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The Effect of Food Information Quality and Delivery Offline Satisfaction on Attitudinal Loyalty Through Perceived Usefulness Among GoFood Online Food Delivery Service Users in Bandung City

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Abstract

This study examines the effects of Food Information Quality and Delivery Offline Satisfaction on Attitudinal Loyalty, both directly and through Perceived Usefulness, among GoFood users in Bandung City. A quantitative approach was employed through a survey of 146 GoFood users selected using purposive sampling. Data were collected using a five-point Likert-scale questionnaire and analyzed using descriptive statistics, validity and reliability tests, multiple linear regression, and the Sobel z statistic with SPSS version 26. The results show that Food Information Quality and Delivery Offline Satisfaction have positive and significant effects on Perceived Usefulness. Food Information Quality, Delivery Offline Satisfaction, and Perceived Usefulness also have positive and significant effects on Attitudinal Loyalty. Delivery Offline Satisfaction is the strongest direct predictor of Attitudinal Loyalty, with a standardized beta of 0.437. The model explains 49.7% of the variance in Perceived Usefulness and 75.4% of the variance in Attitudinal Loyalty. The Sobel z statistic confirms that Perceived Usefulness significantly mediates the effects of Food Information Quality and Delivery Offline Satisfaction on Attitudinal Loyalty. These findings highlight the importance of integrating digital information quality and offline delivery experience to strengthen perceived usefulness and attitudinal loyalty in online food delivery services.

Keywords:
Food Information Quality; Delivery Offline Satisfaction; Perceived Usefulness; Attitudinal Loyalty; GoFood.

1. INTRODUCTION

The advancement of digital technology has transformed the way consumers obtain food, particularly in urban areas. Online food delivery (OFD) services integrate information search, restaurant selection, payment, and delivery into a single digital system. In an increasingly competitive market, the success of OFD platforms is determined not only by their ability to generate transactions but also by their ability to build attitudinal loyalty. In the GoFood context, attitudinal loyalty is particularly important because users have alternative platforms and can switch services at relatively low cost. Therefore, understanding the factors that shape Attitudinal Loyalty is relevant to both marketing management and the management of digital service information systems.

This study adopts the Technology Acceptance Model (TAM) framework as adapted by Seo and Roh (2025) in an online-to-offline context. The framework positions Perceived Usefulness as an important mechanism explaining how service characteristics affect user responses. In GoFood services, usefulness is derived not only from application functionality but also from the quality of information that supports decision-making and from the delivery experience that demonstrates whether digital benefits are realized at the offline stage. Accordingly, this study connects two dimensions of the customer experience: Food Information Quality

as the quality of the digital interface and Delivery Offline Satisfaction as the quality of the experience after the digital transaction has been completed.

Food Information Quality reflects the extent to which information regarding menus, prices, descriptions, photographs, reviews, and product availability is perceived as clear, accurate, complete, and transparent. Kang and Namkung (2019) showed that information quality and source credibility play an important role in customer evaluations of food O2O commerce. Lee et al. (2019) and Wang et al. (2021) also identified information quality as an important determinant of continued use of digital platforms. In the OFD context, Seo and Roh (2025) and Xin et al. (2023) showed that relevant and trustworthy information strengthens users' perceptions that an application is useful for supporting decisions and ordering activities. Thus, higher information quality is expected to increase Perceived Usefulness while strengthening positive attitudes toward the platform.

Delivery Offline Satisfaction reflects user satisfaction with the delivery process, including timeliness, the condition of food upon arrival, and courier professionalism. Wu et al. (2024) demonstrated that delivery service quality contributes to customer satisfaction and reuse intention in food delivery services. Alden et al. (2023) likewise emphasized the importance of physical service quality in shaping customer evaluations. Nevertheless, the relationships among offline experience, perceived usefulness, and loyalty are not necessarily identical across contexts. Annaraud and Berezina (2020) and Pal et al. (2022) showed that external factors and the overall service experience may alter the strength of these relationships. This inconsistency highlights the need to examine these relationships among GoFood users in Bandung.

Perceived Usefulness in this study refers to the belief that GoFood provides tangible benefits through ease of ordering, time savings, ease of finding restaurants and menus, and the ability to fulfill food-related needs without disrupting users' activities. In the model proposed by Seo and Roh (2025), perceived usefulness functions not only as an outcome of service quality but also as a pathway connecting user experience with loyalty. Zaheer et al. (2024) showed that strategic e-commerce attributes can enhance perceived value and electronic loyalty, while Siagian et al. (2022) demonstrated that information quality can affect loyalty through users' evaluations of the system. These findings provide a basis for positioning Perceived Usefulness as a mediating variable.

