Paper 4

Analyzing Customer Intention to Continuously Use Starbucks Indonesia as a Branded Mobile Food Ordering App

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Abstract - **The use of mobile food ordering apps has given rise to several comparisons of experience, levels of satisfaction, and the intention to use them continuously for customers in Indonesia. This research aims to identify factors that influence customers' continuous usage intention on branded mobile food ordering app, with Starbucks Indonesia as the research object that will be tested in this research. A quantitative approach using an online survey was conducted with 89 respondents that have experienced using Starbucks Indonesia mobile app within the last one month. Several hypotheses that are accepted include performance expectancy, effort expectancy, and hedonic motivation towards e-satisfaction; e-satisfaction towards habit; as well as facilitating conditions, price value, and habit towards continuous usage intention. Starbucks Indonesia is suggested to improve its application performance from the technological aspects and ease of access, expand the scope of mobile order and delivery service, improve customer service performance, as well as provide more attractive offers to increase customer satisfaction and the intention to continually use the app.**

Keywords – **Branded Mobile Food Ordering Apps, Continuous Usage Intention, Starbucks Indonesia**

I. INTRODUCTION

In this highly digitalized era, the use of smartphones is increasing rapidly, thus encouraging the use of various kinds of mobile apps that support user performance in operating smartphones. Mobile apps play an important role in people's daily life because mobile apps can make people's activities easier with just one click away. According to [1], almost 49% of people open mobile apps more than 11 times per day. The daily usage of mobile apps makes people more dependent since everything that is usually found in physical state has been provided inside the app, ranging from social networking, entertainment, marketplace and even lifestyle. Furthermore, the convenience and simplicity feature available in mobile apps provide vast opportunities for companies and brands to build their own apps so that they can deliver their information to mass people more easily and efficiently without time and space limitation [2], as well as increase sales digitally. Besides, with the current trends of branded mobile apps, companies are able to implement customer relationship management that later increases customer engagement [3], so it makes customers continue using the app and they will recommend others to use the app.

One of the industries that is starting to use digitalization methods in running its business ecosystem is the food industry [4]. The online ordering and payment, as well as data processing in mobile apps for food businesses have massively improved customer's ordering experiences and boosted technological development of the brand. The mobile apps that people download to be used as a convenient medium to see food menus, make orders and payment without having a physical interaction with the restaurant crew is generally known as the mobile food ordering apps (MFOAs) [5]. In Indonesia, there is an increase of 19.1 million of users that use mobile food ordering apps by 2020 and this number is also predicted to keep increasing until 2024. Data also shows that the number of users of first-party mobile apps owned directly by a restaurant is 27.5 million, which is higher than the number of third-party mobile apps users that only reach 22.7 million [6]. Besides, the high percentage of mobile food ordering and delivery apps users in Indonesia also come from early adulthood, by 87.3% of users aged 17-24 years, 90.3% aged 25-29 years, and 89.0% aged 30-34 years old [7].

The use of mobile food ordering apps provides good prospects for a brand to increase its exposure and build a new experience for customers in ordering food digitally. This type of mobile app that is built by a brand itself to promote and sell products or services within the brand without involving a third party is called a branded mobile application. In contrast to third-party apps, a branded mobile app is a platform that can be installed mobilly that presents brand identity such as a brand name and logo, and provides an experience that is tailored to the brand's personality [8]. By seeing the existence of the Indonesian version of branded mobile food ordering apps, this research will focus on Starbucks Indonesia, since Starbucks is continuing to invest in technology and keep increasing its digital ratification to afford amenity and boost the customer experience [9]. Starbucks mobile app is aligned closely with a rapid shifting in customer behavior and tendency, such as greater interest in mobile ordering, higher demand in contactless services and high desire to avoid in-store queues that aimed at implementing physical distancing regulations optimally [9].

However, Starbucks Indonesia still has ratings below average, which is 2.2 on App Store. Starbucks Indonesia also has numerous bad reviews regarding the use of the app from the users' perspectives. Most of the reviews

show that the users are complaining about problems when registering an account and logging in, difficulties when ordering, and application malfunctions. A preliminary study conducted by the researcher also shows that the majority of respondents stated that the layout of the app is not consistent, less proportional, does not represent the perception of a 'high-class' brand because of the basic appearance of the app, often experienced errors, lost connections, and some features did not work. Besides, there is a high unsatisfaction rate comes from Starbucks Indonesia users. This high level of unsatisfaction and bad reviews can affect customers' future intention to use the app continuously. Therefore, this research aims to analyze the factors that influence customers' continuous usage intention on Starbucks Indonesia and provide recommendations that can be implemented by Starbucks to improve their mobile apps in Indonesia.

