2.089	0.018

Voucher Discount X3 -> Brand Personality M					
Voucher Discount X3 -> Interest in Reuse Y	0.097	0.099	0.042	2.291	0.011

Source: Data processed using Smart PLS 3, 2024.

The SEM PLS results indicate several significant indirect effects, as evaluated through T-statistics and P-values. In Structural Equation Modeling, an indirect effect becomes statistically significant if the T-statistic exceeds the critical value of 1.65 (based on a one-tailed test at a 95% confidence level), and the P-value is less than 0.05. In this analysis, three key relationships were tested for indirect effects, each showing meaningful statistical results.

The relationship between Perceived Ease of Use (X2) and Interest in Reuse (IR, Y) demonstrates a T-statistic of 2.793, which is greater than 1.65, and a P-value of 0.003, which is well below the 0.05 threshold. This indicates that Perceived Ease of Use has a statistically significant indirect effect on Interest in Reuse. This finding suggests that when users find a system easy to use, it indirectly enhances their intention to reuse the service or product, reinforcing the model's predictive relevance.

Similarly, the relationship between Perceived Usefulness (X1) and Interest in Reuse (IR, Y) also shows a significant indirect effect, with a T-statistic of 2.089, which is above the critical value of 1.65, and a P-value of 0.018, which is below the 0.05 threshold. This result indicates that when users perceive the system as useful, it has a meaningful indirect influence on their intention to reuse the system, highlighting the importance of perceived utility in driving user engagement and future behavior.

Finally, the relationship between Voucher Discount (X3) and Interest in Reuse (IR, Y) also exhibits a significant indirect effect, with a T-statistic of 2.291 and a P-value of 0.011. This shows that voucher discounts positively impact users' intention to reuse the system, demonstrating the effectiveness of promotional strategies in retaining customers and encouraging repeat usage. In summary, all three indirect effects are statistically significant, emphasizing that ease of use, perceived usefulness, and promotional incentives play crucial roles in shaping user behavior and fostering sustained engagement with the system.

Discussion

This study aimed to examine the factors influencing the reuse intention of the GrabFood application among Generation Z users in Semarang by integrating constructs from the Technology Acceptance Model (TAM) with brand personality and contextual stimuli such as voucher discounts. The findings confirm that while perceived usefulness remains a central predictor within TAM, the addition of emotional and symbolic constructs namely, brand personality provides a more comprehensive explanation of continued platform usage (Rutter et al., 2020). This study thus extends TAM by highlighting how rational evaluations (e.g., usefulness and ease of use) are translated into behavioral loyalty through emotional alignment and symbolic meaning.

The significant role of perceived usefulness

in predicting both reuse intention and brand personality confirms its foundational position within TAM. As theorized by Davis (1989), PU influences intention through users' belief that a system enhances their performance. Among Gen Z users, who dominate the respondent profile, this belief translates into a preference for services that are fast, reliable, and convenient. These features are not only practical but also influence symbolic brand meaning (Zakiyyah, 2020). When GrabFood is perceived as consistently useful, users begin to associate it with competence and reliability, reinforcing brand personality as described by (Aaker, 1997). This connection demonstrates how PU acts as a bridge between cognitive function and affective branding.

The non-significant effect of perceived ease of use on reuse intention suggests a shift in user expectations, particularly among digitally fluent Gen Z consumers. While TAM traditionally assumes that ease of use directly predicts behavioral intention, this study shows that usability is now a minimum standard. Respondents in this study likely perceive all major food delivery apps as equally usable. Thus, PEOU influences reuse intention only indirectly by shaping how users perceive the brand's intelligence, empathy, and modernity. This challenges TAM's assumptions in mature app ecosystems, highlighting the need to adapt theoretical models to context specific realities and evolving user baselines.

Voucher discounts play a dual role, contributing both to brand personality and reuse intention. As a cognitive stimulus, discounts provide financial incentives that lower transaction costs a critical factor for Gen Z consumers, who are typically budget conscious. However, discounts also carry symbolic weight. When presented consistently and meaningfully, they communicate generosity and customer appreciation, which enhance emotional engagement (Nugroho et al., 2025). This dual role is particularly relevant in the Indonesian market, where food delivery platforms aggressively compete through daily promotions. Therefore, discounts must be integrated with long-term branding efforts, not merely deployed as isolated price incentives.

