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The Effect of Consumption Values on Continued Usage Intention Moderated by Gender on the Go-Food Application in Padang City

Gunawan Ananda & Dina Patrisia
Universitas Negeri Padang, Indonesia
gunawananada015@gmail.com

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Abstract

This study examines the factors that influence the intention to continue using the Go-Food application in Padang City, focusing on the role of functional value, social value, emotional value, conditional value, epistemic value and gender as moderation. This study aims to determine the effect of consumption values on continued usage intentions, and test the moderating role of gender in the relationship. The sample used was 320 respondents. The data were processed using SmartPLS and collected through an online questionnaire. The results showed that (1) Functional Value has a positive and significant effect on Continued Usage Intention in Go-Food users. (2) Social Value has no significant effect on Continued Usage Intention in Go-Food users. (3) Emotional Value has a positive and significant effect on Continued Usage Intention in Go-Food users. (4) Conditional Value has a positive and significant effect on Continued Usage Intention in Go-Food users. (5) Epistemic Value has a positive and significant effect on Continued Usage Intention in Go-Food users, and gender moderates the influence of several value variables (Functional Value, Emotional Value, Conditional Value, and Epistemic Value) on Continued Usage Intention at Go-Food, but does not moderate the influence of Social Value. Gender tends to strengthen the

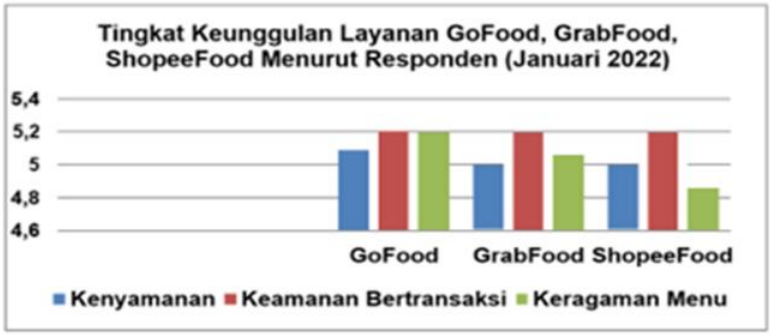
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influence of emotional and epistemic aspects on women, while functional and conditional values have more influence on men.

Keywords: Functional Value, Social Value, Emotional Value, Conditional Value, Epistemic Value. Continued Usage Intentions, Gender, Go-Food

INTRODUCTION

The COVID-19 pandemic has significantly accelerated the demand for digital transformation in various industries, even forcing traditional businesses to shift to online operations (Kumar and Shah, 2021). According to Silva et al. (2022), these changes are crucial for restaurants to face the challenges posed by the pandemic, highlighting the important role of digitalization in maintaining business resilience and continuity in times of crisis. After the pandemic, the use of food delivery services remains high due to the ease, convenience, and promotions, discounts, and technological innovations offered by service providers. Online food delivery services in Indonesia have experienced rapid growth in recent years, driven by factors such as increased internet and smartphone usage, as well as changes in people's increasingly busy lifestyles. The presence of platforms such as Gojek (Go-Food), Grab (GrabFood), and Shopee (ShopeeFood) has provided easy access for consumers to order various types of food quickly and easily.



Sumber: Lianita & Widodasih, 2023

Go-Food, ShopeeFood, and GrabFood are popular platforms in Indonesia, with Go-Food often chosen due to its extensive restaurant network and integration with GoPay, despite higher delivery fees. Convenience, transaction security, and menu diversity are the main reasons consumers choose Go-Food. While the initial promotion was attractive, many users felt that the incentive waned on subsequent transactions, suggesting that the discount strategy was not enough to encourage continued use. Positive emotional

experiences and knowledge gained from the app also play a role in increasing usage intentions.