Attitudinal Loyalty refers to users' preferences, commitment, and positive attitudes toward a service, reflected in their tendency to choose the service again, regard it as superior, continue using it, and recommend it to others. Elsiana and Maradona (2024) found that service quality is associated with customer loyalty in the OFD industry. In this study, loyalty is treated as an evaluative response that may arise directly from information quality and delivery satisfaction, as well as indirectly through perceived usefulness. This configuration is important because OFD is an O2O system: the quality of the digital interface and the quality of offline execution must operate consistently for users to develop loyal attitudes.

Previous studies have examined information quality, delivery service quality, and loyalty formation in online food delivery contexts. However, limited studies have simultaneously integrated digital information quality and offline delivery experience within an online-to-offline (O2O) framework by considering Perceived Usefulness as a mediating mechanism. Therefore, this study extends previous research by explaining how digital and offline service experiences jointly contribute to attitudinal loyalty among GoFood users. Based on this research gap, this study examines the relationships among Food Information Quality, Delivery Offline Satisfaction, Perceived Usefulness, and Attitudinal Loyalty among GoFood users in Bandung City.

H1 : Food Information Quality has a positive effect on Perceived Usefulness.
H2 : Delivery Offline Satisfaction has a positive effect on Perceived Usefulness.
H3 : Perceived Usefulness has a positive effect on Attitudinal Loyalty.
H4 : Food Information Quality has a positive effect on Attitudinal Loyalty.
H5 : Delivery Offline Satisfaction has a positive effect on Attitudinal Loyalty.
H6 : Perceived Usefulness mediates the effect of Food Information Quality on Attitudinal Loyalty.
H7 : Perceived Usefulness mediates the effect of Delivery Offline Satisfaction on Attitudinal Loyalty.

The conceptual relationships among the four constructs are summarized in Figure 1.

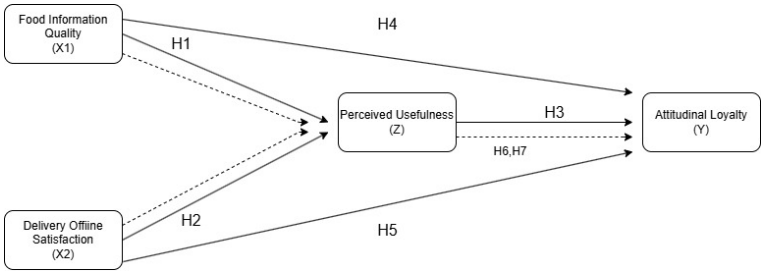

Figure 1. Conceptual Model of the Research

The subsequent section describes the research methodology, followed by the presentation of results and discussion to examine the proposed seven hypotheses. The final section provides a summary of the conclusions, implications, research limitations, and suggestions for future studies.

2. RESEARCH METHOD

Respondents were determined through purposive sampling, which represents a non-probability sampling approach involving predetermined selection criteria (Sekaran & Bougie, 2017). The respondents were required to live in Bandung City, have prior experience using GoFood services, and have completed food ordering and delivery transactions. These requirements were established to ensure that participants possessed adequate experience to assess Food Information Quality, Delivery Offline Satisfaction, Perceived Usefulness, and Attitudinal Loyalty.

The research instrument applied a five-point Likert scale, where the response options ranged from 1 (strongly disagree) to 5 (strongly agree). Four constructs were measured using 17 statement items. Food Information Quality consisted of four indicators assessing clarity, accuracy, completeness, and transparency of information. Delivery Offline Satisfaction consisted of four indicators assessing delivery speed/timeliness, courier professionalism, and the condition of food upon receipt. Perceived Usefulness was measured using five indicators related to ease of ordering, time savings, ease of finding restaurants and menus, and efficient fulfillment of needs. Attitudinal Loyalty was measured using four indicators concerning preference, relative superiority, continued-use commitment, and recommendation.

Table 1. Operationalization of Variables

Variable	Operational definition	Main indicators
Food Information Quality (X1)	User evaluation of the quality of food-related information presented in the GoFood application.	Clarity; accuracy; completeness; transparency.
Delivery Offline Satisfaction (X2)	User satisfaction with the delivery experience until the food is received.	Speed/timeliness; courier professionalism; food condition.
Perceived Usefulness (Z)	Perception that GoFood provides benefits and improves the efficiency of fulfilling food-related needs.	Ease of ordering; time savings; finding restaurants/menus; activity efficiency.
Attitudinal Loyalty (Y)	Attitudinal preference and commitment to continue using GoFood.	Primary choice; relative superiority; commitment; recommendation.

