Volume 5 Issue 2 (2025) Pages 199 - 212
Amkop Management Accounting Review (AMAR)
ISSN : 2828-2248 (On line)

The Influence of Attitude, Perceived Service Quality, Perceived Usefulness, and Trust on Purchase Intention Through Food Delivery Apps Among Generation Z

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Abstract

The purpose of this study is to examine the factors that influence Generation Z's purchase intention in using food delivery applications, focusing on the role of attitude, perceived service quality, perceived usefulness, and trust. Data were collected through an online survey of 200 Generation Z respondents aged 18-26 who had used food delivery applications in the last three months. The results of the analysis using partial least squares structural equation modeling (PLS-SEM) with the help of WarpPLS software show that attitude has a positive and significant effect on purchase intention. In addition, perceived service quality and perceived usefulness have a significant effect on trust, which in turn also has a positive effect on purchase intention. These findings emphasize the importance for service providers to deliver reliable service quality, ensure the usability and convenience of their apps, and build customer trust in order to increase loyalty among Generation Z users. This study contributes to the growing literature on consumer behavior on digital platforms by providing insights into the determinants of online purchase intention in the food delivery service sector.

Keywords: Attitude, Perceived Service Quality, Perceived Usefulness of Online Reviews, Trust, Purchase Intention, Generation Z

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INTRODUCTION

The use of food delivery apps has become an increasingly popular phenomenon among modern society, especially among Generation Z. This generation, which grew up in the digital age, tends to quickly adopt new technologies and integrate them into their daily lives. One of the most significant aspects of this technological adoption is the use of food delivery apps, which offer convenience and ease in ordering food.

However, with the increasing number of food delivery apps available, competition in the market is getting tougher. Therefore, it is important for service providers to understand the factors that influence consumer purchase intention, especially among Generation Z.

Food delivery apps have become the preferred choice for ordering food because of their practical nature, which is very much in line with what people living in this fast-paced and practical era want. Researchers conducted a preliminary survey to compare three apps that are popular among the public.

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DOI : 10.37531/amar.v5i2.3302

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Table 1. Initial Survey of Food Delivery Apps

Application	Product	Price (Rp.)	Shipping costs (Rp.)	System costs (Rp.)	Parking fee (Rp.)	Total (Rp.)
Go Food	Mie Gacoan	14,508	23,000	-	1,000	38,508
Grab Food		14,508	14,000	3,000	1,000	32,508
Shopee Food		15,003	10,000	6,000	2,000	33,003

Source: processed data

Based on Table 1, the researcher conducted a preliminary survey by selecting the nearest product and comparing several aspects, namely price, delivery costs, system costs, and parking costs. From this survey, it can be concluded that delivery costs are a significant factor. Grabfood has the highest delivery costs, while Shopee Food has the lowest. It should be noted that the delivery location was set from the same location. Seeing the surge in shipping costs and, above all, the systems that are a concern for Food Delivery App users, which ultimately lead to online reviews and customer satisfaction issues, this study aims to answer whether the practical nature of Food Delivery Apps is still effective and does not discourage customers from continuing to be users.

Previous studies have examined the factors influencing purchase intention in the context of online shopping. Qalati et al. (2021) found that trust mediates the relationship between perceived service quality, website quality, and reputation toward purchase intention among e-commerce consumers. Research by Jadil et al. (2022) also confirms the importance of trust in reducing risk perception and increasing purchase intention among online consumers in Morocco. Similar findings were obtained by Utama et al. (2022), which showed the mediating role of trust in the relationship between perceived service quality, website quality, and website reputation with purchase intention.

Consumer attitude factors have also been empirically proven to have a positive effect on purchase intention, as shown by Dharmesti et al. (2019), who studied the online shopping behavior of young consumers in Australia and the United States, as well as the study by Lim, Yeo, and Lee (2020) on Generation Y in Malaysia. Research has generally been conducted in the context of general e-commerce, green cosmetic products, or instant courier services (Kusumawardani & Hastayanti, 2020), with a diverse population of respondents, such as Generation Y or young consumers in general.