In addition, gender acts as a moderating variable affecting the relationship between perceived value and continuance intention. Men and women may have different preferences for functional, social, emotional, conditional and epistemic value. Understanding these differences is important for designing more effective marketing strategies and targeting specific market segments, according to their respective gender preferences (Zhang et al., 2023).

Previous research has extensively discussed the theory of consumption value (TCV) and its influence on consumer behavior, with a primary focus on functional and social values. However, studies on emotional, conditional, and epistemic values in the context of using food delivery applications such as Go-Food are limited. In addition, studies that combine TCV with moderating variables such as gender in the context of Go-Food are still very rare. Gender can influence consumers' preferences, needs, and emotional responses, but the role of gender in moderating the relationship between consumption value and continual use intentions has not been widely explored. This study aims to fill this gap by investigating the influence of the five consumption values on sustainable use intention on the Go-Food application in Padang City, as well as the moderating role of gender. Therefore, it is necessary to conduct research with the title "The Effect of Consumption Values on Continued Usage Intention Moderated by Gender on the Go-Food Application in Padang City."

Literature Review

Theory of Consumption Values

Sheth et al.'s (1991) Theory of Consumption Values identifies five key values that influence consumer decisions, particularly in the context of apps such as Food Delivery Apps (FDA).

Continued Usage Intentions

Continued usage intentions refer to consumers' desire to continue using a service after initial use. In food delivery apps, these intentions are influenced by functional, social, emotional, conditional, and epistemic values, which play a significant role in maintaining user satisfaction and loyalty (Wang et al., 2020; Zhao & Bacao, 2020).

According to Rungruangjit and Charoenpornpanichkul (2023), the indicators found in the Continued usage intentions variable are:

1. Intention to Return
2. Frequency of Use
3. Routine Use
4. Future Use Intent

Functional Value

Functional value is the perceived practical benefits and efficiency of the app, such as affordability, quality, and convenience. In FDA, these aspects include price, health, and quality, which determine user satisfaction and loyalty (Kim & Eves, 2012; Yeo et al., 2017).

According to Rungruangjit and Charoenpornpanichkul (2023), the indicators found in the Functional value variable are:

1. Affordability
2. Value for Money
3. Variety and Convenience

Social Value

Social value includes the perceived benefits of increased social status or acceptance within a group. In FDA, this value is realized when consumers feel modern or prestigious by using the application, which ultimately drives the intention to continue using it (Morosan & DeFranco, 2016; Kaur et al., 2021).

According to Rungruangjit and Charoenpornpanichkul (2023), the indicators found in the Social value variable are:

1. Self-Concept Enhancement
2. Social Acceptance
3. Positive Impression
4. Peer Differentiation
5. Demonstration of Experience
6. Social Status

Emotional Value

Emotional value includes the emotional satisfaction obtained from using the application, such as happiness and convenience. FDA that is able to generate positive emotions can increase user experience and loyalty (Sheth et al., 1991; Candan et al., 2013).

According to Rungruangjit and Charoenpornpanichkul (2023), the indicators found in the emotional value variable are:

1. Happiness
2. Pleasure
3. Satisfaction
4. Excitement
5. Energy
6. Freedom
7. Control

Conditional Value

Conditional value refers to the benefits perceived under certain conditions, such as promotions or emergency situations. In FDA, promotions and discounts are important factors in influencing consumer decisions (Kaur et al., 2021; Wang et al., 2020).

According to Rungruangjit and Charoenpornpanichkul (2023), the indicators found in the Conditional value variable are:

1. Delivery Fee Reduction
2. Free Delivery
3. Promotional Incentives
4. Shortened Delivery Time
5. Increased Restaurant Options

Epistemic Value

Epistemic value comes from the desire to try new things and satisfy curiosity. In FDA, consumers are encouraged to explore new food or restaurant options, which increases their engagement with the app (Sheth et al., 1991; Kaur et al., 2021).

