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Determinants of University Students' Attitudes and Continuance Intention toward Online Food Ordering Systems

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Abstract

Purpose: This study investigates the key factors influencing undergraduate students' continuance intention toward online food ordering systems in Zhanjiang, Guangdong Province, China. **Research design, data and methodology:** A quantitative approach was adopted using a questionnaire survey administered to 500 undergraduate students from four universities in Zhanjiang. A multi-stage sampling approach was employed, including purposive sampling to define eligible respondents, stratified sampling to allocate samples across universities, and convenience sampling for data collection. All variables were measured using a five-point Likert scale. Data were analyzed using Jamovi and AMOS, with confirmatory factor analysis and structural equation modeling employed to test the proposed research model. **Results:** The results indicate that perceived ease of use has a significant positive effect on attitude ($\beta = 0.680$), and attitude significantly influences continuance intention. Perceived usefulness, satisfaction, system quality, information quality, and service quality all show significant positive effects on continuance intention. Among these factors, satisfaction is identified as the strongest predictor of continued use ($\beta = 0.309$), highlighting its central role in sustained usage. All proposed hypotheses are statistically supported. **Conclusions:** The study integrates TAM, ISSM, and ECM to explain continuance intention and demonstrates the combined influence of attitudinal and system quality factors. Practically, platforms should enhance usability, information accuracy, and service responsiveness to improve satisfaction and long-term user retention.

Keywords: Attitude, Continuance Intention, Food Ordering Systems, University Student, China

JEL Classification Code: A22, C12, I23, L87, O30

1. Introduction

With the rapid development of internet technology, big data, and smartphones, daily life has changed significantly. Many industries have adopted digital service models, including the food service sector. Food consumption is a basic need, and consumers increasingly expect services to be convenient and efficient. As a result, online food ordering systems have developed rapidly and are widely used in many cities.

Online food ordering systems allow users to search for restaurants, browse menus, compare prices, and place orders through digital platforms. Users can receive food at a specified time and location, which improves convenience and reduces the time required for dining activities. These systems also help restaurants expand their customer base and improve operational efficiency (Alagoz & Hekimoglu, 2012). With the growth of mobile applications and third-party platforms, online food ordering has changed traditional restaurant operations and consumer behavior (Traynor et al., 2022).

In China, the use of online food ordering platforms has increased rapidly. According to China Daily (2025), the number of users reached 545 million by December 2023. Since 2020, both user scale and usage frequency have continued to grow (iResearch Consulting Group, 2023). During the COVID-19 pandemic, many consumers relied on online ordering to avoid dining out. Continued use remains high due to convenience and habit formation.

Despite this growth, users still face challenges. Delivery delays, food quality concerns, and payment security issues are common. Privacy concerns related to online reviews may also reduce user trust. These issues can lower satisfaction and discourage continued use.

Although prior studies have examined factors such as

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perceived ease of use, service quality, and satisfaction, most research focuses on initial adoption rather than post-adoption behavior. Findings on continuance intention are often inconsistent, and the relative importance of system-related and perception-based factors remains unclear. This highlights a gap in understanding how these factors jointly influence continuance intention in online food ordering systems.

University students are a major user group in China. Due to academic demands and limited cooking facilities, many students rely on online food ordering services. Their behavior is influenced by budget constraints, campus environment, and peer interactions (Wang et al., 2021). However, most studies focus on users in large cities, while limited attention has been given to students in smaller or less-developed cities such as Zhanjiang.

To address this gap, this study focuses on undergraduate students in Zhanjiang, China and examines the factors influencing their continuance intention toward online food ordering systems. Specifically, it investigates how perceived ease of use influences attitude and how attitude, perceived usefulness, satisfaction, system quality, information quality, and service quality affect continuance intention.

This study contributes to the literature by integrating the Technology Acceptance Model, the Information Systems Success Model, and the Expectation Confirmation Model to explain continuance behavior. It also provides practical insights for platform operators to improve user experience and enhance long-term user retention.