The validity and reliability assessments were conducted using product-moment correlation analysis and Cronbach's Alpha coefficient. The measurement items were considered valid when the item-total correlation values surpassed the required critical threshold, whereas the instrument reliability was confirmed when the Cronbach's Alpha coefficient was above 0.60. Data were analyzed using SPSS version 26. The analysis consisted of descriptive statistics, classical assumption testing, and two multiple linear regression equations. The first equation specified Perceived Usefulness as the dependent variable, with Food Information Quality and Delivery Offline Satisfaction as predictors. The second equation specified Attitudinal Loyalty as the dependent variable, with Food Information Quality, Delivery Offline Satisfaction, and Perceived Usefulness as predictors.

The regression model assumptions were examined through several statistical tests, including the Kolmogorov-Smirnov test to assess data normality, tolerance and Variance Inflation Factor (VIF) values to identify multicollinearity issues, and the Glejser test to evaluate heteroscedasticity. The direct relationships among variables were examined through t-test analysis with a significance level of 5%. Furthermore, the mediating effect of Perceived Usefulness was evaluated using the Sobel z statistic, which considers the path coefficients and standard errors of the related relationships. The indirect effect was interpreted as significant when the Sobel statistic value was greater than 1.96 under the 5% significance criterion (Preacher & Hayes, 2004).

3. RESULTS AND DISCUSSION

3.1. Respondent Profile and Instrument Quality

A total of 146 responses met the requirements for analysis. All respondents resided in Bandung City. The sample was dominated by male respondents, totaling 98 individuals (67.12%), respondents aged 21-26 years, totaling 111 individuals (76.03%), and university students, totaling 98 individuals (67.12%). The predominance of young respondents and university students indicates that the sample largely represents users who interact

intensively with digital services, although respondents from other age groups and occupational categories were also included.

Table 2. Respondent Profile

Characteristic	Frequency	Percentage
Male	98	67.12%
Female	48	32.88%
Age 17-20 years	24	16.44%
Age 21-26 years	111	76.03%
Age 27-32 years	6	4.11%
Age 33-38 years	3	2.05%
Age >40 years	2	1.37%
University student	98	67.12%
Private-sector employee	20	13.70%
Entrepreneur	8	5.48%
Others	20	13.70%

The validity test showed that all items had correlation coefficients above the critical r value of 0.1625. The item-correlation ranges were 0.614-0.907 for Food Information Quality, 0.652-0.696 for Delivery Offline Satisfaction, 0.566-0.722 for Perceived Usefulness, and 0.746-0.803 for Attitudinal Loyalty. Reliability also met the minimum criterion, with Cronbach's Alpha values of 0.784 for Food Information Quality, 0.601 for Delivery Offline Satisfaction, 0.677 for Perceived Usefulness, and 0.774 for Attitudinal Loyalty. Accordingly, the instrument was considered adequate for the subsequent regression analysis.

Descriptively, all constructs received positive evaluations. The item means ranged from 4.12-4.21 for Food Information Quality, 4.13-4.17 for Delivery Offline Satisfaction, 4.31-4.39 for Perceived Usefulness, and 4.08-4.21 for Attitudinal Loyalty. Construct means calculated from the corresponding item means were approximately 4.15, 4.15, 4.35, and 4.14, respectively. Perceived Usefulness received the highest evaluation, indicating that respondents generally regarded GoFood as an application that provides tangible benefits in food-ordering activities.

Table 3. Descriptive Statistics and Construct Reliability

Variable	Item mean range	Construct mean	Cronbach's Alpha
Food Information Quality	4.12-4.21	4.15	0.784
Delivery Offline Satisfaction	4.13-4.17	4.15	0.601
Perceived Usefulness	4.31-4.39	4.35	0.677
Attitudinal Loyalty	4.08-4.21	4.14	0.774

3.2. Assumption Tests and Regression Models

Both regression equations met the normality assumption. The Kolmogorov-Smirnov significance values were 0.114 for the first equation and 0.200 for the second equation. No multicollinearity problems were identified because the VIF value in the first equation was 1.601 and ranged from 1.906 to 1.990 in the second equation, all below 10; tolerance values were also above 0.10. The Glejser test produced significance values of 0.226 and 0.073 for the first equation and 0.120, 0.156, and 0.358 for the second equation, all above 0.05. Thus, the models satisfied the basic assumptions used in the regression analysis.