However, there are limitations to previous studies. First, most have not simultaneously tested the combined influence of attitude, perceived service quality, perceived usefulness, and trust factors on purchase intention in a single comprehensive model. Second, most previous studies were conducted in the context of general e-commerce platforms or specific products, not app-based food delivery services, which are now a global trend.

Based on this gap, this study presents novelty by simultaneously testing the influence of attitude, perceived service quality, perceived usefulness, and trust on purchase intention in the context of Generation Z's use of food delivery applications. This study also attempts to answer practical issues often experienced by users, such as inconsistent service quality, doubts about platform security, and the extent to which young consumers feel the benefits of the application. Thus, this study is expected to expand the literature on digital consumer behavior

DOI : 10.37531/amar.v5i2.3302

in the era of platform-based economies and provide practical input for digital service providers in increasing customer loyalty.

Based on the description of the background of the problem above, the author is interested in conducting research with the title "The Influence of Attitude, Perceived Service Quality, Perceived Usefulness, and Trust on Purchase Intention through Food Delivery Apps among Generation Z."

METHODOLOGY

This study is explanatory research with a quantitative approach that aims to analyze the relationship between Attitude, Perceived Service Quality, Perceived Usefulness, and Trust on Purchase Intention. This study uses a causal design with asymmetric relationships between variables and a survey method with questionnaires to collect data. Based on the time dimension, this study is cross-sectional research that analyzes data at a specific point in time.

This study uses a population of Generation Z who have made purchases through food delivery apps. The research sample was determined using purposive sampling techniques with specific criteria, namely aged 18-26 years and having made at least one purchase through food delivery apps in the last three months. The minimum sample size required for this study ranged from 165 to 330 respondents, based on the rule of thumb used in Structural Equation Modeling (SEM) with the help of WarpPLS. The non-probability sampling technique was used because the population data was unknown. Data was collected through an online questionnaire using Google Forms.

Researchers used quantitative analysis with the Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) method through WarpPLS software to analyze the relationship between variables. Data analysis was conducted in three stages: measurement model analysis, model fit analysis, and structural model analysis. In addition, descriptive analysis was used to describe the mean scores of respondents' answers and the correlations between items in the questionnaire for each variable studied. Means and standard deviations were calculated to understand respondents' perceptions of the statement items.

The measurement model (outer model) was evaluated to ensure the validity and reliability of the indicators used in the study. Validity was assessed through convergent validity with a factor loading value > 0.3, discriminant validity by ensuring that the factor loading value of each item was greater than the factor loading value for other constructs, and Average Variance Extracted (AVE) > 0.5. Reliability is measured through Composite Reliability (CR) > 0.7 and Cronbach's Alpha > 0.6. This evaluation aims to ensure that the indicators used are reliable and valid in measuring latent variables.

Structural model evaluation (inner model) was conducted to test the relationship between latent variables in the research model using SEM-PLS with the help of WarpPLS. The indicators observed included statistical analysis results to test hypotheses, regression coefficient values (beta), coefficient of determination values (R2), as well as model fit and model quality indices.

Hypothesis testing in this study was conducted using t-statistics and probabilities. The criteria for accepting a hypothesis were a t-statistic value > 1.96 or a p-value < 0.05, indicating that the alternative hypothesis (Ha) was accepted and the null hypothesis (H0) was rejected.