According to Rungruangjit and Charoenpornpanichkul (2023), the indicators found in the Epistemic value variable are:

1. Novelty Seeking
2. Unique Experience
3. Social Influence
4. Exposure to Advertising

Gender

Gender is one of the demographic characteristics that is widely used in consumer behavior research to understand how individuals interact with certain products, services, or technologies. Gender refers to the set of characteristics that distinguish men and women (Faqih and Jaradat, 2015).

Research model and hypotheses

Functional Value towards Continued Usage Intention

Functional Value includes the practical benefits perceived by users from the Go-Food application, such as convenience, cost savings, and time. According to a study by Talwar et al. (2020), the desire to keep using an application is significantly impacted by favorable opinions of its functional usefulness. This is in line with the findings of Kim et al. (2018) and Yeo et al. (2017), who discovered that functional features, particularly those related to cost and efficiency, increase consumers' desire to stick with the service.

H1: Functional Value has a significant positive impact on Continued Usage Intention on Go-Food.

Social Value towards Continued Usage Intention

Social and psychological values are linked to social value in technology usage. Social values, such as social influence and elevated status, are crucial in determining users' decisions to stick with the application, particularly for customers who consider social factors to be significant (Kaur et al., 2021; Dhir et al., 2020). This is supported by Zhao and Bacao (2020), who demonstrated that social value directly affected the intention to keep using food delivery apps during the COVID-19 epidemic.

H2: Social Value has a significant positive impact on Continued Usage Intention on Go-Food.

Emotional Value towards Continued Usage Intention

Emotional Value highlights the role of positive feelings in application usage, such as happiness and satisfaction. According to research by Kaur et al. (2018) and Talwar et al.

(2020), emotional value has a big role in boosting users' desire to stick with the platform. Yeo et al. (2017) highlighted that user satisfaction encourages users to stick with the service in the meal ordering industry.

H3: Emotional Value has a significant positive impact on Continued Usage Intention on Go-Food.

Conditional Value towards Continued Usage Intention

Conditional Value refers to situational benefits that encourage usage, such as discounts and special offers. Research by Talwar et al. (2020) and Hu & Yang (2019) showed that promotions and discount incentives play a key role in shaping consumer usage intentions on online platforms. In addition, Kaur et al.'s (2021) study showed that conditional offers increase consumer interest in using delivery applications.

H4: Conditional Value has a significant positive impact on Continued Usage Intention on Go-Food after the COVID-19 outbreak.

Epistemic Value towards Continued Usage Intention

According to Mäntymäki & Salo (2015) in the context of online buying and Thome et al. (2019) on the intake of healthy foods, epistemic value includes the drive to pursue new experiences or curiosity. According to Talwar et al. (2020), customers are drawn to the novelty and originality given by online platforms, which has a beneficial impact on their buy intentions.

H5: Epistemic Value has a significant positive impact on Continued Usage Intention on Go-Food.

Gender Moderation

Numerous studies have demonstrated the importance of gender in customer behavior and purchase decisions (Meyers-Levy & Loken, 2015; Hwang et al., 2019b). The association between ongoing usage intention and consumption values (functional, social, emotional, conditional, and epistemic) can be moderated by gender, with women placing greater emphasis on emotional and social values and males on functional and epistemic values (Weiser, 2000).

H6: Gender moderates the relationship between Functional Value and Continued Usage Intention on Go-Food.

H7: Gender moderates the relationship between Social Value and Continued Usage Intention on Go-Food.

H8: Gender moderates the relationship between Emotional Value and Continued Usage Intention on Go-Food.

H9: Gender moderates the relationship between Conditional Value and Continued Usage Intention on Go-Food.

H10: Gender moderates the relationship between Epistemic Value and Continued Usage Intention on Go-Food.

