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Continuance Usage Behavior in Using Smart Food Delivery Applications: An Application of Expectation Confirmation Model (ECM)

Md Ishtiak Uddin[1], Dr. Biswajit Das[2]
[1]PhD Scholar, KIIT School of Management, KIIT Deemed to be University, India,
Email:ID: 2481253@ksom.ac.in
Orchid ID: 0009-0009-0417-5354
[2]Professor, KIIT School of Management, KIIT Deemed to be University, India,
Email:ID: biswajit@ksom.ac.in,
Orchid ID: 0009-0005-6834-4664

ABSTRACT
The advent of smart food delivery applications (SFDAs) has revolutionised the food delivery industry, which has recently experienced astonishing and spectacular growth and is considered a focal point of intense interest. The industry has undergone a complete metamorphosis from a conventional standstill offline marketplace to a galloping digital environment, with the transformation abetted by the advent and proliferation of such innovative smart applications. Previous research has not done a thorough investigation of the complex relationship between service quality, the overall user experience, and the degree of satisfaction gained from the usage of smart food delivery applications (SFDAs) on mobile platforms. Therefore, the present study aims to carefully examine and distinguish the different elements that predict and influence users' intentions to continue using smart food delivery applications (SFDAs) in Bangladesh by utilising an extended expectation confirmation model (ECM). Researchers show strong interest in formalising the quality of service delivered by SFDAs in their current theoretical understanding, the orchestration model of ECM, to obtain a more complete and refined view of user interactions and satisfaction in this rapidly changing marketplace
Keywords: Smart Food Delivery Applications (SFDA), Expectation Confirmation Model (ECM), SFDA Service Quality, Satisfaction, Continuance Intention

INTRODUCTION:

The competitive environment for the food-tech sector is highly dynamic, and industry dynamics are rapidly progressing through the consolidation of consumer choices, with today's additions being e-commerce platforms and apps like Foodpanda and Pathao for easier streamlining of process workflows. These platforms have created a wide range of food options for customers that would not have been possible through traditional ordering and home delivery. Furthermore, they allow restaurants and other food-service traders to expand their reach to the market in ways that were once extremely difficult to accomplish (Chen et al., 2020). The spread of coronavirus aggravated the tendency towards the development of food delivery companies worldwide, and in some respects, this process of change trended closely with the development of mobile commerce and its concurrent effects on consumer behaviour (Hobbs, 2020). Consumers can now order and pay for terminal purchases within the comfort of their homes without the need to move cash from one point to another, as well as without the need to venture to business premises (Mehrolia et al., 2021). Restaurants, for instance, have exhibited higher success indicators when collaborating with such digital channels, as seen in terms of consumer traffic, the efficiency of the service provided, and the tendency to use the restaurant again (Julfikar Ali et al., 2023; Gupta & Duggal, 2021).

In Bangladesh, the widespread popularity of digital technologies has played a central role in influencing consumers' behaviours and preferences. Consequently, mobile application tech culture, especially within the field of food delivery applications (Republique du Bangladesh, 2018), is in fact a reflection of a nationwide tendency towards digitalisation (Hasan, 2022; Akter & Disha, 2021; Sharif & Barua, 2023). A constantly growing number of individuals are using food delivery apps (FDAs) as a convenient and efficacious platform for food ordering, fundamentally changing their daily dietary practices (Julfikar Ali et al., 2023). Online food delivery platforms such as Foodpanda have leveraged this trend to foster competition and spur innovation in the sector. For example, the food delivery industry has thrived in the Bangladesh market, as can be seen in numerous ecosystems, such as Pathao Foods, with over 7,000 restaurants registered, closely followed by 6,500 restaurants on Foodpanda (Hasan, 2020). This explosion of mobile commerce apps and applications is expanding the nature of the food delivery industry and is providing opportunities for both established and new restaurants to attract new customers to their establishment while retaining regular clientele. Moreover, increasing interactivity, facilitated by high technology, is enabling consumers to more deeply connect with these experiences, where comparability and selection can easily be assessed and finalised (Upadhyay et al., 2022). In line with this, eateries across Bangladesh are taking beneficial steps to increase their visibility and improve customer well-being

by widely using these technology platforms. The development of FDAs in Bangladesh thus represents a universal contemporary phenomenon, reflecting the increasing appeal to its global user base of low-profile mobile applications for their cost and ease of use for their epicurean pursuits.