There are numerous studies that discuss factors or constructs in mobile apps related to food ordering and delivery that influence customers' continuous usage intention to the apps. To narrow the research according to the features available in Starbucks Indonesia, the researchers used different independent factors adopted from [5]. These factors include performance expectancy, effort expectancy, social influence, facilitating conditions, price value, hedonic motivation, e-satisfaction, and habit [5].

In supporting the current research, the researcher found out that satisfaction is one of the most important factors to influence continuous purchase and usage [10]. In the context of online food ordering and delivery platforms, user satisfaction towards the platform has a direct influence on the continuous usage intention of the user [11]. Other than satisfaction, brands have to consider how strongly their users decide to continue their use in the platform by looking up at their previous experiences in using the platform [12]. Users are likely to have a good experience in using a platform if the platform delivers a friendly interface and efficient usage performance. Still, there are a lot of correlation between the building factors inside a mobile food ordering app towards customers' continuous usage intention. Therefore, the hypotheses of this research are developed as follows.

H1a: Performance expectancy positively influence e-satisfaction.

H1b: Performance expectancy positively influence continuous usage intention.

H2a: Effort expectancy positively influence e-satisfaction.

H2b: Effort expectancy positively influence continuous usage intention.

H3a: Social influence positively influence e-satisfaction.

H3b: Social influence positively influence continuous usage intention.

H4a: Facilitating conditions positively influence e-satisfaction.

H4b: Facilitating conditions positively influence continuous usage intention.

H5a: Price value positively influence e-satisfaction.

H5b: Price value positively influence continuous usage intention.

H6a: Hedonic motivation positively influence e-satisfaction.

H6b: Hedonic motivation positively influence continuous usage intention.

H7a: E-satisfaction positively influence habit.

H7b: E-satisfaction positively influence continuous usage intention.

H8: Habit positively influence continuous usage intention.

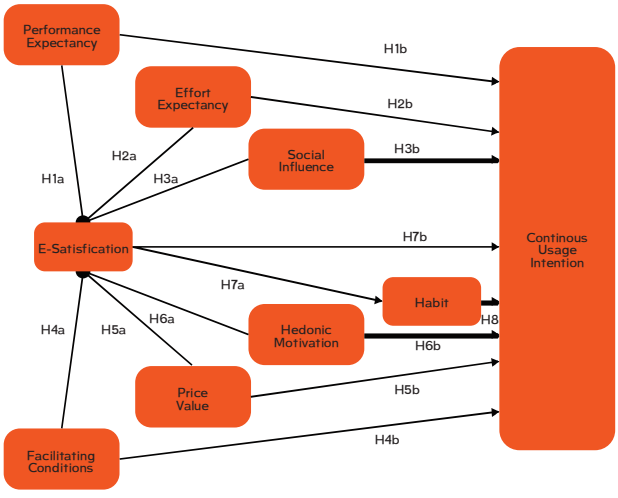

Fig. 1. Conceptual Framework Modified from Alalwan (2020)

II. METHODOLOGY

To analyze the relationships between each factor that builds Starbucks Indonesia towards the continuous intention to use, the researcher uses a quantitative approach by conducting a survey through an online questionnaire. The questionnaire will be delivered in Bahasa Indonesia as the researcher and respondents' mother tongue to facilitate both parties' understanding towards the questionnaire. The researcher uses a purposive or judgmental sampling technique and builts several requirements of respondents that can participate in the questionnaire, which include the people who are aged between 17-34 years old that live in Bandung or Jakarta and have used Starbucks Indonesia within the last one month.

A five-point Likert scale will be used in the questionnaire in order to represent a more precise and reliable opinion of the respondents. The researcher will use the PLS-SEM method through the SmartPLS analytics software to analyze the data in discovering the insights related to the research topic. Since this research aims to identify which factors on Starbucks Indonesia that affects continuous usage intention of the users, thus the PLS-SEM method is appropriate to be used because the PLS-SEM method tests whether there is a relationship or influence between variables in a data set [13].