DOI : 10.37531/amar.v5i2.3302

RESULTS AND DISCUSSION

Validity and Reliability Test Results

Small Sample Validity Test

Table 2 . Small Sample Discriminant Validity Values

	ATT	PSQ	PUS	TRU	PIT
ATT01	**(0.817)**	0.433	-0.644	-0.040	0.126
ATT02	**(0.874)**	-0.462	-0.189	0.361	0.225
ATT03	**(0.842)**	0.333	0.047	-0.299	0.031
ATT04	**(0.805)**	-0.286	0.809	-0.039	-0.404
PSQ01	0.262	**(0.803)**	0.225	-0.593	0.067
PSQ02	-0.385	**(0.641)**	0.595	-0.849	0.027
PSQ03	0.095	**(0.721)**	0.744	-0.439	-0.258
PSQ04	0.249	**(0.758)**	-0.323	0.265	-0.474
PSQ05	-0.701	**(0.736)**	0.305	0.374	0.130
PSQ06	0.350	**(0.796)**	0.094	0.453	-0.183
PSQ07	-0.022	**(0.798)**	-0.401	-0.235	0.065
PSQ08	0.310	**(0.578)**	-0.681	0.430	0.257
PSQ09	-0.267	**(0.545)**	-0.804	0.805	0.593
PUS01	0.077	-0.104	**(0.867)**	0.416	0.162
PUS02	-0.130	-0.011	**(0.904)**	-0.209	0.019
PUS03	-0.264	0.446	**(0.804)**	-0.343	-0.008
PUS04	0.034	-0.297	**(0.879)**	0.573	-0.244
PUS05	0.034	-0.297	**(0.879)**	0.573	-0.244
PUS06	-0.206	0.278	**(0.846)**	-0.464	0.213
PUS07	0.255	0.073	**(0.894)**	0.015	-0.165
PUS08	0.199	-0.050	**(0.754)**	-0.696	0.324
TRU01	0.283	0.319	-0.011	**(0.861)**	-0.456
TRU02	0.064	0.339	0.205	**(0.902)**	-0.250
TRU03	-0.615	0.256	-0.120	**(0.776)**	0.548
TRU04	-0.258	-0.089	0.905	**(0.790)**	0.064
TRU05	0.041	-0.115	0.286	**(0.906)**	-0.283
TRU06	0.216	-0.265	-0.134	**(0.922)**	0.115
TRU07	0.058	-0.027	-0.500	**(0.927)**	0.279
TRU08	0.201	-0.037	-0.216	**(0.917)**	-0.156
TRU09	-0.113	-0.361	-0.324	**(0.834)**	0.212
PIT01	-0.002	-0.467	0.171	0.442	**(0.818)**
PIT02	-0.248	0.008	0.116	0.263	**(0.859)**
PIT03	-0.261	-0.021	0.079	-0.399	**(0.869)**
PIT04	-0.261	-0.021	0.079	-0.399	**(0.869)**

DOI : 10.37531/amar.v5i2.3302

PIT05	0.458	-0.132	-0.203	0.262	**(0.881)**
PIT06	0.330	0.658	-0.247	-0.155	**(0.801)**

Source: processed data

Based on Table 2 above, it shows that the discriminant validity values for indicators ATT01 to ATT04 are horizontally higher than all values in other columns, namely PSQ, PUS, TRU, and PIT. In addition, vertically, these values show superiority over values in other constructs.

Average Variance Extract (AVE) Small Sample

The Average Variance Extract (AVE) value that is considered satisfactory is > 0.5 (Hair et al., 2010). The AVE values of all variables in the small sample research meet the requirements, as the AVE values are 0.5, with the following details:

Table 3. Average Variance Extract (AVE) Values for Small Samples

Source: Processed data

	ATT	PSQ	PUS	TRU	PIT
Average Variance Extract (AVE)	0.697	0.510	0.731	0.761	0.723

Description:
ATT: attitude, PSQ: perceived service quality, PUS: perceived usefulness, TRU: trust, PIT: purchase intention

Large Sample Validity Test

Large Sample Discriminant Validity

In addition to being viewed from the loading factor, validity can also be proven if the statement items in a variable have a higher loading factor value against the original construct compared to the loading value against other constructs in the same column (Hair et al., 2012).