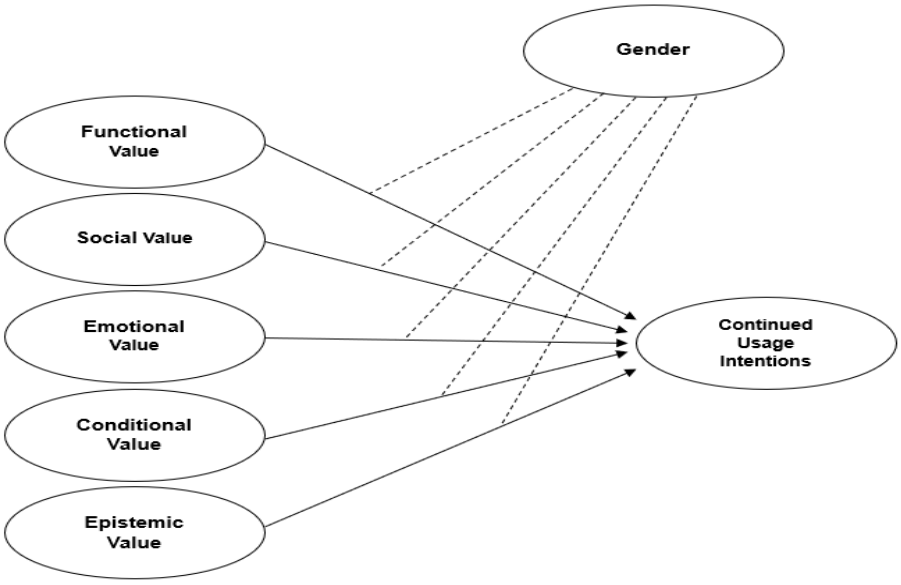


Figure 1. Conceptual Framework

METHODS

The methodologies used in this study are quantitative. The information utilized is primary data that was gathered directly by researchers using Google Forms to distribute surveys at random online. The responses to this questionnaire included 320 respondents who were Go-Food consumers in Padang City. Purposive sampling was used for the sample process. This study employs two techniques—convergent validity and discriminant validity—that are examined using PLS (Partial Least Squares) to guarantee the validity of the

measurement model. Following the validity test, a reliability test was carried out and evaluated using composite reliability and Cronbach's alpha value. R-square testing was also used to evaluate the structural model in order to determine the significance of the link and observe the effect and relationship between the variables. There are a number of variables to take into account in this study, including one moderating variable (gender), one dependent variable (continued usage intention), and two independent variables (functional, social, emotional, conditional, and epistemic values).

RESULTS AND DISCUSSION

Respondent demographics

The identification of respondents who have filled out the questionnaire contains four components, which are as follows:

Table 1 Respondent Demographics

Information		Amount	%	Information		Amount	%
Use of the Go-Food application	Ya	348	98.9%	**Gender**	Laki – Laki	163	50.9%
	Tidak	4	1.1 %		Perempuan	157	49.1%
Number of purchases in a month	1-5 kali	320	90.9%	**Employment**	Pelajar / Mahasiswa	28	8.8%
	6-10 kali	20	6.7%		Pekerja Swasta	49	15.3%
	>10 kali	8	2.4 %		Wiraswasta	237	74.1%
Education	SLTA/SMU /SMA	28	8.8%		Pegawai Negeri Sipil	6	1.9%
	DIPLOMA	49	15.3%		Lainnya	28	8.8%
	S1	237	74.1%	**Salary**	< Rp 1.000.000	6	1.9%
	S2/S3	6	1.9%		Rp 1.000.001 – Rp 2.500.000	101	31.6%
Age	18 – 20	26	8%		Rp 2.500.001 – Rp 5.000.000	171	53.4%
	21 – 23	177	55.4%		Rp 5.000.001 –	39	12,2%

				Rp 7.500.000		
	24 - 26	76	25%	> Rp 7.500.001	3	0.9%
	27 – 29	26	8.8%			
	30 – 44	9	2,8%			

Based on Table 1, the identity of respondents who filled out the questionnaire includes seven aspects, namely use of the Go-Food application, number of purchases in a month, as well as respondent identity based on gender, age, highest level of education, occupation and salary. Based on the use of the Go-Food application, the majority chose Yes (98.9%). The majority of purchases per month are 1-5 times (90.9%). Gender, the majority of respondents were male (50.9%). The majority of respondents are generation Z, namely 21-23 years (55.4%). The majority's education level is Bachelor's degree (74.1%). The majority of occupations are self-employed (74.1%). and the salary of those who actively use Go-Food is IDR 2,500,001 – IDR 5,000,000 (53.4%).