With the exponential growth and rising popularity of food delivery applications (FDAs), it's important for restaurants to understand what it takes to get their customers to continue using them. Although the literature on the adoption of FDAs is well-established, research on consumers' intention to continue using them remains limited, with the few existing studies mostly isolated to culturally specific settings like Bangladesh (Hsu & Lin, 2015). To bridge this gap, the present study employs the ECM in SFDA to determine what factors are significantly associated with post-proliferation (i.e., whether they will continue using the app or not). A widely used research instrument in the study of technological acceptance is the expectation-confirmation model (ECM), which helps researchers understand users' attitudes and behaviours toward new technologies (Hsu & Lin, 2015). In fact, there is a gap in the literature that has prompted many research studies on the use of the ECM approach in SFDAs. Accordingly, the objectives of this research are to eliminate current duplications in applied knowledge and understand how the dimensions of service quality influence SFDAs' continuance intention in Bangladesh through the ECM framework. The scholarly study will offer profound insights into consumer interactions to enhance the development of smart food delivery applications, focusing on service delivery from the users' perspective in this promising sector of Bangladesh, using the Expectation Confirmation Model (ECM) as a framework.

LITERATURE REVIEW

Expectation Confirmation Model (ECM)

The Expectation-Confirmation Model (ECM) is a crucial framework to analyse consumers' behaviour, their interactions with new technology, and the adoption process over a long period of time (Shao & Chen, 2021). The model demonstrates how users' satisfaction with emerging innovations and technologies, along with their perceived convenience, influences their intention to engage with new advancements in services (Bhattacherjee, 2001). As mentioned above, the post-adoption phase is the most critical component of ECM; in this phase, end-user satisfaction is defined in terms of the initial expectations of adoption, thus producing long-term technology use (Obeid et al., 2024). Empirical evidence shows that user satisfaction plays a crucial role in the user retention rate: a satisfied user expresses a higher likelihood to continue using the system. In this respect, the ECM provides a suitable model for analysing post-purchase behaviour and, in particular, the motivational factors that encourage the repetitive consumption of a service/product, which Oliver (1980) defines as a tendency. The ECM has been used in various domains such as mobile banking (Albashrawi & Motiwalla, 2019), mobile applications (Chou et al., 2013), online travel (Nam et al., 2020), and food delivery (FD) (Kurniawan et al., 2024). Nevertheless, there has been inadequate research emphasis on service quality in light of smart food delivery applications (SFDAs) as an important determinant of consumers' continuous usage intention. The Expectation-Confirmation Model (ECM) is the leading framework for adopting evolving technologies, as it offers helpful information regarding users' experiences and their ongoing intention to use delivery services in the eatery sector; this model has also been applied in related e-service research areas such as m-banking (Albashrawi & Motiwalla, 2019) and online travel (Nam et al., 2020). Therefore, the research in this area may provide crucial understandings about the aspects that influence present and potential consumers to use these applications for a very long period of time.

Continuance Usage Intention

Continuance intention is the assessment that users have a strong commitment to continue use of the technology that is being integrated into their daily routines (Nabavi et al., 2016). This consideration is important for assessing long-term success and adoption of emerging technologies, especially in service-orientated contexts in which sustained participation of users is the key factor to expect the intended outcomes (Nabavi et al., 2016; Bhattacherjee, 2001). From a theoretical perspective, there is a significant research gap regarding the need to study continuance intention for exposing decision-maker's user's behaviour and satisfaction, since it is the crucial core factor for discovering information systems effectiveness (Obeid et al., 2024). As found by Muqtadiroh et al. (2019), Tawafak et al. (2020) and Kumar and Natarajan (2020), a number of other factors, such as satisfaction, perceived ease of use, trust, and privacy, play a key role in determining physical activity engagement for users with emerging technologies like e-health and e-commerce platforms. In the context of mobile commerce, Nguyen and Thi Dao (2024) note that confirmation and perceived usefulness are important motivations for continuance intention. Similarly, Amin et al. (2021) analysed Bangladesh's mobile food delivery apps, considering how user engagement was influenced by developing the "Theory of Planned Behaviour" (TPB). In extending the Expectation Confirmation Model (ECM), researchers have added factors that advance the status of continuance intention in various domains. In particular, for this context, Pozon-Lopez et al. (2021) explored the implications of system and service quality on user engagement in online environments, highlighting the essential nature of such dimensions. The particular focus is on food delivery apps, where the quality of service becomes a cornerstone in the continuity of user engagement and technological success (Li & Shang, 2020; Pradana, 2022).