2. Literature Review

2.1 Online Food Ordering System

An online food ordering system is an internet-based platform that allows users to order food for delivery or self-pickup through websites or mobile applications. It enables users to browse menus, place orders, and make payments efficiently, improving convenience and operational efficiency (Adithya et al., 2017).

These systems connect consumers, restaurants, and delivery providers. Users search for information, compare options, read reviews, and track orders, which shape their perceptions and experiences. Simplified processes can reduce waiting time and improve service efficiency (Rane et al., 2022). Common features include menu customization, multiple payment options, and real-time tracking, reflecting their role as integrated digital service platforms (Tsai et al., 2023). Perception-related factors such as perceived ease of use and perceived usefulness influence user evaluations and behavior (Alagoz & Hekimoglu, 2012).

However, prior studies often examine these factors separately and focus mainly on initial adoption, resulting in inconsistent findings regarding continuance intention. To address this gap, this study integrates perception-based factors with system quality, information quality, and service quality to provide a more comprehensive explanation of continuance intention. This integration reflects the combined effects of user perception and system performance in shaping post-adoption behavior.

Continuous improvement in system and service performance is essential to maintain user satisfaction and encourage continued use (Downes et al., 2020).

2.2 Research Hypothesis and Relationship between Variables

2.2.1 Relationship between Perceived Ease of Use and Attitude

Perceived ease of use refers to the degree to which users believe that a system is easy to operate. In online food ordering systems, it reflects how easily users can learn the platform, complete orders, and make payments. A clear interface and simple process can improve users' evaluations.

The Technology Acceptance Model identifies perceived ease of use as a key determinant of user attitude (Davis, 1989). Systems that require less effort reduce cognitive load and improve task efficiency, leading to more positive user experiences and attitudes.

Empirical studies support this relationship across different contexts. Research on food delivery platforms shows that ease of use improves users' attitudes toward the service (Foroughi et al., 2024; Hasan, 2023; Juliana et al., 2025). Similar findings are reported in mobile payment and online learning systems (Carranza et al., 2020; Kim et al., 2025).

However, prior studies often focus on initial adoption and report mixed findings on the long-term role of perceived ease of use. This study models perceived ease of use as an antecedent of attitude, which indirectly influences continuance intention, providing a clearer link between TAM and post-adoption behavior.

Therefore, the following hypothesis is proposed:

H1: Perceived ease of use has a significant influence on attitude.

2.2.2 Relationship between Attitude and Continuance Intention

Attitude refers to users' overall positive or negative evaluation of using an online system. In online food ordering systems, it reflects users' feelings and judgments formed through their usage experience. When users develop favorable attitudes, they are more likely to continue using the platform.

Prior research identifies attitude as a key predictor of

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continuance intention. Foroughi et al. (2023) found that positive attitudes toward food delivery applications increase users' willingness to continue usage. Raman and Aashish (2021) showed that attitude enhances continuance intention by strengthening satisfaction and reducing perceived risk. Empirical evidence from online food delivery also supports this relationship (Cho & Jeon, 2023; Francioni et al., 2022). Similar findings are reported in mobile payment studies (Aslam et al., 2022; Kurniasari et al., 2020).

Some studies suggest that the direct effect of attitude may vary depending on context, especially when other factors such as satisfaction or perceived value are considered. This indicates that attitude alone may not fully explain continuance behavior. In this study, attitude is positioned as a key predictor of continuance intention within an integrated framework that includes perception-based and system quality factors. This approach reflects its role as a central evaluative mechanism linking user experience to post-adoption behavior.

Therefore, the following hypothesis is proposed:

H2: Attitude has a significant influence on continuance intention.

2.2.3 Relationship between Perceived Usefulness and Continuance Intention

Perceived usefulness refers to the degree to which users believe that a system enhances their performance and provides practical benefits. In online food ordering systems, it reflects whether users can order food efficiently, save time, and simplify tasks. When users perceive high usefulness, they are more likely to continue using the platform.