The emergence of brand personality as a key mediating variable illustrates the emotional mechanisms that drive sustained user behavior. In digital markets where functional offerings are increasingly commoditized, emotional differentiation becomes a strategic necessity. The study's results confirm that users are more likely to reuse an app when they feel emotionally aligned with its brand identity. This supports Aaker, (1997) theory and recent studies like Zendra & Ferdinand (2021), which highlight self-congruity as a determinant of loyalty. By mediating between rational app evaluations and behavioral outcomes, brand personality offers a theoretical expansion of TAM and underscores the importance of symbolic interaction in digital service usage.

These findings should also be understood in the context of real-world trends. According to (Kominfo, 2024), Gen Z represents a dominant share of Indonesia's

digital consumer base, with high engagement in food delivery services. Industry data also shows growing competition among platforms like GrabFood, GoFood, and ShopeeFood, each leveraging integrated ecosystems and aggressive promotions. In such an environment, users are not merely choosing apps based on utility, but also based on emotional branding, ecosystem loyalty, and perceived lifestyle fit. GrabFood's ability to foster emotional bonds through strategic branding and curated promotions will be critical in differentiating itself from competitors.

From a theoretical perspective, this study contributes to the development of an integrative model that connects TAM with emotional-symbolic constructs. It challenges the sufficiency of rational predictors alone and proposes a framework where emotional perception represented by brand personality plays a central mediating role. The findings reinforce the idea that in service dominated digital platforms, user engagement is shaped not just by technology acceptance but by the perceived identity and values of the platform itself.

Practically, the results offer clear implications for GrabFood marketers and app developers. First, platform functionality must be maintained as a non-negotiable baseline. Second, promotional strategies should be designed to not only offer value but also reinforce brand traits like sincerity, excitement, and customer focus. Third, user experience design must move beyond usability toward meaningful interaction that contributes to symbolic branding. By aligning brand personality with the identity of Gen Z consumers, GrabFood can cultivate deeper engagement and reduce churn in a highly competitive landscape.

In conclusion, this study validates and expands TAM by demonstrating the relevance of emotional branding and contextual value signals in shaping reuse intention. Through a triangulated approach that combines theory, empirical evidence, and market data, it offers a richer understanding of digital consumer behavior and outlines strategic pathways for enhancing loyalty among Gen Z platform users.

Conclusion

This study provides empirical evidence on the determinants of reuse intention among Generation Z users of the GrabFood app in Semarang, integrating cognitive, emotional, and promotional dimensions into a comprehensive model. The findings confirm that perceived usefulness, voucher discounts, and brand personality significantly influence reuse intention, while perceived ease of use has no direct effect. However, perceived ease of use contributes indirectly by shaping brand personality. This supports and extends the Technology Acceptance Model (TAM) by introducing brand personality as a key mediating variable that bridges functional perceptions and emotional engagement.

Theoretically, the study contributes by demonstrating that brand personality functions as an affective channel through which rational evaluations (such as usefulness and ease of use) are internalized and translated into continued behavioral

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intention. This positions brand personality as not merely a branding construct but a crucial cognitive-affective mediator in digital consumer behavior, particularly for Generation Z. Furthermore, the finding that perceived ease of use does not significantly affect reuse intention challenges one of TAM's classical assumptions, suggesting that digital natives may treat usability as a basic requirement rather than a determinant of long-term engagement.

Practically, the study provides valuable implications for platform developers and marketers. GrabFood and similar platforms should move beyond functionality and focus on reinforcing a brand personality that resonates with Gen Z values—such as authenticity, efficiency, and responsiveness. Discount strategies must be positioned not only as economic levers but as symbolic gestures that communicate the brand's attentiveness to consumer needs. Additionally, enhancing perceived usefulness through features like order accuracy, delivery reliability, and app personalization is critical for fostering sustained engagement.

The study underscores that reuse intention is shaped not solely by rational benefit perception but also by symbolic alignment and emotional resonance. Therefore, companies operating in competitive digital markets must strategically integrate user-centered design, brand identity, and intelligent promotion to build lasting relationships with their tech-savvy consumers.

Suggestion

This study's limitations include a focus on a specific demographic, primarily young female users, which may limit the generalizability of the findings to other user groups. Additionally, the study is confined to the context of Grab services, and the results may vary in different industries or geographical regions. Future research should explore the impact of Brand Personality and Perceived Usefulness across a more diverse demographic to better understand the factors that influence interest in reuse in different contexts. Grab management should consider conducting similar studies in different regions to ensure that their strategies are effectively tailored to local user preferences. Furthermore, integrating advanced features that add more utility and continuously offering attractive promotional campaigns can strengthen Grab's market position and enhance customer loyalty.

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