FDA Service Quality

The modern world as it is experienced in systems and services today seems to imply, on the one hand, that elements of perceived IS quality are highly related to the broader notion of service quality. The reason behind this argument is that the majority of users have no direct access or control whatsoever over the system's structure, and performance evaluation must be based on an

assessment of what is offered within the service provision area and within its constituents (Elpark, 2020). With the advancement of information technologies, it is evident that many studies have been conducted to investigate how one's perceptions of system quality and service effectiveness affect the confirmation concept and overall satisfaction of different systems. These factors, along with their combination, influence users' intentions to continue using systems such as food delivery applications, smart electronic tools, e-health services, and mobile communication platforms (Mai et al., 2024; Park, 2020; Kumar & Natarajan, 2020). When users observe that a specific information system offers a significantly improved level of service quality compared to others after using it several times, they are likely to experience increased satisfaction with that system. This, on its part, strengthens their willingness to interact and pursue the use of the system (Al-Hawamleh, 2024). The quality level linked to systems and services used by the users is positively connected with increased satisfaction and reaffirmation (Park, 2020) about using food-delivery applications in the modern market. The relationship highlights the need to further advance technology and customer service to encourage repeat consumption among customers.

Perceived Usefulness

The concept of perceived usefulness is one of the most crucial and central determinants in the large and constantly growing body of literature in the field of information technology, as it practically defines whether or not an emerging technology should be adopted. The construct referred to as the perceived usefulness refers to the level to which one expects strategic or operational benefits from using a new technological tool (Chen et al., 2015). Existing research claims that the perceived usefulness is a necessary precedent to the Expectation Confirmation Model (ECM) (Yang and Jiang, 2020) and thus has an influential impact on the intentions and tendency of users to repeat the use of Food Delivery Applications (FDAs) (Yan et al., 2021). The importance of such a relationship is that it would increase the level of user satisfaction, and at the same time, it imparts and shapes the user attitudes towards these FDAs (Foroughi et al., 2024, 2019).

Confirmation

Confirmation is also significant in the literature regarding the field of information systems. It refers to the perspective of the user of the information technology, describing their understanding and assessment of the extent of the congruency between the projected performance and the actual performance delivered by the system (Bhattacherjee, 2001). The Expectation Confirmation Model (ECM) presupposes that meeting or surpassing the original stimulus and anticipations holds significant value to the ultimate customer satisfaction of all users who come in contact with intelligent applications (Foroughi et al., 2024). Instead, in scenarios where intelligent applications, such as food delivery applications (FDAs), do not meet the expected standards of end users, this significant mismatch causes users to feel dissatisfied and may lead them to avoid using these food delivery applications (FDAs) in the future (Foroughi et al., 2024). Moreover, the correlation between confirmation and perceived usefulness (PU) has also been validated and proven in other academic works that were done before this study (Yuan et al., 2016). This evidence indicates the actual efficacy or benefits of the FDA have the potential to significantly increase the perceived usefulness (PU) and satisfaction of the consumers, thus fostering intentions of continuing use among consumers (Foroughi et al., 2024). This being the case, enhancing the overall user experience by improving the quality of service and handling consumer concerns can be critical in building and promoting continual use of such smart platforms.

Satisfaction

Satisfaction, in the context of technology adoption, is defined as an individual's emotional and affective response based on prior interactions and overall experiences with information technology, which includes various factors that may affect satisfaction levels (Bhattacherjee, 2001). This research primarily explores users' intense emotions and sentiments regarding various genres of smart applications, specifically FDAs. Based on the ECM, users' continued usage of smart platform services is determined by their overall satisfaction with a particular service and the mediating effects of usage attitudes (Park, 2020), which implies that satisfaction could have a potential relationship with post-decision attitudes. Existing studies have attempted to investigate the relationship between user satisfaction and his/her willingness to employ high-tech services. For instance, Kurniawan et al. (2024) argue that satisfaction with food delivery services in the past will greatly influence willingness to use modern food delivery services in the future.