Table 4. Large Sample Discriminant Validity Values

	ATT	PSQ	PUS	TRU	PIT
ATT01	**(0.763)**	0.204	-0.027	0.027	0.004
ATT02	**(0.895)**	-0.234	0.046	-0.014	0.102
ATT03	**(0.842)**	0.061	-0.268	-0.056	0.069
ATT04	**(0.812)**	0.004	0.252	0.048	-0.187
PSQ01	0.176	**(0.636)**	0.288	-0.243	0.028
PSQ02	-0.152	**(0.629)**	0.093	-0.256	0.195

DOI : 10.37531/amar.v5i2.3302

PSQ03	0.028	**(0.728)**	0.307	-0.051	-0.295
PSQ04	0.078	**(0.795)**	-0.270	0.025	-0.077
PSQ05	-0.267	**(0.801)**	0.286	0.093	-0.088
PSQ06	0.109	**(0.866)**	-0.144	0.014	0.069
PSQ07	-0.090	**(0.816)**	-0.143	0.087	0.062
PSQ08	0.158	**(0.596)**	-0.401	0.295	0.162
PUS01	0.179	0.045	**(0.887)**	0.103	-0.035
PUS02	0.017	0.003	**(0.930)**	-0.024	-0.162
PUS03	-0.229	0.123	**(0.817)**	-0.121	-0.113
PUS05	0.097	-0.139	**(0.880)**	0.087	-0.267
PUS06	-0.032	-0.092	**(0.830)**	0.013	0.132
PUS07	-0.049	0.150	**(0.834)**	-0.140	0.085
PUS08	-0.007	-0.096	**(0.711)**	0.083	0.462
TRU01	0.033	0.110	0.467	**(0.811)**	-0.276
TRU02	-0.003	0.156	0.580	**(0.796)**	-0.305
TRU03	-0.094	0.255	-0.086	**(0.843)**	-0.040
TRU04	-0.007	-0.016	0.476	**(0.818)**	-0.230
TRU05	0.089	-0.084	-0.032	**(0.867)**	-0.068
TRU06	-0.023	-0.029	-0.359	**(0.907)**	0.285
TRU07	-0.005	-0.111	-0.381	**(0.910)**	0.249
TRU08	-0.009	-0.041	-0.163	**(0.920)**	0.056
TRU09	0.021	-0.212	-0.367	**(0.839)**	0.252
PIT01	0.034	-0.157	0.290	-0.082	**(0.861)**
PIT02	-0.087	-0.085	0.141	-0.088	**(0.893)**
PIT04	-0.187	-0.060	-0.043	-0.033	**(0.868)**
PIT05	0.179	0.005	-0.349	0.123	**(0.878)**
PIT06	0.067	0.321	-0.040	0.087	**(0.807)**

Source: processed data

DOI : 10.37531/amar.v5i2.3302

Based on Table 4 above, it shows that the discriminant validity values for indicators ATT01 to ATT04 are horizontally higher than all values in other columns, namely PSQ, PUS, TRU, and PIT. In addition, vertically, these values show superiority over values in other constructs.

Average Variance Extract (AVE) Small Sample

The Average Variance Extract (AVE) value that is considered satisfactory is > 0.5 (Hair et al., 2010). The AVE values of all variables in the large sample study meet the requirements, as the AVE values are > 0.5, with the following details:

Table 5. Average Variance Extract (AVE) Values for Large Samples

	ATT	PSQ	PUS	TRU	PIT
Average Variance Extract (AVE)	0.688	0.547	0.712	0.736	0.743

Source: processed data

Description:

ATT: attitude, PSQ: perceived service quality, PUS: perceived usefulness, TRU: trust, PIT: purchase intention

Large Sample Reliability Test

Reliability indicates the consistency of an item in measuring a construct when the questionnaire is answered by different respondents. In the SEM-PLS approach, reliability is measured using composite reliability (CR), with a minimum recommended value of > 0.7. In addition, Cornbach's alpha value also needs to be considered, where an acceptable value is > 0.6 (Ghozali & Latan, 2014; Hair et al., 2012; Solimun et al., 2017).