III. RESULTS

The results of demographic and behavioral questions show that the majority of respondents spend less than IDR 100,000.00 up to IDR 500,000.00 on Starbucks Indonesia in a month. This data shows that there is moderate monthly spending that people tend to set aside for ordering foods from Starbucks Indonesia. In addition, most of the respondents consider great offers as the primary consideration to use mobile food ordering app. Great offers can be in the form of food promotions, discounts, vouchers, or any other type of promotions that can be beneficial for the users of the app. Therefore, it can be concluded that the average customer will look for attractive price offers that can reduce their cost of usage in using the mobile food ordering app and also minimize their monthly expenses for food needs.

For the main data analysis, the researcher used SmartPLS software to evaluate the relationship between all variables used in this research, which include performance expectancy, effort expectancy, social influence, facilitating conditions, price value, hedonic motivation, e-satisfaction, habit, and continuous usage intention. There are several critical phases that must be considered before the researcher proceeds with the data analysis process. These phases include establishing indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. The built model and PLS Algorithm calculation are shown as follows.

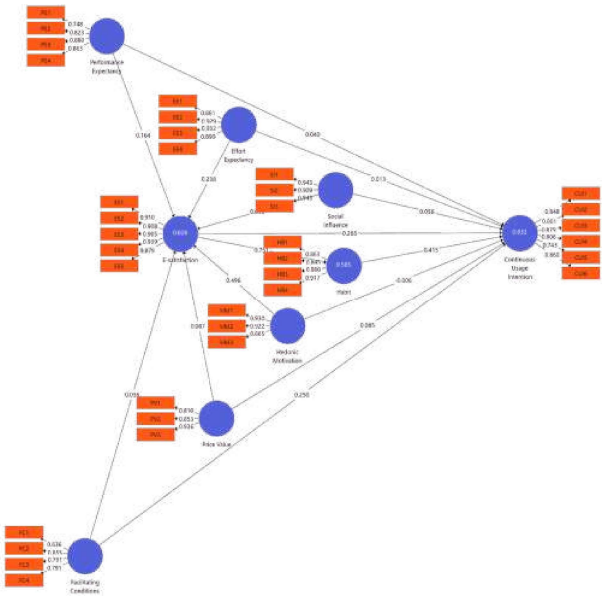

Fig. 2. PLS Algorithm Result

In order to get the significance of the data, the outer loadings value should be greater than 0.7 in the indicator reliability test [14]. However, [15] explained that if there is an outer loading value between 0.4 and 0.7, the data analysis should be strengthened by the composite reliability (CR) test and the average variance extracted (AVE) test to see whether the indicator should be removed or remains used. After conducting the indicator reliability test, the results in Table 1 shows that all of the indicators are reliable, except for indicator FC1 (0.636) because its outer loading value is less than 0.7. Therefore, to decide whether indicator FC1 should be removed or remains used, the researcher will further conduct the CR and AVE tests to assess each variable.

TABLE 1 - INDICATOR RELIABILITY RESULT

Variables	Indicators	Outer Loadings	Reliability
Performance Expectancy	PE1	0.748	Reliable
	PE2	0.823	Reliable
	PE3	0.880	Reliable
	PE4	0.863	Reliable
Effort Expectancy	EE1	0.881	Reliable
	EE2	0.929	Reliable
	EE3	0.932	Reliable
	EE4	0.890	Reliable
Social Influence	SI1	0.943	Reliable
	SI2	0.909	Reliable
	SI3	0.943	Reliable
Facilitating Conditions	FC1	0.636	Not reliable
	FC2	0.855	Reliable
	FC3	0.791	Reliable
	FC4	0.791	Reliable
Price Value	PV1	0.810	Reliable
	PV2	0.853	Reliable
	PV3	0.936	Reliable
Hedonic Motivation	HM1	0.930	Reliable
	HM2	0.922	Reliable
	HM3	0.865	Reliable
E-satisfaction	ES1	0.910	Reliable
	ES2	0.908	Reliable
	ES3	0.905	Reliable
	ES4	0.939	Reliable
	ES5	0.879	Reliable
Habit	HB1	0.863	Reliable
	HB2	0.845	Reliable
	HB3	0.860	Reliable
	HB4	0.917	Reliable
Continuous Usage Intention	CUI1	0.848	Reliable
	CUI2	0.801	Reliable
	CUI3	0.879	Reliable
	CUI4	0.806	Reliable
	CUI5	0.743	Reliable
	CUI6	0.860	Reliable

Internal consistency reliability test is conducted to see whether the answers to each indicator in the questionnaire are consistent or not, based on all of the variables. To see the reliability of the variable, the value of composite reliability must be greater than 0.7 [16]. Besides, convergent validity test is also used to examine whether a set of indicators can reflect the same underlying latent variable or not [14]. A threshold value of 0.5 in AVE can describe a sufficient convergent validity of more than half of the variance in each indicator in an average manner. Based on Table 2, all of the composite reliability values are above 0.7 and the average variance extracted (AVE) are above 0.5. Therefore, it can be stated that all of the variables are reliable and valid, indicator FC1 can also remain used for further analysis.