Previous research identifies perceived usefulness as a key determinant of continuance intention. Nguyen et al. (2023) found that users are more willing to continue using online food ordering systems when they perceive strong practical value. Saadé and Bahli (2005) also showed that perceived usefulness enhances positive evaluations of information systems, which supports continued usage. Similar results have been reported in various contexts, including mobile banking and online services (Al Amin et al., 2024; Inan et al., 2023; Li & Fang, 2019; Mao et al., 2023).

Some studies suggest that the effect of perceived usefulness may vary depending on user experience and contextual factors, indicating that usefulness alone may not fully explain continuance intention. In this study, perceived usefulness is modeled as a direct predictor of continuance intention, complementing attitude and satisfaction within an integrated framework. This reflects its role in linking perceived performance benefits to sustained system usage.

Therefore, the following hypothesis is proposed:

H3: Perceived usefulness has a significant influence on continuance intention.

2.2.4 Relationship between Satisfaction and Continuance Intention

Satisfaction reflects users' overall evaluation of their experience after using a system. In online food ordering systems, satisfaction is formed through experiences related to ordering convenience, service quality, information accuracy, and delivery performance. When users are satisfied, they are more likely to continue using the platform.

Previous studies consistently confirm the positive relationship between satisfaction and continuance intention. Nguyen et al. (2023) found that satisfaction significantly enhances users' willingness to continue using online food ordering systems. Foroughi et al. (2023) reported that satisfaction with food delivery applications promotes long-term usage, while Rahi and Abd Ghani (2021) emphasized its central role in sustaining information system use. Similar findings are observed in other digital services, such as airline booking, mobile banking, and ride-hailing platforms (Inan et al., 2023; Ofori et al., 2022; Tam et al., 2022).

Some studies indicate that the influence of satisfaction may interact with other factors, such as perceived value or service quality, suggesting that satisfaction does not operate in isolation. In this study, satisfaction is modeled as a direct predictor of continuance intention alongside attitude and system quality factors. This reflects its role as a key post-adoption evaluation that links overall user experience to sustained system usage.

Therefore, the following hypothesis is proposed:

H4: Satisfaction has a significant influence on continuance intention.

2.2.5 Relationship between System Quality and Continuance Intention

System quality refers to the overall performance of a system, including stability, response speed, and functional reliability. In online food ordering systems, high system quality allows users to browse menus, place orders, and complete transactions smoothly. When a system operates reliably, users are more likely to continue using it.

Previous studies show that system quality has a significant effect on continuance intention. Nguyen et al. (2023) found that reliable system performance increases users' willingness to maintain usage. Mai et al. (2024) reported similar results in online food ordering systems, where stable operation reduces user difficulty and improves confidence. Evidence from other contexts also supports this relationship. System quality has been shown to influence continuance intention directly and indirectly through satisfaction in retail and healthcare systems (Lee et al., 2020; Ng et al., 2024). Similar findings are reported in mobile payment and online learning environments (Al Amin et al., 2024; Yang et al., 2017).

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Some studies suggest that the effect of system quality may be indirect, operating through satisfaction or trust rather than directly influencing continuance intention. In this study, system quality is modeled as a direct predictor of continuance intention to capture its immediate effect on user experience, while complementing other quality and perception factors within an integrated framework.

Therefore, the following hypothesis is proposed:

H5: System quality has a significant influence on continuance intention.

2.2.6 Relationship between Information Quality and Continuance Intention

Information quality refers to the accuracy, timeliness, and relevance of information provided by a system. In online food ordering systems, it includes menu details, pricing, delivery options, and estimated delivery time. High-quality information helps users understand services and supports effective decision making.

Previous studies suggest a positive relationship between information quality and continuance intention. Nguyen et al. (2023) found that accurate and timely information enhances user satisfaction and increases continued use. Mai et al. (2024) reported that clear menu descriptions and reliable delivery information improve user experience and strengthen continuance intention. High information quality also reduces uncertainty and builds user trust.

