

ANALYZING TECHNOLOGY ACCEPTANCE MODEL FOR LOMBOK TRADITIONAL FOOD RESTAURANT IN GOFOOD APPLICATION

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Abstract

During the COVID-19 pandemic, Lombok Island, known for its stunning natural beauty, faced significant challenges in its culinary industry, resulting in a drastic decline in revenue and tourist visits. Embracing technological solutions, particularly through food delivery apps like GoFood, became pivotal in overcoming these obstacles. These apps not only sustained local restaurants during the pandemic but also preserved Lombok's distinctive cuisine, such as Sate Rembiga. Beyond pandemic resilience, GoFood played a crucial role in balancing global technological advancements and supporting daily activities. The aim of this research is to employ the Technology Acceptance Model (TAM) using Partial Least Square (PLS) approach to analyze the adoption of the GoFood application among owners of traditional Lombok cuisine restaurants, particularly focusing on the impact of the COVID-19 pandemic. This research method is designed to assess the extent of acceptance and adoption of GoFood among these restaurant owners during the pandemic, identifying key factors influencing their technological acceptance. The results of this research offer insights into the dynamics of technology acceptance within Lombok's culinary sector amid external changes such as the pandemic. In conclusion, understanding these dynamics can inform strategies to enhance the utilization of food delivery apps in traditional culinary businesses, ensuring resilience and adaptation in the face of unforeseen challenges.

Keywords : Online Food Delivery, Technology Acceptance Model, Partial Least Square, Traditional Cuisine, COVID-19 Pandemic

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INTRODUCTION

Lombok Island, located in Indonesia, West Nusa Tenggara Province, is an amazing tourism destination that offers extraordinary natural beauty. This island is known for its stunning white sandy beaches, clear sea water and very soothing mountain views. Lombok has 5 priority destinations, namely Mandalika, Three Gilis, Kota Tua Mataram, Mount Rinjani, and the South Coast Area. However, the charm of Lombok does not only lie in its nature. This island also offers visitors a variety of culinary specialties, ranging from bulayak satay, delicious rembiga satay, to spicy peleceng. Lombok Island combines its stunning natural beauty with a variety of culinary delights, making it an unmissable tourist destination in Indonesia.

Unfortunately, the culinary industry globally, including on the island of Lombok, has faced significant repercussions due to the COVID-19 pandemic in 2020. The considerable influence of the COVID-19 pandemic, coupled

with numerous other economic and political crises, is strongly felt across global industries, with the tourism sector being the most adversely affected. As stated by Shretta (2020), The virus's transmission has resulted in the United Nations World Tourism Organization (UNWTO) forecasting a reduction of 1.1 billion international tourist arrivals, the loss of 100–120 million jobs, and a decline in export revenues estimated between US\$910 billion to US\$1.1 trillion, as expressed by Kumudumali (2020). [1]. Lockdown policies and travel restrictions have resulted in the closure of restaurants, food stalls and other culinary businesses, resulting in the food industry experiencing a drastic decline in revenue [2]. Consumers are also becoming more cautious about dining out, turning to food delivery options or cooking at home. Of course, this has greatly influenced the dynamics of the culinary world throughout Indonesia and caused it to become hampered or even temporarily stopped and has had a huge impact to this day. Moreover, there

has been a drastic decline in the number of tourists, making tourist attractions in Lombok empty of visitors, which automatically means culinary places are also empty of visitors [3]. Therefore, technological adaptation is a sustainable solution for the culinary industry in Lombok to face the impact of this outbreak. Online Food Delivery applications, such as GoFood and others have played a key role in supporting the culinary industry on Lombok Island during and after the pandemic. With this platform, local restaurants and food stalls in Lombok can continue to serve their customers through food delivery services, allowing consumers to enjoy delicious dishes without having to leave the house. In addition, OFD services also help in expanding the market reach for local culinary businesses, by enabling them to reach new customers online. In the midst of the challenges of the pandemic, OFD has become a vital tool for the culinary industry in Lombok to survive and adapt, maintain relationships between customers and culinary entrepreneurs, and make a positive contribution to local economic recovery [4].

Apart from playing a role in efforts to adapt during the COVID-19 outbreak, digitalizing the culinary industry is very important in maintaining the sustainability of Lombok's unique culinary industry. One of them is the Sate Rembiga culinary delight which often attracts consumers to try it. GoFood can provide very meaningful support for typical Lombok culinary activities during the COVID-19 pandemic on Lombok Island. GoFood has a positive impact in facing the development of globalization and in keeping up with current technology to support daily activities. GoFood, which is part of the Gojek ecosystem, was first formed in 2015 as a food delivery solution and food delivery service. Over time, GoFood has achieved various extraordinary achievements. By 2023, Gojek's GoFood stands among the 46 largest delivery apps from 17 countries, including UberEats, Walmart, Swiggy, and Zomato, becoming the top choice for millions of users looking for a convenient and reliable culinary experience [5]. Total visits to the GoFood app that year reached impressive numbers, with millions of customers relying on it to order their favorite foods. In addition, the number of downloads from GoFood users is 170 million, which operates in 215 cities in Southeast Asia and continues to increase, strengthening its position as one of the most popular food delivery platforms in Indonesia and playing an important role in supporting the culinary industry, including culinary on the island of Lombok, during the pandemic COVID-19 and beyond [6].