Table 6. Composite Reliability (CR) Values for Large Samples

	Parameters	Results				
		ATT	PSQ	PUS	TRU	PIT
Composite Reliability (CR)	> 0,7	0.898	0.905	0.945	0.965	0.933
Cronbach's Alpha	> 0,6	0.847	0.878	0.931	0.953	0.911

Source: processed data

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Based on Table 6 above, it can be seen that all variables have a composite reliability value > 0.7 with the lowest value of 0.898 (ATT) and the highest of 0.962 (TRU). This indicates that the questionnaire used for all variables has met the composite reliability criteria.

Model Suitability Evaluation (Goodness of Fit)

Before interpreting the hypothesis, the model must meet the goodness of fit criteria, which is a measure of the validity of the relationship between latent variables. Based on the test results for the five variables and referring to the standard values used, this model has met the goodness of fit requirements. A summary of the test results is presented in Table 7.

Table 7. Model Fit and Quality Index and Research Model Fit Results

No	Fit Model and Quality Index	Fit Criteria	Research Model Fit Results	Conclusion
1	Average Path Coefficient (APC)	p < 0,05	0,426, P<0,001	Fulfilling
2	Average R-squared (ARS)	p < 0,05	0,607, P<0,001	Fulfilling
3	Average Adjusted R-squared (AARS)	p < 0,05	0,603, P<0,001	Fulfilling
4	Average block VIF	Acceptable if <= 5, Ideally <=3,3	1,997	Fulfilling
5	Average Full Collinearity VIF (AFVIF)	Acceptable if <= 5, Ideally <=3,3	2,943	Fulfilling
6	Tenenhaus GoF (GoF)	Small >= 0,1 , Medium >= 0,25 , Large >= 0,36	0,645	Fulfilling (large)
7	Sympson's paradox ratio (SPR)	Acceptable if >= 0,7 , Ideally =1	1	Fulfilling (ideal)
8	R-squared contribution ratio (RSCR)	Acceptable if <= 0,9 , Ideally =1	1	Fulfilling (ideal)
9	Statistical supression ratio (SSR)	Acceptable if >= 0,7	1	Fulfilling

10	Nonlinear bivariate causality direction ratio (NLBCDR)	Acceptable if >= 0,7	1	Fulfilling

Source: processed data

Structural Model (Inner Model)

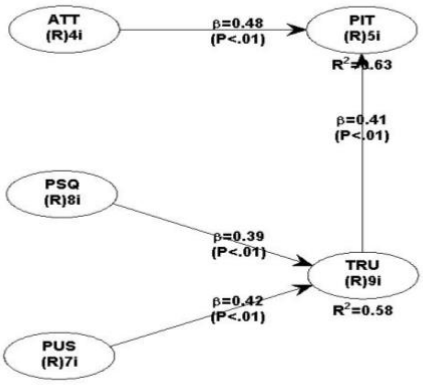

Figure 1 : Research Structural Model

An evaluation of the structural model (inner model) was conducted to assess the relationships between latent variables. This process involved five stages using the SEM-PLS approach with the help of WarpPLS software. The estimation results of the structural model are shown in Figure 1. Based on this figure, several important points can be explained, including: a) the results of statistical analysis of hypothesis testing; b) the regression coefficient (beta) values; and c) the R2 values for each dependent variable.

Based on the model in Figure 1, the hypothesis testing results show that the independent variables have a significant effect on the dependent variables in hypotheses 1 to 4. The criteria for accepting a hypothesis can be seen from the p-value with the following conditions (Solimun et al., 2017):

a. If the p-value ≤ 0.10 (alpha 10%), it is declared weakly significant.
b. If the p-value ≤ 0.05 (alpha 5%), it is declared significant.
c. If the p-value ≤ 0.01 (alpha 1%), it is declared highly significant.