However, findings are not consistent across contexts. Some studies report a weak or non-significant effect when basic information needs are already satisfied, while others highlight the stronger role of factors such as security or service quality (Lee et al., 2020). These mixed results suggest that information quality may influence continuance intention both directly and indirectly through user evaluation. In this study, it is modeled as a direct predictor to capture its immediate impact, while complementing other quality and perception factors within an integrated framework.

Therefore, the following hypothesis is proposed:

H6: Information quality has a significant influence on continuance intention.

2.2.7 Relationship between Service Quality and Continuance Intention

Service quality refers to a system's ability to respond to user needs, resolve problems, and provide reliable support. In online food ordering systems, it is reflected in customer service responsiveness, delivery coordination, and the handling of complaints or service failures. High service quality improves user experience and encourages continued use.

Previous studies show that service quality has a significant positive effect on continuance intention. Nguyen et al. (2023) found that effective service support increases user trust and strengthens continued usage. Raman and Aashish (2021) also reported that service quality enhances continuance intention by improving satisfaction and reducing uncertainty. Similar findings have been observed in electronic service systems, where responsive support increases users' willingness to maintain usage (Lee et al., 2020).

Some studies suggest that service quality may influence continuance intention indirectly through satisfaction or perceived value, rather than acting as a purely direct predictor (Akter et al., 2013). In this study, service quality is modeled as a direct predictor of continuance intention to capture its immediate effect, while also complementing satisfaction and other quality factors within an integrated framework. This supports a more comprehensive understanding of post-adoption behavior.

Therefore, the following hypothesis is proposed:

H7: Service quality has a significant influence on continuance intention.

3. Research Methods and Materials

3.1 Research Framework

The conceptual framework of this study is developed based on established theories and prior research on technology adoption and continuance behavior. It integrates key concepts from widely used theoretical models to explain university students' continuance intention toward online food ordering systems.

The Technology Acceptance Model provides the foundation for examining how perceived ease of use and perceived usefulness influence users' attitudes toward online food ordering systems (Davis, 1989). When users perceive a system as easy to use and beneficial, they are more likely to develop positive attitudes toward continued usage. The Information Systems Success Model explains how system quality, information quality, and service quality affect users' evaluations of online systems and their post-use behavior (DeLone & McLean, 2003). In online food ordering systems, these quality factors shape user satisfaction and influence continued use. The Expectation Confirmation Model highlights the role of satisfaction formed through actual usage experience in determining continuance intention (Bhattacherjee, 2001). Based on these theoretical perspectives, this study constructs a conceptual framework, as shown in Figure 1. It is designed to examine the relationships among these variables and to explain how university students in Zhanjiang, Guangdong Province develop their intention to continue using online food ordering systems after initial adoption.

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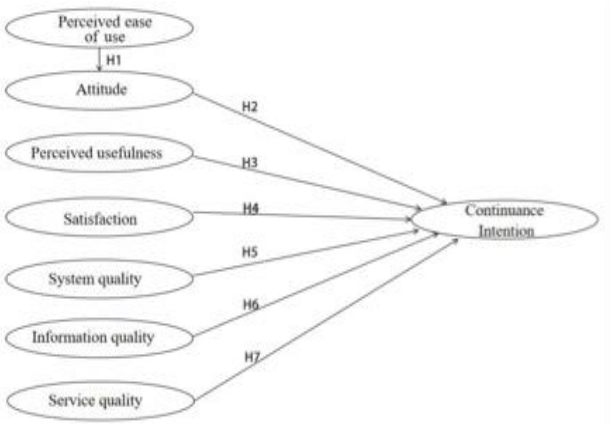

Figure 1: Conceptual Framework

3.2. Research Methodology

This study adopts a quantitative approach using a questionnaire survey to examine continuance intention toward online food ordering systems. The target population consists of undergraduate students in Zhanjiang, Guangdong Province, who have prior experience using these systems.