Data for each variable is collected in the form of a frequency distribution, where respondents provide assessments according to actual conditions. The results of this research are based on answers from 308 respondents who met the research criteria.

Table 2 Kriteria TCR

Angka	Keterangan
0%-20%	Sangat Tidak Setuju
21% - 40%	Tidak Setuju
41% - 60%	Netral
61%-80%	Setuju
81%-100%	Sangat Setuju

Sumber : Riduwan (2006)

Table 3 Variable Frequency Distribution

Constructs	Mean	Category
Functional Value	4.081	Sangat Setuju
Social Value	4.157	Sangat Setuju
Emotional Value	4.046	Setuju

Conditional Value	3.812	Setuju
Epistemic Value	4.229	Sangat Setuju
Continued Usage Intentions	3.869	Setuju

The average value of every variable gathered in this study falls into the highly agree/agree group, as indicated by Table 3. This suggests that the variables have achieved significant success.

Reliability and Validity

The validity and reliability of the model are assessed using the measurement model, also known as the outer model. The purpose of the validity test is to evaluate how well the research tool can measure the things it is intended to measure. Reliability testing, on the other hand, evaluates how consistently measuring tools measure respondents' responses to research instruments or questionnaire questions.

Table 4 Reliability and Validity of Constructs (Overall Model)

Constructs	CA	CR	AVE
Functional Value	0.835	0.901	0.752
Social Value	0.862	0.897	0.592
Emotional Value	0.918	0.935	0.675
Conditional Value	0.893	0.921	0.702
Epistemic Value	0.835	0.890	0.670
Continued Usage Intentions	0.805	0.873	0.635

The results of the measurement model show that all the constructs tested have good reliability and validity. The Functional Value construct has a Cronbach's Alpha (CA) of 0.835, Composite Reliability (CR) 0.901, and Average Variance Extracted (AVE) 0.752, with all indicators having loading factors above 0.7. The Social Value, Conditional Value, Emotional Value, and Epistemic Value constructs also show adequate reliability and validity, with CA, CR, and AVE respectively above the minimum threshold, as well as significant loading factors for each indicator. The Conditional Value and Emotional Value

constructs, even though the EMV1 indicator is slightly lower (0.652), are still valid and reliable.

Overall, all constructs in this model meet the criteria for reliability (CA and CR > 0.7) and convergent validity (AVE > 0.5). This shows that the measurement model used in this research can be considered valid and reliable for further analysis. The Continued Usage Intentions construct also shows good results, with a CA of 0.805, CR 0.873, and AVE 0.635, as well as indicators with loading factors above 0.7, strengthening the overall validity and reliability of the model.

Constructs	**Male**			**Female**		
	CA	**CR**	**AVE**	**CA**	**CR**	**AVE**
Functional Value	0.799	0.882	0.714	0.860	0.915	0.781
Social Value	0.866	0.900	0.600	0.860	0.895	0.588
Emotional Value	0.921	0.938	0.686	0.917	0.923	0.708
Conditional Value	0.890	0.920	0.697	0.896	0.923	0.708
Epistemic Value	0.856	0.902	0.698	0.814	0.878	0.643
Continued Usage Intentions	0.778	0.859	0.607	0.831	0.888	0.665

The results of the analysis with gender as a moderating variable showed differences in reliability and construct validity between men (n = 163) and women (n = 157). In general, women have higher reliability and validity than men on almost all constructs tested. In the Functional Value construct, women showed higher CA, CR, and AVE values than men. Similarly, on Emotional Value and Conditional Value, women have higher AVE values and larger indicator loading factors. The Continued Usage Intentions construct also shows that women are more consistent in their intention to continue using, with higher loading factors on almost all indicators.