TABLE 2 - VALIDITY TEST RESULT

Variables	Composite Reliability	Average Variance Extracted (AVE)	Reliability
Performance Expectancy	0.898	0.689	Reliable
Effort Expectancy	0.950	0.825	Reliable
Social Influence	0.952	0.869	Reliable
Facilitating Conditions	0.854	0.596	Reliable
Price Value	0.901	0.753	Reliable
Hedonic Motivation	0.932	0.821	Reliable
E-satisfaction	0.959	0.825	Reliable
Habit	0.927	0.760	Reliable
Continuous Usage Intention	0.927	0.679	Reliable

Apart from convergent validity, discriminant validity is also used to measure the validity of a set of data. Discriminant validity has two concepts that differ from others, which are the Fornell-Larcker criterion and the cross-loadings [14]. In order to get valid data, the Fornell-Larcker criterion or the square root of AVE value must be greater than the correlations of other latent variables, which are located on the left or below the Fornell-Larcker value [14] [15]. Since there is a problem in variable continuous usage intention, then the researcher found that the indicator that has the lowest cross-loadings value in variable continuous usage intention is CUI5. Therefore, indicator CUI5 is removed and the researcher retests the discriminant validity calculation with the result presented in Table 3 below.

TABLE 3 - DISCRIMINANT VALIDITY RESULT

	PE	EE	SI	FC	PV	HM	ES	HB	CUI
PE	**0.830**								
EE	0.565	**0.908**							
SI	0.488	0.375	**0.932**						
FC	0.389	0.604	0.269	**0.773**					
PV	0.404	0.505	0.268	0.555	**0.868**				
HM	0.677	0.652	0.577	0.539	0.604	**0.906**			
ES	0.711	0.741	0.545	0.575	0.609	0.867	**0.908**		
HB	0.648	0.549	0.554	0.393	0.464	0.742	0.752	**0.872**	
CUI	0.655	0.668	0.522	0.677	0.636	0.785	0.836	0.804	**0.846**

Beyond discriminant validity, a heterotrait-monotrait (HTMT) ratio test is also conducted to measure the similarity between each latent variables. In order to establish a proper discriminant validity, then the HTMT value must be lower than 1.0, where most of researches have used 0.85 and 0.90 as the threshold value to calculate HTMT ratio [18]. In this research, the researcher sets the threshold value at 0.90 since the SmartPLS software will automatically generate unvalid data for HTMT ratio if the value is above 0.90. The result of heterotrait-monotrait ratio in this research shows that all of the variables are valid because the values are under 0.90. Therefore, the researcher can continue the analysis to the next tests.

TABLE 4 - HETEROTRAIT-MONOTRAIT RATIO RESULT

	PE	EE	SI	FC	PV	HM	ES	HB	CUI
PE									
EE	0.629								
SI	0.544	0.400							
FC	0.434	0.650	0.272						
PV	0.477	0.574	0.301	0.676					
HM	0.779	0.713	0.641	0.583	0.696				
ES	0.791	0.788	0.582	0.610	0.683	0.843			
HB	0.741	0.596	0.611	0.416	0.529	0.822	0.806		
CUI	0.750	0.728	0.577	0.760	0.730	0.875	0.805	0.888	

A collinearity test is commonly used to evaluate or address any collinearity problem, with the variance inflation factor (VIF) as the value to demonstrate the test [16]. The preferred value of VIF is 5 or lower to avoid the collinearity problem. According to the results in Table 4, all of the indicators have met the preferred VIF value because their values are lower than 5, except for indicator ES4. Therefore, indicator ES4 is removed and the researcher retests the collinearity calculation with the result presented in Table 5.