In the first equation, Food Information Quality and Delivery Offline Satisfaction simultaneously had a significant effect on Perceived Usefulness ($F = 70.775$; $p < 0.001$), with an R-squared (R^2) value of 0.497. This indicates that the model explains 49.7% of the variance in Perceived Usefulness. In the second equation, Food Information Quality, Delivery Offline Satisfaction, and Perceived Usefulness simultaneously had a significant effect on Attitudinal Loyalty ($F = 145.049$; $p < 0.001$), with an R-squared (R^2) value of 0.754, meaning that the model explains 75.4% of the variance in Attitudinal Loyalty. The relatively high explanatory power of the second model indicates that the combination of digital experience, delivery experience, and perceived usefulness constitutes an important determinant of attitudinal loyalty in the study sample.

Table 4. Coefficient of Determination (R Square)

Model	Dependent Variable	R Square (R^2)	Explained Variance
Equation 1	Perceived Usefulness	0.497	49.7%
Equation 2	Attitudinal Loyalty	0.754	75.4%

Note: R Square (R^2) represents the proportion of variance in the dependent variable explained by the predictors in each regression equation.

Table 5. Results of Direct Hypothesis Testing

Hyp.	Relationship	B	Beta	t	p	Decision
H1	FIQ → PU	0.385	0.394	5.248	<0.001	Supported
H2	DOS → PU	0.451	0.392	5.225	<0.001	Supported
H3	PU → AL	0.213	0.214	3.649	<0.001	Supported
H4	FIQ → AL	0.337	0.346	6.017	<0.001	Supported
H5	DOS → AL	0.500	0.437	7.599	<0.001	Supported

Note: FIQ = Food Information Quality; DOS = Delivery Offline Satisfaction; PU = Perceived Usefulness; AL = Attitudinal Loyalty.

3.3. Effects of Food Information Quality and Delivery Offline Satisfaction on Perceived Usefulness

H1 was supported because Food Information Quality had a positive and significant effect on Perceived Usefulness (B = 0.385; beta = 0.394; t = 5.248; $p < 0.001$). This finding indicates that users perceive GoFood as more useful when menu information, prices, descriptions, and product conditions are presented clearly, completely, accurately, and transparently. The result is consistent with Seo and Roh (2025), Lee et al. (2019), Wang et al. (2021), and Xin et al. (2023), who identified information quality as an important antecedent of perceived usefulness in digital systems. Managerially, information is not merely a communication element; it is part of the application's utilitarian function because it reduces uncertainty and accelerates consumer decision-making.

H2 was also supported. Delivery Offline Satisfaction had a positive and significant effect on Perceived Usefulness (B = 0.451; beta = 0.392; t = 5.225; $p < 0.001$). In standardized terms, its contribution to Perceived Usefulness was nearly equivalent to that of Food Information Quality. This result reflects the O2O nature of GoFood: the usefulness of the application is fully realized when the offline outcome meets user expectations. Timely delivery, professional courier service, and good food condition strengthen the belief that the digital system genuinely facilitates users' needs. This finding is consistent with Seo and Roh (2025), Wu et al. (2024), and Alden et al. (2023). At the same time, the study provides contextual evidence from Bandung in relation to Annaraud and Berezina (2020) and Pal et al. (2022), who showed that the strength of the delivery experience may differ across service conditions and user segments.

3.4. Determinants of Attitudinal Loyalty

H3 was supported because Perceived Usefulness had a positive effect on Attitudinal Loyalty (B = 0.213; beta = 0.214; t = 3.649; $p < 0.001$). This means that the greater the tangible benefits perceived by users, the stronger their tendency to choose GoFood, continue using the service, and recommend it to others. The result supports the TAM mechanism employed by Seo and Roh (2025), whereby evaluations of technological usefulness can develop into more stable attitudinal responses. The finding is also consistent with Zaheer et al. (2024), who showed that perceived usefulness/value constitutes an important pathway toward digital loyalty.

H4 showed that Food Information Quality had a positive effect on Attitudinal Loyalty (B = 0.337; beta = 0.346; t = 6.017; $p < 0.001$). Trustworthy information increases users' confidence in ordering decisions and reduces perceived risk. In OFD services, consistency between digital information and experience can strengthen the belief that the platform deserves to be chosen again. This result is consistent with Seo and Roh (2025) and Elsiana and Maradona (2024) regarding the importance of service/information quality in shaping user loyalty.