In this study, the evaluation used WarpPLS software, which set the significance level at α = 1%, so that only p-values ≤ 0.01 were accepted as significant.

All hypothesis testing results shown in Figure 1 are summarized in Table 8. below.

Hypothesis Test Results

Table 8. Summary of Research Model Significance Test Results

Hypothesis	Route	Direction of the Hypothesi	Beta	Probability (p-value)	Significance Test Results

		s Relationship			
H1	*Attitude (ATT)* → *Purchase Intention (PIT)*	Positive	0,48	p < 0,01	Significant Positive
H2	*Perceived Servce Quality (PSQ)* → *Trust (TRU)*	Positive	0,39	p < 0,01	Significant Positive
H3	*Perceived Usefulness (PUS)* → *Trust (TRU)*	Positive	0,42	p < 0,01	Significant Positive
H4	*Trust (TRU)* → *Purchase Intention (PIT)*	Positive	0,41	p < 0,01	Significant Positive

Source: processed data

The table above shows that the four hypotheses in this study are supported by the data. The results of the analysis confirm that all relationships between variables are significant and consistent with the direction formulated in the hypotheses.

The Effect of Attitude (ATT) on Purchase Intention (PIT)

This study supports hypothesis 1, which states that attitude (ATT) has a significant positive effect on purchase intention (PIT) (Table 4.18). This means that the more positive an individual's attitude toward using food delivery apps is, the more likely they are to make purchases through these apps.

Respondents' attitudes toward the use of food delivery apps show a positive trend, with the highest score on the indicator "My attitude toward shopping through food delivery apps is positive" (average 5.46) and the lowest score on the indicator "Shopping through food delivery apps is a wise idea" (average 4.96). These findings are supported by the characteristics of respondents who are Generation Z, digital natives who are familiar with technology and digital platforms. Based on Consumer Culture Theory and Attribution Theory, this positive attitude is formed because of satisfying experiences attributed to the quality of the app's service, thereby strengthening purchase intent. The high frequency of app usage (79% of respondents use it more than twice a week) also reinforces this positive perception.

Empirically, these results are in line with previous research by Dharmesti et al. (2019), which found that a positive attitude toward online shopping significantly influences purchase intention among young consumers. Similar research by Lim, Yeo, and Lee (2020) also shows that attitude has a direct influence on purchase intention in the digital context, especially among the younger generation who are accustomed to using technology.

Thus, it can be concluded that in the context of using food delivery apps, positive consumer attitudes play a significant role in shaping purchase intentions. Therefore, service providers need to build and maintain positive perceptions through enjoyable user experiences, consistent services, and approaches that are in line with the values and preferences of the digital generation, such as Generation Z.

The Effect of Perceived Service Quality (PSQ) on Trust (TRU)

DOI : 10.37531/amar.v5i2.3302

The results of hypothesis 2 testing show that perceived service quality (PSQ) has a significant positive effect on trust (TRU). This means that the higher the quality of service perceived by users of food delivery applications, the greater their level of trust in the application.

The results of the descriptive analysis show that respondents generally rate the service quality of food delivery applications as good, with the highest score on the indicator "The application provides a wide selection of food that is available whenever I need it" (mean 5.51) and the lowest score on the indicator "The application offers a money-back guarantee if there is a problem with the order" (mean 4.76). High frequency of use and repeated positive experiences reinforce positive perceptions of service quality. Based on Consumer Culture Theory and Attribution Theory, positive experiences that meet expectations build trust in the app, especially for groups that need fast and efficient services, such as students and workers.

These findings are in line with previous research by Qalati et al. (2021), which found that perceived service quality contributes significantly to the formation of trust in the context of online shopping. Similarly, research by Utama et al. (2022) shows that perceived service quality plays an important role in building trust in digital platforms.

Thus, it can be concluded that in the context of food delivery services, the quality of service directly experienced by users is an important factor in shaping trust. Therefore, service providers need to maintain and improve service elements, ranging from processing speed and transaction security to user experience, in order to maintain consumer trust, especially among Generation Z, who demand efficiency and convenience in digital services.