TABLE 4 - HETEROTRAIT-MONOTRAIT RATIO RESULT

Indicators	VIF
PE1	1.790
PE2	3.761
PE3	4.610
PE4	2.481
EE1	2.944
EE2	4.253
EE3	4.304
EE4	2.776
SI1	4.194
SI2	2.866
SI3	4.219
FC1	1.687
FC2	1.769
FC3	2.018
FC4	1.487
PV1	1.730
PV2	2.392
PV3	3.223
HM1	3.367
HM2	3.194
HM3	2.102
ES1	4.007
ES2	3.662
ES3	3.836
ES5	3.086
HB1	2.151
HB2	2.487
HB3	2.480
HB4	3.637
CUI1	2.744
CUI2	2.032
CUI3	2.636
CUI4	2.271
CUI6	2.701

Bootsrapping method is the process to examine the relationships of each hypothesis by analyzing the inner and outer models in SmartPLS [16]. Bootstrapping will later provide a T-test to result in the path significance [14]. Through bootstrapping, the researcher is able to evaluate whether the hypotheses are accepted or rejected according to the data analysis results. The hypothesis result is based on the significance and inner model path coefficient, which is proven by the T-values, P-values, and original samples. The results of the hypothesis testing are summarized in Table 6 below.

	Structural Path	Original Sample	T-value	P-value	Result
H1a	PE → ES	0.144	2.162	0.031	**Accepted**
H1b	PE → CUI	0.056	0.871	0.384	Rejected
H2a	EE → ES	0.248	3.099	0.002	**Accepted**
H2b	EE → CUI	-0.004	0.051	0.960	Rejected
H3a	SI → ES	0.049	0.881	0.379	Rejected
H3b	SI → CUI	0.037	0.589	0.556	Rejected
H4a	FC → ES	0.016	0.260	0.795	Rejected
H4b	FC → CUI	0.299	4.502	0.000	**Accepted**
H5a	PV → ES	0.090	1.422	0.156	Rejected
H5b	PV → CUI	0.114	2.001	0.046	**Accepted**
H6a	HM → ES	0.520	6.913	0.000	**Accepted**
H6b	HM → CUI	0.008	0.073	0.942	Rejected
H7a	ES → HB	0.754	15.591	0.000	**Accepted**
H7b	ES → CUI	0.208	1.691	0.091	Rejected
H8	HB → CUI	0.416	4.574	0.000	**Accepted**

According to Table 6, hypotheses 1a, 2a, and 6a are accepted because they have the T-value that are greater than 1.96 at a significant level of 0.05 (5%), which are 2.162, 3.099, and 6.913 respectively. Those hypotheses also resulted in original sample values above 0. This indicates that performance expectancy, effort expectancy, and hedonic motivation have a significant and positive influence towards e-satisfaction. On the other hand, hypotheses 4b, 5b, and 8 are accepted because they have the T-value that are greater than 1.96 at a significant level of 0.05 (5%) as well, which are 4.502, 2.001, and 4.574 respectively. Those hypotheses resulted in original sample values above 0. Therefore, facilitating conditions, price value, and habit have a significant and positive influence towards continuous usage intention. Lastly, hypothesis 7a is also accepted because it has the T-value of 15.591, which is greater than 1.96 at a significant level of 0.05 (5%) and original sample value above 0. This means that e-satisfaction has a significant and positive influence towards habit.

However, the other remaining hypotheses, such as 1b (PE CUI), 2b (EE CUI), 3a (SI ES), 3b (SI CUI), 4a (FC ES), 5a (PV ES), 6b (HM CUI), and 7b (ES CUI) are rejected because their T-value are lower than 1.96 at a significant level of 0.05 (5%). Even though all of these hypotheses do

not generate significant influence towards the opposite variables, these hypotheses still resulted in a positive influence because their original sample values are above 0, except for hypothesis 2b that resulted in a negative influence towards continuous usage intention.

IV. DISCUSSION

The study conducted by [5] shows a positive result of path coefficient between performance expectancy and e-satisfaction. According to the data analysis in this research, the hypothesis testing result indicates that there is a significant and positive influence between performance expectancy and e-satisfaction. This means that a high level of functional benefits and a lot of attractive features inside the app can lead customers to be satisfied in using Starbucks Indonesia. The hypothesis testing result is contrary with the result from [5], where e-satisfaction was not significantly predicted by effort expectancy. This research resulted a significant and positive influence between effort expectancy and e-satisfaction. Effort expectancy or perception of ease in using mobile food ordering apps leads customer to be more satisfied with their experience and interaction happen inside the app [5]. This shows that Starbucks Indonesia is easy to use or easy to understand.