The cross-loading results show that the value of the indicators for each latent variable is higher than the indicators for other variables, which indicates good discriminant validity. This means that the correlation between variables with themselves is greater than the correlation between variables. Overall, the findings indicate a moderating influence of gender on value perceptions on various constructs, where women tend to have stronger and more consistent perceptions than men.

Table 5 AVE Root Value (Fornell Lacker Criterion) (Complete)

	CDV	CUI	EMV	EPV	FCV	SCV
CDV	0.838					
CUI	0.740	0.797				
EMV	0.727	0.735	0.821			
EPV	0.538	0.633	0.637	0.819		
FCV	0.644	0.685	0.644	0.581	0.867	
SCV	0.648	0.703	0.752	0.780	0.632	0.769

Table 6 AVE Root Value (Fornell Lacker Criterion) (Male)

	CDV	CUI	EMV	EPV	FCV	SCV
CDV	0.835					
CUI	0.778	0.779				
EMV	0.732	0.788	0.828			
EPV	0.538	0.646	0.633	0.835		
FCV	0.655	0.701	0.615	0.625	0.845	
SCV	0.616	0.714	0.766	0.808	0.665	0.775

Table 7 AVE Root Value (Fornell Lacker Criterion) (Female)

	CDV	CUI	EMV	EPV	FCV	SCV
CDV	0.841					
CUI	0.710	0.816				
EMV	0.727	0.692	0.818			
EPV	0.548	0.641	0.652	0.802		
FCV	0.640	0.679	0.669	0.555	0.884	
SCV	0.680	0.693	0.739	0.758	0.612	0.767

Tables 5, 6, and 7 demonstrate that each variable's Fornell-Larcker Criterion value is greater than that of the other variable constructions. If each concept has a higher Fornell-Larcker Criterion value than the values of other constructs, discrimination validity is deemed excellent. Therefore, it may be said that each variable exhibits sufficient validity at this testing level.

Hyphotesis Test

To evaluate the results of the main effect hypothesis test, it can be done by paying attention to the path coefficients. The P-value obtained must be below 0.05.

Table 8 Path Coefficients (Complete)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Hasil
FCV -> CUI	0.202	0.201	0.073	2.753	0.006	Diterima
SCV -> CUI	0.120	0.116	0.071	1.694	0.090	Tidak DIterima
EMV -> CUI	0.210	0.208	0.059	3.533	0.000	Diterima
CDV -> CUI	0.315	0.322	0.074	4.244	0.000	Diterima
EPV -> CUI	0.119	0.120	0.057	2.076	0.038	Diterima

According to the findings of the statistical analysis conducted with PLS, a number of factors significantly impact Continued Usage Intentions (Y). The first hypothesis (H1) is accepted because Functional Value (X1) has a positive and significant influence with a t-statistic value of 2.753 and P = 0.006. With t-statistics of 3.533 (P = 0.000) and 4.244 (P = 0.000), respectively, Emotional Value and Conditional Value likewise show a positive and significant effect, therefore H3 and H4 are approved. With a t-statistic of 2.076 (P = 0.038), Epistemic Value has a positive and significant effect, hence H5 is approved.

However, with a t-statistic of 1.694 and P = 0.090, Social Value did not significantly affect Continued Usage Intentions, hence rejecting the second hypothesis (H2). Overall, the findings indicate that while social value has no discernible impact on intention to continue using, functional, emotional, conditional, and epistemic values all significantly and favorably affect this intention.