Objective and Hypotheses of the Study

The research is carefully planned, and the primary objective is to study and analyse the different determinants that have a significant effect on the user experience of smart food delivery applications (SFDAs). It aims to augment the current Expectation Confirmation Model (ECM), one of the key models used to explain user satisfaction and intention to further use such applications. In addition, the study is to provide the people in the field with essential information about how different aspects of service quality affect the user satisfaction and their will to further use this application. The data presented in this academic study implied a considerable attempt to integrate and combine certain attributes associated with the service quality provided by Smart Food Delivery Apps (SFDAs) in the context of the Expectation Confirmation Model (ECM). Therefore, the following hypotheses are derived from the results of the investigation:

H1 There is a positive association between service quality and perceived usefulness.

H2 There is a positive association between service quality and confirmation.

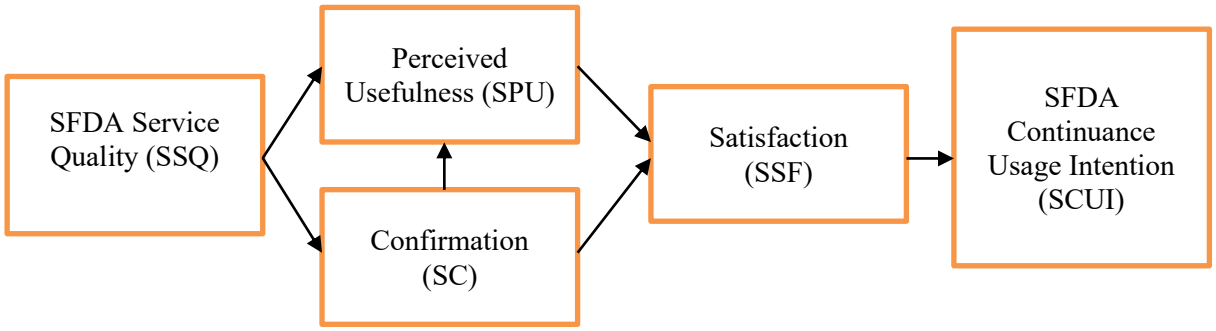
H3 There is a positive association between confirmation and perceived usefulness.

H4 There is a positive association between confirmation and satisfaction.

H5 There is a positive association between perceived usefulness and satisfaction.

H6 There is a positive association between satisfaction and continuance usage intention.

Figure 1: Conceptual Framework



METHODOLOGY

Sampling and Data Collection

The type of research study conducted here can be described as a quantitative cross-sectional study, which means that it was aimed at representing data at any particular point in time to be analysed. The study population consisted of consumers who actively used smart food delivery applications (SFDAs) at various locations throughout the large urban centre of Dhaka, Bangladesh, thereby providing comprehensive population coverage. The combination of convenience and the snowball sampling method was used in a strategic manner so as to successfully gather the necessary data to carry out this research. Google Forms was used to conduct the data collection with utmost care. In a bid to increase participation between students, professionals, and relatives, varied online platforms were used to spread the web-based questionnaire survey link, thus promoting wider involvement in the study. Out of the one-month span of this effort, a total of 175 forms of questionnaires were fully filled and submitted back by respondents, but 25 forms were declared invalid because they lacked answers in certain fields. As a result of this experiment, the final sample deemed suitable for data analysis consisted of 150 questionnaires that provided the necessary information to support and yield insights for the research findings. The items were based on the prior confirmed research, and to measure in a systematic manner, all the characteristics were done using a five-point Likert scale, which ranged between 'strongly disagree' and 'strongly agree'. The following table contains a detailed explanation of the constructs used.

Table 1: Measurement Scales

Constructs	Items	Sources
SFDA Service and System Quality (SSQ)	[SFDA] service is tailored to meet the needs I have (SSQ_1) [SFDA] respond quickly to my requests (SSQ_2) [SFDA] service offers seamless design (SSQ_3) [SFDA] service provides expert assistance (SSQ_4) I experience a sense of security when engaging in transactions with this [SFDA] service (SSQ_5)	Park (2020); Wang and Lin (2016); Park and Kim (2014); Mai et al. (2024); Wang (2008); Wang et al. (2019); Uzir et al. (2021)
Perceived Usefulness (SPU)	[SFDA] service is very useful in daily ordering (SPU_1). [SFDA] service enables me to purchase food more quickly (SPU_2). [SFDA] service increase my productivity (SPU_3). Overall, I find this [SFDA] service system to be very convenient in my daily life (SPU_4).	Sundjaja et al. (2025); Nguyen et al. (2023); Nascimento et al., (2018); Thong et al. (2006)
Satisfaction (SSF)	It lives up to my expectations [SFDA] service (SSF_1) I have had a pleasant experience using the services provided by [SFDA] service (SSF_2)	Park (2020); Park and Kim (2014); Tan and Kim (2015); Nguyen et al. (2023);