The Effect of Perceived Usefulness (PUS) on Trust (TRU)

The results of hypothesis 3 testing show that perceived usefulness (PUS) has a significant positive effect on trust (TRU). This means that the higher the perceived usefulness of the food delivery service application by users, the greater their level of trust in the application.

The results of the descriptive analysis show that respondents rated the food delivery service application as very useful, with the highest score on the indicator "The application is very useful in meeting my needs in ordering food online" (mean 5.79) and the lowest score on the indicator "I feel great benefits from using this application in my daily life" (mean 5.36). Both of these indicators fall into the strongly agree category. These findings are relevant to the characteristics of the respondents, most of whom are Generation Z, who value efficiency and convenience in modern lifestyles. Based on Consumer Culture Theory, this high perception of usefulness strengthens trust in the application.

Furthermore, Attribution Theory (Heider, 1958; Kelley, 1967) reinforces this relationship. When users experience direct benefits from using an application, such as ease of ordering food, time efficiency, or location flexibility, they will attribute these positive experiences to the quality and reliability of the application. This attribution encourages the formation of a belief that the application is reliable, thereby generating strong trust.

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These findings are also consistent with previous research by Qalati et al. (2021), which states that perceived usefulness is a significant predictor in shaping user trust in digital platforms. Research by Jadil et al. (2022) also supports that the functional benefits of digital services can strengthen consumer trust, particularly in the context of using application-based online platforms.

Thus, it can be concluded that in the context of food delivery services, the perceived usefulness of the application plays a very important role in shaping trust in the application. Therefore, service providers need to continue to provide features and experiences that offer real value to users, such as efficiency, convenience, and ease of access, to ensure that users feel that the application is useful and trustworthy in the long term.

The Effect of Trust (TRU) on Purchase Intention (PIT)

The results of hypothesis 4 testing show that trust (TRU) has a significant positive effect on purchase intention (PIT). This means that the higher the level of trust that users have in food delivery service applications, the greater their tendency to make purchases through these applications.

The results of the descriptive analysis show that respondents have a high level of trust in food delivery apps, with the highest score on the indicator "I trust that food delivery apps handle my orders securely" (mean 5.44) and the lowest score on the indicator "I trust that my personal information is stored securely by food delivery apps" (mean 5.01). High frequency of use and satisfactory experiences reinforce this trust. Based on Consumer Culture Theory, trust is an important element in digital consumption, enabling consumers to make purchases quickly and without hesitation.

These findings are also reinforced by previous research. Qalati et al. (2021) emphasize that trust plays an important mediating role between service quality and purchase intention in the context of e-commerce. Research by Jadil et al. (2022) also shows that trust has a significant direct influence on purchase intention, as trust can increase confidence in digital purchasing decisions.

Thus, it can be concluded that in the context of food delivery services, trust formed from positive user experiences plays an important role in shaping purchase intention. Therefore, service providers need to maintain consistency, security, and reliability of services to ensure that trust remains high and the intention to continue using the application becomes stronger.

CONCLUSION

This study concludes that attitude, perceived service quality, perceived usefulness, and trust significantly influence purchase intention among Generation Z users of food delivery apps. Attitude has a direct effect on purchase intention, while perceived service quality and perceived usefulness influence purchase intention indirectly through trust. High trust has been shown to increase users' purchase intention. Therefore, service providers need to improve service quality and app reliability to maintain user trust and loyalty.

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This study theoretically expands the understanding of factors that influence purchase intention among Generation Z in the context of food delivery apps. The results show that attitude directly influences purchase intention, while perceived service quality and perceived usefulness influence purchase intention through trust. These findings support the Attribution Theory and Consumer Culture Theory concepts and contribute to the literature on digital consumer behavior by showing different mechanisms in the purchase decision-making process.

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