Table 9 Path Coefficients (Male)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Hasil
FCV -> CUI	0.182	0.181	0.059	3.082	0.002	Diterima
SCV -> CUI	0.059	0.063	0.089	0.659	0.510	Tidak Diterima
EMV -> CUI	0.326	0.320	0.079	4.142	0.000	Diterima
CDV -> CUI	0.329	0.336	0.074	4.475	0.000	Diterima
EPV -> CUI	0.101	0.101	0.072	1.409	0.159	Tidak Diterima

According to the findings of the statistical analysis conducted using PLS for the male gender, a number of constructs have been shown to significantly and favorably affect Continued Usage Intentions (Y). H1 is approved because Functional Value has a substantial positive influence with a t-statistic of 3.082 (P = 0.002). With t-statistics of 4.142 (P = 0.000) and 4.475 (P = 0.000), respectively, Emotional Value and Conditional Value likewise show a positive and significant effect, hence H3 and H4 are approved. H2 is not accepted, nevertheless, because Social Value has no discernible impact (t-statistic of 0.659; P = 0.510).

Additionally, H5 is rejected because Epistemic Value has no discernible impact on Continued Usage Intentions (t-statistic = 1.409; P = 0.159). Men's Continued Usage Intentions were found to be significantly impacted by Functional Value, Emotional Value, and Conditional Value overall, but not by Social Value or Epistemic Value.

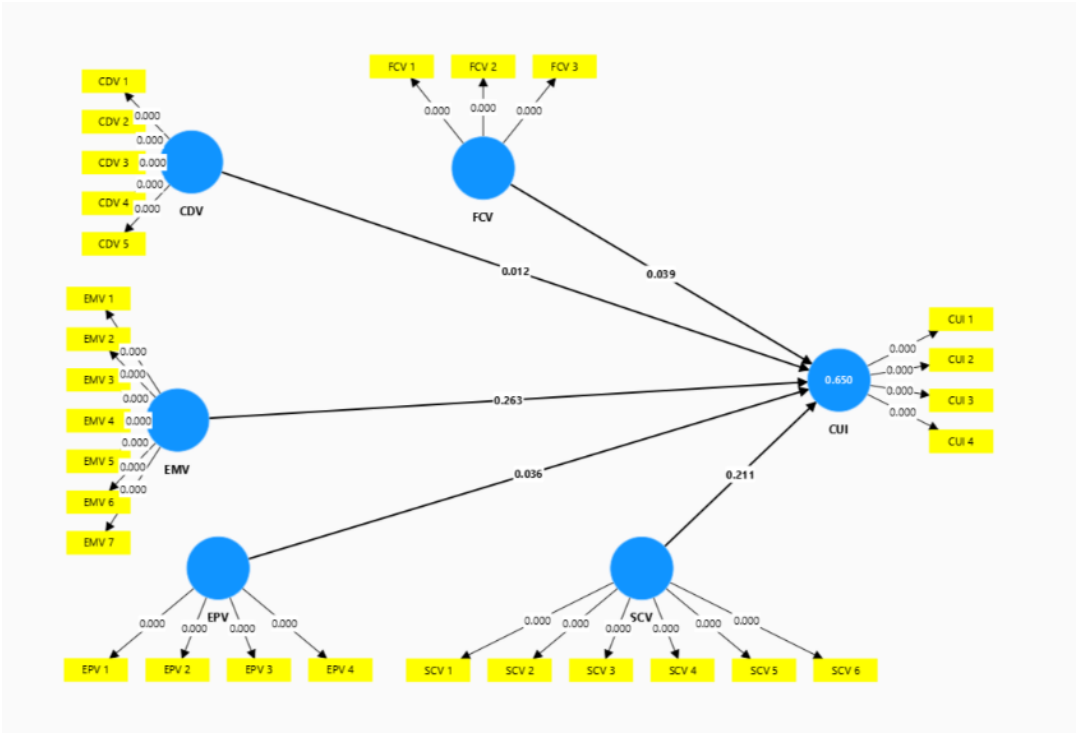
Table 10 Path Coefficients (Female)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Hasil
FCV -> CUI	0.242	0.237	0.117	2.068	0.039	Diterima
SCV -> CUI	0.137	0.127	0.110	1.250	0.211	Tidak Diterima