	It is prudent of me to opt for this [SFDA] service (SSF_3) Overall, I am really satisfied with the use of this [SFDA] service (SSF_4)	Bhattacherjee (2001); Zhao and Bacao (2020)
Confirmation (SC)	I perceive that the service offered by [SFDA] exceeds what I had expected (SC_1) I sense that [SFDA] service brings a greater number of features than anticipated (SC_2) Overall, much of my expectations about using of [SFDA] services have been met (SC_3)	Nguyen et al. (2023); Bhattacherjee (2001); Zhao and Bacao (2020); Park (2020); Tan and Kim (2015); Oghuma et al. (2016); Susanto et al. (2016)
Continuous Usage Intention (SCUI)	I intend to definitely continue to use the [SFDA] service ($SCUI_1$) I see myself as a committed user of [SFDA] service ($SCUI_2$) I would prefer to keep up my use of [SFDA] service to the greatest extent that is feasible ($SCUI_3$)	Nguyen et al. (2023); Bhattacherjee (2001); Zhao and Bacao (2020); Bhatnagr et al. (2024); Al-Hattami (2021), Nguyen and Dao (2024); Mai et al. (2024); Al Amin et al. (2021); Wang et al. (2019)

Data was evaluated with the help of partial least squares structural equation modelling (PLS-SEM) due to the complexity of the model, particularly with the adoption of technology within the digital service industry (Sundjaja et al., 2025; Li and Wang, 2023; Chen et al., 2021).

RESULTS

The descriptive analysis of the profile of the respondents showed that the predominant group was represented by women aged 16 to 25, most of whom were undergraduates. The characteristics of the respondents are mentioned in a detailed breakdown in Table 2.

Table 2: Demographics

Demographic	Characteristics	Frequency	Percentage
Gender	Male	77	34.5%
	Female	146	65.5%
Age	16-25	115	57.5%
	26-35	44	22%
	36-45	33	16.5%
	≥45	8	4%
Education	High School	3	0.9%
	Undergraduate	246	76.4%
	Graduate/Masters	69	21.4%
	PhD	4	1.2%

Evaluation of Measurement Model (Outer Model)

The present study employs a Structural Equation Model (SEM) that is implemented using the Partial Least Squares (PLS) approach. The nonparametric method relies on total variance and uses SmartPLS 4.0 software. The first step in the analysis is the assessment of the measurement model (outer model) to determine its validity and reliability. The loading factor values define which indicators are considered valid, and all of them are valued above the 0.5 threshold. The reliability is evaluated through Cronbach's alpha and composite reliability (CR), which are both available on the same table as Table 1 and have higher than the recommended value of 0.6 (Hair et al., 2019). The Average Variance Extracted (AVE) is a metric used to represent how much variance of the construct is captured in the items (a higher than 0.5 is considered the recommended threshold for average extraction) (Hair et al. 2019). Hence, the model's efficacy is corroborated by Table 1.

Table 3: Measurement Model

Variables	Indicator	Factor Loading	Alpha	CR	AVE
SFDA Service Quality (SSQ)	SSQ1	0.779	0.889	0.903	0.693
	SSQ2	0.885			
	SSQ3	0.836			
	SSQ4	0.803			
	SSQ5	0.855			
	SPU1	0.888	0.924	0.929	0.815
	SPU2	0.891			

Perceived Usefulness (SPU)	SPU3	0.896			
	SPU4	0.934			
Satisfaction (SSF)	SSF1	0.82	0.903	0.906	0.776
	SSF2	0.887			
	SSF3	0.869			
	SSF4	0.944			
Confirmation (SC)	SC1	0.857	0.884	0.896	0.812
	SC2	0.898			
	SC3	0.946			
Continuous Usage Intention (SCUI)	SCUI1	0.929	0.935	0.985	0.884
	SCUI2	0.92			
	SCUI3	0.972			