A multi-stage sampling approach was applied, including purposive sampling to identify respondents with relevant usage experience, stratified sampling to allocate samples across four universities based on student population, and convenience sampling for online questionnaire distribution.

The questionnaire was developed based on established scales from prior studies and adapted to the context of online food ordering systems. It includes 31 measurement items covering eight constructs. All items were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire was translated into Chinese to ensure clarity and respondent understanding.

The instrument consists of three sections: screening questions, measurement items, and demographic information. Screening questions ensure that respondents are undergraduate students in Zhanjiang with relevant usage experience.

Before data collection, a pilot test was conducted. Thirty undergraduate students participated in the pre-test. Content validity was assessed using the Item-Objective Congruence method, with all items achieving values above 0.67 (Rovinelli & Hambleton, 1977). Reliability testing showed that Cronbach's alpha values for all constructs ranged from 0.788 to 0.907, indicating acceptable to excellent internal consistency.

Ethical considerations were addressed by including informed consent statements in the questionnaire. Participation was voluntary, responses were anonymous, and no personal identifying information was collected.

After refinement, the final questionnaire was distributed online, and 500 valid responses were obtained. Data were analyzed using jamovi and AMOS. Confirmatory factor analysis was conducted to assess the reliability and validity of the measurement model, followed by structural equation modeling to examine the hypothesized relationships among variables.

3.3 Population, Sample Size, and Sampling Technique

The target population of this study consists of undergraduate students in Zhanjiang City, Guangdong Province, China, who have experience using online food ordering systems. A questionnaire survey was used as the main data collection method.

A multi-stage sampling approach was applied to improve relevance and representativeness. In the first stage, purposive sampling was used to define the study population. Only undergraduate students who had experience using online food ordering systems were selected to ensure that respondents were suitable for the research objectives.

In the second stage, stratified sampling was applied by grouping respondents based on universities. Four universities in Zhanjiang were selected because they represent major public and private institutions with diverse student populations. The sample size was proportionally allocated according to the number of undergraduate students in each university to ensure balanced representation.

In the final stage, convenience sampling was used to distribute the questionnaire. Data were collected online through class groups and social media platforms, with assistance from staff members in each university to facilitate access to respondents.

An adequate sample size is required for structural equation modeling. Previous studies suggest that at least 200 responses are sufficient, while larger samples improve reliability and statistical power (Hair et al., 2019). In this study, 500 questionnaires were distributed, and 500 valid responses were obtained after screening.

Table 1: Population and Sample Size of Selected Universities

University	Number of Undergraduate Students	Proportional Sample Size
Guangdong Ocean University	38,129	158
Guangdong Medical University	24,473	101
Lingnan Normal University	27,268	113
Zhanjiang University of Science and Technology	30,776	128
Total	**120,646**	**500**

Source: Constructed by the author based on data from the Guangdong Provincial Department of Education (2024)

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4. Results and Discussion

4.1 Demographic Information

Table 2 presents the demographic profile of the 500 respondents. The sample shows a relatively balanced gender distribution, with 53.8% female and 46.2% male students.

Respondents were drawn from four universities in Zhanjiang, with Guangdong Ocean University contributing the largest share (31.6%), followed by Zhanjiang University of Science and Technology (25.6%), Lingnan Normal University (22.6%), and Guangdong Medical University (20.2%). This reflects the proportional allocation based on undergraduate enrollment.

In terms of academic level, most respondents were sophomores (36.0%), followed by juniors (27.2%) and freshmen (26.6%), while seniors accounted for a smaller proportion (10.2%). This indicates that the sample is mainly composed of students in the middle stages of their studies.

Online food ordering systems were used frequently by respondents. The majority reported using these platforms three to four times per week (38.8%) or more than ten times per week (31.0%). These results indicate high user engagement and support the suitability of the sample for examining continuance intention.