EMV -> CUI	0.102	0.092	0.091	1.119	0.263	Tidak Diterima
CDV -> CUI	0.292	0.316	0.117	2.501	0.012	Diterima
EPV -> CUI	0.176	0.179	0.084	2.100	0.036	Diterima

According to the findings of the statistical study conducted using PLS for the female gender, a number of factors significantly and favorably influence Continued Usage Intentions (Y). H1 is accepted since Functional Value has a significant influence with a t-statistic of 2.068 (P = 0.039). With t-statistics of 1.119 (P = 0.263), 2.501 (P = 0.012), and 2.100 (P = 0.036) respectively, Emotional Value, Conditional Value, and Epistemic Value similarly significantly influence Continued Usage Intentions, indicating that H3, H4, and H5 are accepted.

However, Social Value does not have a significant effect with a t-statistic of 1.250 (P = 0.510), so H2 is not accepted. Overall, Functional Value, Conditional Value, and Epistemic Value have a significant influence on intention to continue use in women, while Social Value and Emotional Value have no significant influence.



Picture 1. PLS output final module

The objective of this research is to investigate how the Go-Food application in Padang City is affected by functional value, social value, emotional value, conditional value, epistemic value, and gender moderation in terms of continuous usage intention. The analysis's findings indicate that Continued Usage Intention is positively and significantly impacted by Functional Value, Conditional Value, and Epistemic Value. Functional Value is the main factor by providing functional benefits such as affordable prices, convenience, and menu variations, while Conditional Value is supported by promotions, discounts, and service speed. Epistemic Value shows that new experiences and interesting information also increase usage intention, especially in women.

In contrast, Social Value has no significant effect on Continued Usage Intention in both genders. Social factors such as social acceptance and status are not a priority for users in the context of utility services such as Go-Food. Emotional Value shows different results between genders, where men are more driven by emotional aspects such as satisfaction and comfort, while women pay less attention to these aspects. This finding indicates that practical and emotional factors have different roles depending on the gender of the user.

Gender moderation results show significant differences in the influence of several values on Continued Usage Intention. Functional Value is more influential for women, while Emotional Value is stronger for men. Conditional Value had a significant impact on both genders, with slight differences in the level of influence. Epistemic Value had a significant effect on women, but not men, suggesting that women value more the exploration and new experiences that Go-Food offers.

Overall, this study provides implications that Go-Food needs to focus marketing strategies on values that are relevant to the needs of each gender. Promotions and features that enhance functional and conditional values may appeal to users in general, while menu innovations and new experiences may appeal more to women. On the other hand, strengthening emotional aspects can increase the loyalty of male users. These findings provide insights for the development of gender-based service strategies to maintain ongoing usage.

CONCLUSSION

According to the findings of a study on the impact of consumption values on continued usage intention, which is influenced by gender in the Go-Food application in Padang City, functional value significantly increases continued usage intention, while menu variations, price, and convenience all increase user loyalty. The fact that social value has no discernible impact suggests that social considerations are not given top attention. Both conditional and emotional value have a strong beneficial impact; conditional value is motivated by incentives like discounts and promotions, whilst emotional value increases loyalty via emotions of contentment and happiness. Particularly for women who value novel experiences, epistemic value has a big impact. Gender moderates numerous values, with Emotional Value having a greater impact on males and Epistemic Value having more influence on women. The impact of Conditional Value and Emotional Value, as well as a greater influence on Epistemic Value for women, varies from that of Emotional Value and Functional Value, which have no discernible effect on Continued Usage Intention.

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