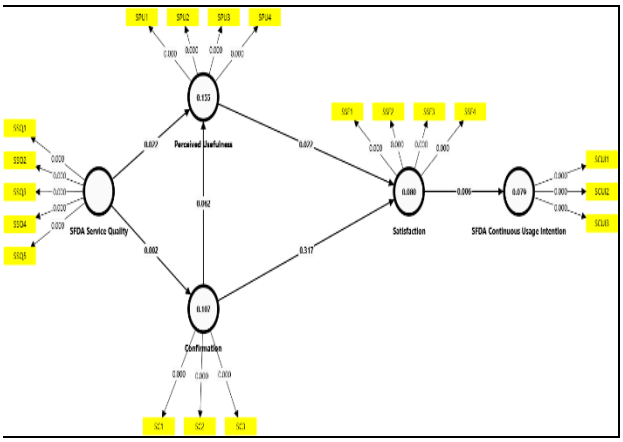
The next step in validating the measurement model is to test for discriminant validity, which can help confirm that the latent variables are not correlated with other constructs within the model (F. Hair Jr, et al., 2017). Discriminant validity is assessed through the Fornell-Larcker criteria (Fornell & Larcker, 1981), which state that for each construct the square root of average variance extracted should be greater than the correlations of the construct with every other construct in the model. Table 3 also indicates that the AVE square root of all constructs is greater than their correlation value, indicating convergent validity, and they are all empirically distinct from the research model. Further, the Heterotrait-Monotrait (HTMT) ratio indicates that all constructs in PLS-SEM attain values well below 0.85, providing statistical evidence of the models' discriminant validity (Hair et al., 2021).

Table 4: Discriminant Validity (Fornell-Larcker Criterion)

	SC	SPU	SCUI	SSQ	SSF
SC	**0.901**				
SPU	0.274	**0.903**			
SCUI	0.11	0.112	**0.94**		
SSQ	0.328	0.356	0.059	**0.833**	
SSF	0.12	0.279	0.281	0.407	**0.881**

Structural Model Evaluation (Inner Model)

Figure 2: Path Coefficient



The study employed bootstrapping resampling to assess the explanatory power of the model (R^2) and all the path coefficients (β) (Hair et al., 2013). To oblige the consistent values, 5,000 times of resampling were introduced in accordance with the proposed solution (Hair et al., 2013). According to the findings in Table 4, the result supports all of the hypotheses formulated initially except H4. Since this constitutes exploratory research, it is acceptable to consider a 10% level of significance (Hair et al., 2019). In this reference, high levels of significance such as 0.10 are acceptable during the exploratory studies aimed at supporting the existence of any relationships rather than verifying a prior hypothesis. As a result, it is at the 10 per cent level of significance that we accept H3.

R-squared (R^2) and path coefficient tests were also incorporated to assess the structural model (inner model). Based on the obtained R^2 values, satisfaction accounts for 7.9% (0.079) of the variance in users' intention to continue using smart food delivery applications. The judgement that is affected by service quality is 0.107, or 10.7. Confirmation and service quality are explained by perceived usefulness at 0.155, or 15.5%. Finally, perceived usefulness and confirmation have an effect on satisfaction of 0.08, or 8%. However, the relationship between satisfaction and confirmation is weak, and users are not confirming that they got what they expected from SFDA.

Table 5: Path Coefficients

Hypothesis		Original Sample	T Statistics	P Values	Remark
H1	**SSQ -> SPU**	0.299	2.012	0.022	Accepted
H2	**SSQ -> SC**	0.328	2.871	0.002	Accepted
H3	**SC -> SPU**	0.176	1.54	0.062	Accepted

H 4	**SC -> SSF**	0.047	0.477	0.317	Rejected
H 5	**SPU -> SSF**	0.266	2.015	0.022	Accepted
H 6	**SSF -> SCUI**	0.281	2.497	0.006	Accepted

SmartPLS 4.0 measures model fitness by using SRMR (standardised root mean square residual), the d_ULS (Dijkstra-Henseler's unweighted least squares), and the d_G (Dijkstra-Gabriel's weighted least squares) indices.

SRMR determines the mean difference between observed and predicted correlations (Henseler et al., 2016). d_ULS (Dijkstra-Henseler's Unweighted Least Squares) measures the difference between observed and model-implied correlation matrices by applying an unweighted least squares method (Dijkstra and Henseler, 2015). d_G (Dijkstra-Gabriel's Weighted Least Squares) is also the same, using a weighted least squares method (Dijkstra and Henseler, 2015). SRMR is the main fit index of PLS-SEM, which is more exploratory in nature, and d_ULS and d_G are less prevalent diagnostic values employed in the applied literature than SRMR. The results are presented in table 5.