Table 2: Demographic Profile

Demographic and Behavior Data (N=500)		Frequency	Percentage
Gender	Male	231	46.2
	Female	269	53.8
University	Guangdong Ocean University	158	31.6
	Guangdong Medical University	101	20.2
	Lingnan Normal University	113	22.6
	Zhanjiang University of Science and Technology	128	25.6
Student Status	Freshman	133	26.6
	Sophomore	180	36.0
	Junior	136	27.2
	Senior	51	10.2
Frequency of use of the online food ordering system	1-2 times per week	71	14.2
	3-4 times per week	194	38.8
	5-10 times per week	80	16.0
	More than 10 times per week	155	31.0

Source: Created by the author

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis was conducted to assess the reliability and validity of the measurement model. As shown in Table 3, all measurement items loaded significantly on their respective constructs, indicating that the indicators appropriately represent the intended variables. The factor loadings exceeded the minimum acceptable level, and the reliability results demonstrate satisfactory internal consistency across constructs.

Convergent validity was evaluated using composite reliability and average variance extracted values. The results presented in Table 3 show that composite reliability values met the recommended threshold for all constructs, supporting measurement reliability. Average variance extracted values were generally within acceptable ranges. Although the AVE value for system quality was slightly below the recommended threshold of 0.50, its composite reliability exceeded 0.70, indicating that convergent validity may still be considered acceptable (Hair et al., 2019).

Discriminant validity was assessed by comparing the square roots of AVE with inter-construct correlations. As shown in Table 4, the square root of AVE for each construct was greater than its correlations with other constructs. This result confirms that each construct is empirically distinct and that the measurement model demonstrates satisfactory discriminant validity.

The overall model fit of the measurement model was evaluated using multiple goodness-of-fit indices. The results reported in Table 5 indicate that all major fit indices met or exceeded commonly accepted criteria. This suggests that the proposed measurement model fits the data well.

The CFA results shown in Tables 3-5 confirm that the measurement model exhibits acceptable reliability, convergent validity, discriminant validity, and overall model fit. Therefore, the measurement model is suitable for subsequent structural equation modeling and hypothesis testing in this study.

Table 3: Confirmatory Factor Analysis (CFA), Composite Reliability (CR), and Average Variance Extracted (AVE) Results

Variable	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factor Loading	CR	AVE
Perceived Ease of Use (PEOU)	Fang et al. (2017)	3	0.790	0.709-0.767	0.791	0.558
Attitude (ATT)	Davis (1989)	4	0.895	0.807-0.843	0.895	0.680
Perceived Usefulness (PU)	Chen et al. (2015)	4	0.830	0.717-0.766	0.831	0.551
Satisfaction (SA)	Oliver (1980)	3	0.825	0.741-0.817	0.825	0.612
System Quality (SYQ)	DeLone and McLean (2003)	4	0.762	0.627-0.685	0.762	0.445
Information quality (IQ)	Lee et al. (2019)	5	0.832	0.640-0.765	0.833	0.501
Service Quality (SEQ)	Nguyen et al. (2023)	4	0.816	0.683-0.748	0.816	0.527

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Variable	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factor Loading	CR	AVE
Continuance Intention (CI)	Lee et al. (2019)	4	0.905	0.813-0.860	0.905	0.704

Note: CR = Composite Reliability, AVE = Average Variance Extracted

Table 4: Discriminant Validity

Variable	Factor Correlations							
	PEOU	ATT	PU	SA	SYQ	IQ	SEQ	CI
PEOU	**0.747**							
ATT	0.574	**0.825**						
PU	0.043	0.040	**0.742**					
SA	0.005	0.006	0.008	**0.782**				
SYQ	0.036	0.074	0.078	0.017	**0.667**			
IQ	0.069	0.065	-0.007	-0.011	-0.048	**0.708**		
SEQ	0.028	0.061	-0.040	-0.014	0.144	0.026	**0.726**	
CI	0.169	0.174	0.171	0.264	0.254	0.241	0.250	**0.839**