The results of relationship to e-satisfaction and continuous usage intention from facilitating conditions are contradictive. Previous results show that Starbucks Indonesia does not have a significant influence between facilitating conditions and e-satisfaction, but subsequent results show that Starbucks Indonesia has a significant and positive influence between facilitating conditions and continuous usage intention. This demonstrates that e-satisfaction does not play an important role as a mediating variable between facilitating conditions and continuous usage intention for Starbucks Indonesia, so that facilitating conditions can have a direct impact on continuous usage intention.

Different from the relationship between price value and e-satisfaction, Starbucks Indonesia proved to have a significant and positive impact on continuous usage intention. This situation can be happen because if Starbucks Indonesia provide good value for money consistently inside the app, customers are more likely to continuously use the app in the future, expecting that the price offered inside the app will still be beneficial. Price value is one of the main determinants of subsequent customer use in the Starbucks Indonesia app. Although the price value is categorized as a short-term consideration for using the app, Starbucks Indonesia has managed to provide other advantages in the form of point collection compared to other food apps. Starbucks Indonesia does not provide low product prices, but this point collection can then be used by customers for further purchases in the long term. So, customers tend to continue their use on the app to redeem that points that they collect. This is the main difference between Starbucks Indonesia and other food apps, where Starbucks Indonesia can manage their own loyalty and payment systems without using a third party.

Apart from that, if the results of the hypothesis are related to the respondent's behavior, price value becomes a very important point for customers to reuse Starbucks Indonesia because the average respondent spends less than IDR 100,000.00 up to IDR 500,000.00 on Starbucks Indonesia in a month. Respondents also stated that great offers were their main consideration in using a mobile food ordering app, in this case Starbucks Indonesia. Therefore, the hypothesis that price value has a significant and positive relationship to continuous usage intention can be justified and has strong evidence.

Table 6 concludes that Starbucks Indonesia generates significant and positive influence between hedonic motivation and e-satisfaction. Hedonic motivation has proven to be crucial for customers e-satisfaction and continuous usage intention as well [5]. In this research, the result in Table 6 shows that Starbucks Indonesia succeed in providing enjoyment, fun, and feelings of pleasure for the customers. The features and functions of the app have successfully draw a good intrinsic motivation for customers whenever they use the apps to order food. When customers have a good experience inside the app, customers would also likely to be satisfied with the overall performance of the app. The hypothesis testing result concludes that Starbucks Indonesia generates significant and positive influence between e-satisfaction and habit. E-satisfaction has proven to have significant and positive impact on habit [5] [17]. In this research, the result in Table 6 shows that Starbucks Indonesia succeed in creating a pleasant experience for customers, which makes them more likely to use the app as a habit. Customers who are satisfied on their experience tend to repeat their usage on the app [5]. Starbucks Indonesia can be used as the app that shape habitual behavior because the objective is to make it easier for customers to see food menus, collect points, and get information regarding the food products.

The hypothesis testing result in Table 6 concludes that Starbucks Indonesia generates significant and positive influence between habit and continuous usage intention. The result is supported by [5] and [17] which shows that there is significant and positive influence between habit and continuous usage intention. Reference [5] stated that customers who have habitual behavior in using a system will have the intention to reuse the system again in later time, in this case mobile food ordering apps. As a conclusion, Starbucks Indonesia has successfully formed

habitual behavior to their customers, so that customers have the intention to use the app continuously in the future.

However, Starbucks Indonesia proved that there is no significant influence between performance expectancy and continuous usage intention. Although customers have a positive perception and experience of convenience in using mobile food ordering apps, it does not necessarily lead them to have the intention to continue using the app in the future. Closely, the good experiences they get while using the apps can only lead them to a sense of satisfaction. Similar to performance expectancy, Starbucks Indonesia also proved that there is no significant influence between effort expectancy and continuous usage intention, where Starbucks Indonesia also generates a negative relationship among the variables. However, this is in line with the result of [5] where continuous usage intention was not significantly predicted by effort expectancy. The ease that is felt while using the three apps does not directly indicate the customer's intention to continue using the app. The ease of use has proven to be able to provide satisfaction for customers in using the app.