H5 produced the largest standardized coefficient in the Attitudinal Loyalty equation. Delivery Offline Satisfaction had a positive and significant effect on Attitudinal Loyalty (B = 0.500; beta = 0.437; t = 7.599; $p < 0.001$). This finding indicates that the delivery experience is a critical touchpoint because it provides concrete evidence of the service quality previously promised through the application. When food arrives on time, safely, hygienically, and is handled professionally, users have stronger reasons to maintain their preference for GoFood. This finding supports Wu et al. (2024) and Elsiana and Maradona (2024), while emphasizing that OFD loyalty cannot be built solely through the digital interface.

3.5. Mediating Role of Perceived Usefulness

The Sobel z statistic showed that both indirect paths were significant. The effect of Food Information Quality on Attitudinal Loyalty through Perceived Usefulness produced a Sobel statistic of 3.014 ($p < 0.001$), whereas the path from Delivery Offline Satisfaction to Attitudinal Loyalty through Perceived Usefulness produced a Sobel statistic of 3.008 ($p < 0.001$). Because the direct effects of Food Information Quality and Delivery Offline Satisfaction on Attitudinal Loyalty remained significant after Perceived Usefulness was included in the model, the pattern indicates partial mediation. In other words, information quality and delivery satisfaction build loyalty through two mechanisms: a direct effect on user attitudes and an indirect effect through increased perceived usefulness.

Table 6. Mediation Test Results

Hyp.	Mediation path	Sobel z	p	Decision
H6	FIQ → PU → AL	3.014	<0.001	Supported; partial mediation
H7	DOS → PU → AL	3.008	<0.001	Supported; partial mediation

The mediation findings extend the interpretation of the direct effects. Food Information Quality increases the utility of the application because high-quality information enables users to evaluate alternatives more efficiently. Delivery Offline Satisfaction increases utility because the delivery process demonstrates that digital benefits continue through the order-fulfillment stage. When these two experiences are translated into Perceived Usefulness, users do not merely feel satisfied with a single transaction; they develop a broader evaluation that GoFood is a service worth continuing to use. This mechanism is consistent with the O2O model of Seo and Roh (2025) and the findings of Siagian et al. (2022) regarding the role of system evaluation in the formation of loyalty.

The primary practical implication is the need for integrated service-quality management. Improvements to digital information should include accurate descriptions, price transparency, information completeness, and consistency between product visuals and actual products. On the offline side, the platform should maintain delivery timeliness, food-handling quality, and courier professionalism. Delivery Offline Satisfaction deserves particular managerial attention because it had the largest standardized beta for Attitudinal Loyalty; however, the mediation results indicate that perceived usefulness must also be strengthened so that operational improvements are translated into more stable loyalty.

4. CONCLUSION

This study demonstrates that Food Information Quality and Delivery Offline Satisfaction are important determinants of Perceived Usefulness and Attitudinal Loyalty among GoFood users in Bandung City. From the Technology Acceptance Model (TAM) perspective, the findings indicate that perceived usefulness is influenced not only by digital application characteristics but also by the quality of offline service outcomes. In an O2O platform, digital usefulness is strengthened when reliable delivery experiences support technological convenience.

Perceived Usefulness also serves as a partial mediator in the relationships of Food Information Quality and Delivery Offline Satisfaction with Attitudinal Loyalty. This finding indicates that OFD user loyalty is formed not only because information quality or delivery satisfaction directly improves attitudes, but also because these experiences make users perceive the application as more useful. Theoretically, the results provide contextual support for the application of TAM to O2O services by integrating quality at both the digital and offline stages. Managerially, GoFood should regard information quality and delivery quality as a single customer-experience continuum rather than as two separate functions.

Future research may extend this model by incorporating additional variables that may influence user loyalty in online food delivery services, such as trust, perceived risk, electronic word-of-mouth, price fairness, promotion attractiveness, perceived ease of use, and customer satisfaction. Future studies may also compare multiple online food delivery platforms and include respondents from broader geographical areas to improve the generalizability of findings.

This study is limited by its geographical scope, which includes only users in Bandung City, and by a sample composition dominated by respondents aged 21-26 years and university students. Although the sample size of 146 respondents is sufficient for regression analysis, the findings should be interpreted within the specific context of GoFood users in Bandung City and may not fully represent users in other regions with different demographic characteristics and service environments.

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