Note: The diagonally listed value is the AVE square roots of the variables

Table 5: Goodness of Fit

Index	Criterion	CFA Value	SEM Value
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	1.138	1.146
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.945	0.942
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.933	0.933
NFI	≥ 0.80 (Wu & Wang, 2006)	0.933	0.929
CFI	≥ 0.80 (Bentler, 1990)	0.991	0.990
TLI	≥ 0.80 (Sharma et al., 2005)	0.990	0.989
RMSEA	< 0.08 (Pedroso et al., 2016)	0.017	0.017

Note: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index and RMSEA = root mean square error of approximation

4.3 Structural Equation Model (SEM)

Structural equation modeling was used to examine the hypothesized relationships among the study variables. The analysis was conducted using SPSS AMOS version 26, and model fit was evaluated using multiple goodness-of-fit indices, as shown in Table 5.

The results indicate that the structural model fits the data well. All fit indices meet acceptable thresholds, suggesting that the model adequately represents the observed data. The chi-square to degrees of freedom ratio indicates a good balance between model fit and complexity. Other indices, including GFI, AGFI, NFI, CFI, and TLI, demonstrate strong model performance, while the RMSEA value indicates a close fit.

These results confirm that the model is suitable for examining the relationships among the study variables. Therefore, the estimated path coefficients can be interpreted with confidence in the subsequent hypothesis testing.

4.4 Research Hypothesis Testing Result

The structural model was evaluated using structural equation modeling to test the hypothesized relationships derived from the Technology Acceptance Model, the Information Systems Success Model, and the Expectation Confirmation Model. Hypothesis testing was conducted using standardized path coefficients and corresponding t-values, with statistical significance assessed at the 0.05 level. The results of the hypothesis testing are summarized in Table 6. All seven hypotheses proposed in this study were supported.

Table 6: Hypothesis Testing Result

Hypothesis	Standardized path coefficients (β)	t-value	Test Result
H1: PEOU→ATT	0.680	11.764*	Supported
H2: ATT→CI	0.143	3.336*	Supported
H3: PU→CI	0.189	4.176*	Supported
H4: SA→CI	0.309	6.581*	Supported
H5: SYQ→CI	0.250	5.084*	Supported
H6: IQ→CI	0.280	5.902*	Supported
H7: SEQ→CI	0.261	5.615*	Supported

Note: *=p-value < .05

The results indicate that H1 is supported, as perceived ease of use has a strong and significant effect on attitude (β = 0.680, t = 11.764). This finding suggests that when online food ordering systems are easy to operate, students are more likely to develop positive attitudes toward their use. H2 is also supported, with attitude showing a significant positive influence on continuance intention (β = 0.143, t = 3.336), indicating that favorable evaluations encourage continued usage.

Support is found for H3, as perceived usefulness significantly influences continuance intention (β = 0.189, t = 4.176). This result highlights the role of practical benefits and efficiency in motivating repeated use. H4 is supported, with satisfaction showing the strongest effect on continuance intention among all predictors (β = 0.309, t = 6.581), emphasizing the importance of positive overall usage experiences.

The results further confirm H5, H6, and H7. System quality (β = 0.250, t = 5.084), information quality (β = 0.280, t = 5.902), and service quality (β = 0.261, t = 5.615) all have significant positive effects on continuance intention. These findings indicate that stable system performance, accurate information, and responsive service support are critical factors influencing students' willingness to continue using online food ordering systems.

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Overall, the hypothesis testing results provide strong empirical support for the proposed research model and confirm that both perception-related and quality-related factors jointly shape continuance intention among university students.

5. Conclusions and Recommendation

5.1 Conclusions

This study examined the factors influencing continuance intention toward online food ordering systems among undergraduate students in Zhanjiang, Guangdong Province. Online food ordering has become a routine service for students, driven by convenience and frequent usage. Understanding post-adoption behavior is therefore essential for explaining sustained use in this context.

Data were collected from 500 undergraduate students across four universities. The results from confirmatory factor analysis and structural equation modeling confirmed that the proposed model is valid and reliable.