Table 6: Model fitness

Fit Measure	Value	Recommended Threshold	Remark
SRMR	0.055	≤0.08	Strong model alignment
d_ULS	0.565	Close to 0	Acceptable fit
d_G	0.345	Close to 0	Good fit

The value of SRMR of 0.055 signifies that the average difference between the observed and predicted correlations is not significant; hence, it is a good fit for the model. Both d_ULS (0.565) and d_G (0.345) are near the value of 0, which further supports the fact that the model fits the observed data well.

DISCUSSION

This research intends to find out the factors affecting users' intentions to sustain their use of Smart Food Delivery Applications (SFDAs), through a comprehensive framework based on the Expectation Confirmation Model (ECM). The analysis finds five positive factors and one negative factor that strongly influence the decision regarding continuing participation on the platform. This indicates that the user's overall perception of the technology is an important determinant of their behaviour on the smart platform. Importantly, the study does suggest that user confirmation had an effect on perceived usefulness but did not yield an effect on satisfaction. One possible interpretation is that users' expectations about the technology may not have been realised, and this result is consistent with prior research that suggests there is no statistically significant relationship between user confirmation and satisfaction (Park, 2020). Thus, this finding indicates that there might be some variables that are influencing user satisfaction apart from expectation confirmation (as has been pointed out by previous studies, Ashfaq et al., 2019, Thong et al., 2006, and Hariguna et al., 2023). Despite this, a positive correlation was observed between confirmation and perceived usefulness at 10% as a significance level, which is considered appropriate given the lack of studies in the field of food delivery platforms, particularly in the context of Bangladesh.

The importance of service quality as an antecedent for user confirmation and perceived usefulness is highlighted. This study extends the Expectation Confirmation Model by showing that quality directly influences confirmation, which has been defined as the evaluation of whether the service delivered meets the user's expectations. Perceived usefulness of the application is affected by confirmation (Nilapun and Jensuttiwetchakul, 2023; Lee et al., 2023; Mao et al., 2023). The higher the service quality, the more users' expectation fulfilment is improved, resulting in a positive confirmation of users' perception of the system. A positive confirmation indicates that the users feel that the performance of the application is satisfactory according to their expectations (Alshammari and Alshammari, 2024; Lee et al., 2023). Moreover, the quality of service will enhance users' perception of the application's utility, and by providing services that are relevant to their needs, the system will be considered competent in meeting the requirements of potential users (Alshammari and Alshammari, 2024; Mao et al., 2023; Lee et al., 2023). This positive image helps increase user satisfaction levels and promotes continued usage and loyalty in a competitive market, leading the platform to success in the long run.

Customer satisfaction is vital in determining which customers follow through with the intention of using food delivery. The evidence provided in prior research (Subhan et al., 2024; Nguyen et al., 2023; Kurniawan et al., 2024) reveals that satisfaction is positively and significantly related to intentions regarding further use of smart food delivery services. Satisfaction is the most significant motive for users to stay with the service because it contributes to enhancing the overall experience and increases the chance that users stay, which is vital for the sustainability of the platform (Rokhimah & Suhermin, 2024). Satisfaction (Bhattacherjee 2001) can therefore be considered an influential factor in users' persistent decision to use online services, as satisfaction can be considered a result of meeting the users' expectations.

Theoretical Contributions

Investigating how people's intentions change over time when using various food delivery channels is necessary to build a solid theoretical model. The proposed model has its underpinning from the Expectation Confirmation Model (ECM), which is a useful model to understand continuing intentions and loyalty towards a brand by the