Furthermore, Starbucks Indonesia does not have a significant influence between social influence and e-satisfaction, even though it still resulted in a positive relationship among the variables. The result is corresponding to [5], where there was no support to prove social influence to have an influence on e-satisfaction. Starbucks Indonesia demonstrates that its customers are less influenced by others in using the app to order food mobile. Apart from the insignificant result towards e-satisfaction, social influence is not significantly predicted continuous usage intention as well, in line with the result of [5]. Customers of Starbucks Indonesia seem to not be influenced by others' opinions or experiences to use mobile food ordering apps, in the assumption that they already understand how to use the apps by their own.

On the other hand, the mobile app of Starbucks Indonesia shows insignificant influence between facilitating conditions and e-satisfaction, even though the result still shows a positive relationship between the two variables. This can happen if customers do not have sufficient knowledge or technology in using Starbucks Indonesia mobile app which leads them to be less satisfied with the app. Apart from that, it is proven that there is no significant influence between price value and e-satisfaction for Starbucks Indonesia. The insignificant result can also be drawn if Starbucks Indonesia does not provide a reasonable price for their food and beverage products, along with great offers which can increase customer satisfaction in using the app. Therefore, there is room for improvement for Starbucks Indonesia to give better value for money inside the apps.

Different from the result of e-satisfaction, continuous usage intention variable in Starbucks Indonesia is not significantly, but still positively influenced by hedonic motivation. This result is contrary with the result of [5] that stated hedonic motivation is important to build customers e-satisfaction and continuous usage intention as well. Although customers have the feelings of enjoyment and pleasure in using Starbucks Indonesia, it does not necessarily lead them to have the intention to continue using the app in the future. In fact, this research demonstrates that the intrinsic motivation the customers get while using the app can only lead them to a sense of satisfaction. It is also proven that there is no significant influence between e-satisfaction and continuous usage intention. The feeling of content with the app does not necessarily lead customers to continuously use the app, even though it significantly leads them to have a habitual behavior in using the app.

V. CONCLUSION

This research purpose is derived from the existence of the COVID-19 pandemic that leads food brands in Indonesia, in this case Starbucks Indonesia, to adapt technological approaches through the making of mobile food ordering apps. It is important for Starbucks Indonesia to pay more attention to the factors of its mobile app that can influence customers' decisions to continuously use the app in the future. Therefore, this research aims to identify factors and how they can influence customers' continuous usage intention of Starbucks Indonesia. Furthermore, this research also aims to provide recommendations to Starbucks Indonesia about what things can be implemented by the brand to improve its mobile app in Indonesia. The primary data for this research came from online survey as the media for the quantitative approach, which is analyzed using the PLS-SEM method through SmartPLS software.

From the hypothesis testing result, there are only several factors that significantly influence continuous usage intention. The factors include facilitating conditions, price value, and habit. These factors are relevant with the objective of the mobile app of Starbucks Indonesia, especially for price value. Starbucks Indonesia provides numerous deals and offerings inside the app because the app is more intended as an application that is connected to Starbucks Card account, which contains the remaining balance and a virtual payment system rather than being used as a food ordering application. Starbucks Indonesia mobile app can be used to order food or beverage only if the customer is in the Jakarta area, so customers outside Jakarta cannot use the application to order Starbucks products on a mobile basis.

Besides, to increase customer satisfaction and further intention to continuously use mobile food ordering apps, Starbucks Indonesia has successfully create a good intrinsic motivation and feelings of enjoyment for the customers in using the app. It is more likely for customers to be satisfied with the app if they have a good experience when using the app. Other than that, Starbucks Indonesia has successfully drive a habitual behavior for customers to have a dependency towards the mobile app. As customers perceive that using Starbucks Indonesia can help fulfilling their daily needs to find food easily, it makes customers feel that using the app is a habit that will continue in the future. Thus, the awareness of these habits can shape the customer's desire to continuously use Starbucks Indonesia.

As recommendations, Starbucks Indonesia can improve the performance and appearance of applications, such as refresh rates, interfaces and navigation, to ease of access for transactions or food orders. Starbucks Indonesia can also expand the scope of ordering Starbucks products outside the Jakarta area, so that customers from all over the city in Indonesia can easily order Starbucks products without the need to order through third-party apps or come directly to the store. Furthermore, Starbucks Indonesia can improve customer service performance through the app so that customers can get easy recommendations and assistance in using the app remotely, as well as provide more attractive offers according to customer needs through the mobile app.

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