The findings show that perceived ease of use significantly influences attitude, supporting the Technology Acceptance Model (Davis, 1989). This result is consistent with prior studies that highlight the importance of usability in shaping user evaluations (Alagoz & Hekimoglu, 2012). It suggests that students value simple and efficient interfaces, as these reduce effort and support quick decision making in daily routines.

Attitude and perceived usefulness both have significant effects on continuance intention. This aligns with previous findings that emphasize the role of perceived benefits and positive evaluations in encouraging continued use (Bhattacherjee, 2001; Nguyen et al., 2023). In the Zhanjiang context, perceived usefulness reflects practical value, such as saving time and improving convenience, which directly supports students' daily needs.

Satisfaction emerged as the strongest predictor of continuance intention. This finding is consistent with prior research (Bhattacherjee, 2001; Foroughi et al., 2023) and suggests that actual usage experience plays a more important role than initial perception. For undergraduate users, repeated interactions allow them to evaluate service reliability and delivery performance, making satisfaction a more immediate driver of continued use than attitude or usefulness.

System quality, information quality, and service quality also showed significant positive effects on continuance intention. These results support the Information Systems Success Model (DeLone & McLean, 2003) and are consistent with recent empirical studies (Mai et al., 2024; Rahi & Abd Ghani, 2021). They indicate that stable system performance, accurate information, and responsive service reduce uncertainty and enhance user trust.

Theoretically, this study contributes by integrating the Technology Acceptance Model, the Information Systems Success Model, and the Expectation Confirmation Model into a unified framework. This integration advances prior research by explaining continuance intention through both perception-based and experience-based mechanisms, rather than relying on a single theoretical perspective.

From a contextual perspective, the findings highlight that undergraduate students in Zhanjiang are highly dependent on online food ordering systems. Frequent usage and convenience needs explain why satisfaction and service-related factors have stronger effects compared to purely cognitive evaluations.

5.2 Recommendations

Online food ordering platforms should focus on improving usability, service reliability, and overall user experience to support sustained engagement. System design should emphasize simplicity, with clear navigation, intuitive interfaces, and efficient ordering processes. Reducing complexity can help users complete tasks quickly and with less effort.

Operators should also ensure that information provided on the platform is accurate, timely, and easy to understand. Clear menu descriptions, transparent pricing, and reliable delivery time estimates can reduce uncertainty and enhance user trust. In addition, responsive customer support and effective handling of service issues are essential for maintaining a positive user experience.

From a theoretical perspective, these recommendations highlight the need to manage continuance intention through both cognitive and experiential factors. This suggests that platform improvement should not focus solely on system functionality but also on delivering consistent and reliable service performance.

From a contextual perspective, undergraduate students in Zhanjiang rely heavily on convenience-oriented services. Platforms should therefore prioritize speed, accessibility, and reliability to match students' daily usage patterns and expectations.

By focusing on these areas, platform operators can enhance user experience and support long-term engagement in a competitive digital service environment.

5.3 Limitation and Further Study

This study has several limitations. The sample was limited to undergraduate students in Zhanjiang, Guangdong Province. Although appropriate for the research purpose, the findings reflect a specific population and context. Users

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from other regions, age groups, or occupations may show different behaviors. Therefore, caution is needed when generalizing the results.

The study also used a non-probability sampling method and an online questionnaire, which may limit sample representativeness. Future studies could apply probability sampling or combine online and offline data collection to improve generalizability.

In addition, the use of a self-reported, single-source questionnaire may introduce common method bias. Although anonymity and clear instructions were provided to reduce response bias, future research could apply procedural and statistical remedies, such as collecting data from multiple sources or using Harman's single-factor test, to further address this issue.

Future research may expand the study to other regions and user groups, such as working adults or older consumers. Additional variables, including perceived risk or social influence, could be incorporated. Researchers may also examine outcomes such as user loyalty or word-of-mouth intention to better understand long-term behavior.

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