customers (Obeid et al., 2024). Theoretically, this study contributes to the literature of continuance intention by empirically validating the expectation confirmation model (ECM) in the use of smart food delivery services that are growing in significance in today's digital economy. This paper introduces a novel extension of the Expectation Confirmation Model (ECM) and thoroughly examines the relationships between various variables and users' repeat intention in smart food delivery applications, providing a fresh perspective on this topic. For this purpose, the Expectation Confirmation Model (ECM) is extended by incorporating service quality, as two of its aspects have been identified as important for confirmation and perceived usefulness. This approach then leads to satisfaction, which in turn influences the behaviour of users (their intentions to use food delivery services, and so on). Service quality is one of the most influential antecedent variables in service systems (Uzir et al., 2021), and it has contributed substantially to the literature on consumer behaviour theory. This paper is an empirical investigation of Bangladeshi consumers' usage patterns and preferences, which might differ from those faced by researchers in cross-cultural, resource-limited settings. The observed differences may be related to cultural differences, and the latter could partly explain different results. Furthermore, future research on this community, specifically concerning the cultural factors suggested here, might help explain and shed more light on this phenomenon (Sharif and Barua, 2024). The research in this study is valuable to decision-makers facing challenges in the specific field of application and to researchers seeking to expand their knowledge. Furthermore, empirical evidence has shown that user satisfaction has a significant relationship with the likelihood of the continuous use of smart food delivery platforms. This study can complement other studies conducted by Obeid et al. (2024), Gupta et al. (2021), Foroughi et al. (2024), Daragmeh et al. (2022), Park (2020), and Sundjaja et al. (2025) in demonstrating the theory behind this phenomenon.

Managerial Contributions

This research provides insight many times deeper and of inestimable value to decision-makers and designers involved in the development of SFDA. It clarifies the important aspects that have contributed to consumers' intention to continue using SFDA during their unique experiences within the tech service ecosystem. Firstly, this rigorous study imparts valuable knowledge that can assist SFDA providers in their efforts to attract a broader and more diverse customer base. As previously indicated, it's the quality of the service that stands out as the leading factor that SFDA providers must prioritise when designing their applications, with their goal being to improve their offerings to their customers in terms of both of these aspects: flexibility and performance, ultimately meaning that the resulting level of customer retention will be high in this fiercely competitive industry landscape. Second, perceived usefulness and confirmation are very influential in users' intentions to act in response to these services. Therefore, it is becoming increasingly important for service providers, designers, and developers to be efficient, supportive, and flexible in the design and provision of their services. When the offered services are manageable and easy to navigate, all customer categories readily accept the available technology, thereby facilitating a positive experience. As a direct result of the above factors, customer satisfaction is achieved, which later leads to customer retention over a period of time. Thirdly, the study identifies the need for the inclusion of incentives and customised services, among other steps necessary to enhance the SFDA's operational capabilities. For these dynamic technology companies, tailoring experiences to the unique needs and preferences of users can significantly increase the likelihood of long-term engagement with the technological products and services they offer (Munday & Humbani, 2024). As such, the findings of the current study can serve as a strategy for organisations with consumer-focused objectives as a method of exploring new opportunities to grow and ascertain profit (Yap & Lee, 2023; Munday & Humbani, 2024).

CONCLUSION

This comprehensive study contributes vastly to the original ECM by introducing the service quality dimension and offering solid empirical evidence regarding how diverse factors interact to improve users' intention to continue use of SFDA. This new model was the most competitive and fastest-evolving in the dynamic platform economy environment. This comprehensive study affirms that the ECM is a valid and fundamental model in the context of IT continuance, which has a positive relationship with the constructs of confirmation, perceived usefulness, and satisfaction. These are used as attributes to indicate the intention to continue using smart SFDAs. More importantly, the findings of this study reveal an insignificant relationship between the constructs of confirmation and satisfaction, indicating that users feel their expectations regarding the technology's usage have not been adequately met. Additionally, this study highlights the substantial and essential role that the adaptability of users plays as a determining factor in their willpower to continue working with the application throughout the days. Furthermore, the research provides valuable insights and practical implications for businesses aiming to effectively retain their customer base by actively promoting and enhancing factors that contribute to the development of continuance intentionality among users. These insights can help organisations decide how to tweak their games to provide a more satisfying user experience, which ultimately leads to long-term use of the technology.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The first limitation of this research is that it was conducted in Bangladesh, so the results may not apply elsewhere. Therefore, it is recommended that in future studies, there should be the inclusion of other countries or nations. In addition, results of this study are based on cross-sectional data. A longitudinal study would provide a stronger assessment than that presented here. Thirdly, the mediating or moderating effects of factors such as anxiety, perceived risk and digital literacy should be investigated in detail in the future to discuss the ongoing usage

intentions of users. Finally, there may be other important user-focused theories that could better explain users' continued intentions regarding smart SFDAs. For example, UTAUT2 is recognised to be another relevant alternative theory to understand the continuous behaviour of users of the SFDAs. This theoretical framework highlights the role of factors including performance expectancy, effort expectancy, social influence, and facilitating conditions in physical technology acceptance and is therefore a useful lens through which to view user engagement with SFDA systems.

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