The chosen approach for this study will be the Technology Acceptance Model (TAM). TAM, a well-established theoretical framework, has demonstrated its efficacy in comprehending user behavior concerning technology, encompassing the utilization of applications like GoFood. [7]. In this article, the use of the Technology Acceptance Model (TAM) rather than UTAUT or UTAUT2 has been considered to analyze the adoption of GoFood applications among Lombok traditional culinary restaurant owners. TAM is particularly relevant because it can provide a focused framework for understanding the factors that influence the acceptance of this specific technology. The advantages of TAM, such as its conceptual simplicity and clarity, as well as proven validity, were also expressed as reasons for selection. TAM (Technology Acceptance Model) is simpler because it focuses on user's understanding of technology acceptance and usage. On the other hand, UTAUT (Unified Theory of Acceptance and Use of Technology) tends to be more complex as it encompasses multiple factors such as perceived usefulness, ease of use, social norms, and other factors influencing technology acceptance and usage. Even though GoFood has been around for some time, the dynamics of adoption in the traditional culinary sector on Lombok Island can still be analyzed with TAM. In addition, TAM's focus on perceived usefulness and ease of use as well as the integration of the Fear of COVID-19 construct provide a fairly solid foundation for understanding technology adoption behavior in the context of the pandemic. Therefore, it is emphasized that TAM is the right choice to study the adoption of GoFood among Lombok's traditional culinary restaurants, especially in facing unexpected environmental challenges and changes. For validation, a previous research by Indriyanti, Tri Wahyuni, Erni Ermawati, et al. (2020) entitled "Analisis Perbandingan Metode TAM dan UTAUT dalam Mengukur Kesuksesan Penggunaan Aplikasi Ojek Online" have analyzed the comparison between the use of the TAM and UTAUT methods regarding the success of using the Online Motorbike Taxi Application which is similar to the Online Food Delivery work system. In this article research was carried out and the conclusion obtained was the comparison between the TAM and UTAUT methods measuring the use of this application can be seen on the coefficient of determination test results. Method TAM is the best method to use in this case study because of the TAM method can measure as much as 8.0% of the aspects used and the UTAUT method can measure only as much as 5.2% [8].

This research addresses a distinctive gap in the existing literature by uniquely focusing on the perspective of entrepreneurs in Lombok's specialty food industry as the primary subjects for assessing the Technology Acceptance Model (TAM) in relation to their sales. Unlike conventional studies that predominantly employ customers as subjects, this research recognizes the crucial role played by business owners in adapting to the evolving dynamics of online food delivery, Especially in reaction to the disturbances brought about by the effects of COVID-19 [9]. Despite numerous recent investigations into OFD behavior utilizing TAM as their theoretical framework, due to the timing of the pandemic, none of these studies integrated the Fear of COVID-19 construct into their research models. (as indicated by Loketkrawee and Bhatiasevi in 2018, Bauerová and Klepek in 2018, and Driediger and Bhatiasevi in 2019). Consequently, this current study provides a unique viewpoint on contemporary OFD behavior during the COVID-19 outbreak. There are compelling reasons to view the impact of COVID-19, particularly the Fear of COVID-19, as a crucial factor in understanding consumers' OFD behavior. The consequences of the worldwide COVID-19 outbreak on people's lives have been varied. This encompasses the World Health Organization declaring COVID-19 a pandemic in March 2020. Numerous countries implemented measures such as lockdowns, travel restrictions, and the closure of businesses and schools, all of which adversely affected the global economy. The economic decline is mainly attributed to a decrease in consumer demand, with a projected 4.5% reduction in global GDP (as reported by Statista in 2020). Consequently, various sectors, such as tourism includes its culinary sectors, automotive, and transportation, face negative repercussions due to COVID-19 [7]. The research gap lies in the limited exploration of how food business operators, specifically those specializing in Lombok's unique cuisine, perceive and adopt technological advancements such as online food delivery platforms as a way to preserved Lombok's traditional food during and after the COVID-19 outbreak. While prior studies often concentrate on customers' acceptance and behavior, there is a paucity of research focusing on the entrepreneurs themselves [10]. This gap is crucial as it neglects the nuanced insights and challenges faced by the business community in adapting their strategies amidst the pandemic-driven changes in consumer behavior and market dynamics [11]. This study's uniqueness is further underscored by its exploration of the adaptation strategies employed by these entrepreneurs in

response to the unprecedented shifts in sales dynamics triggered by COVID-19 [12]. By utilizing a TAM approach and examining the perspectives of business owners, the research provides a fresh lens through which to understand how these unique stakeholders navigate technological changes and consumer preferences. The findings contribute not only to the academic discourse on technology acceptance but also offer practical insights for Lombok's specialty food businesses seeking to thrive in the ever-evolving landscape of online food delivery.

METHOD

This research collected the data in the whole areas of Lombok Island by applying a quantitative technological approach to help understand technology adoption in the culinary sector. The main tool that is used in this study is SmartPLS 4 to understand technology adoption in the culinary business with an analytical research design. Analytical research aims to test hypotheses and provide deeper interpretations of the relationships between each variables that are involved. The population in this study consists of Lombok traditional food restaurant owners that using online food delivery service, especially GoFood. A total of 50 participants were selected based on the division of the Lombok island area which has dense tourist areas, namely around Senggigi Beach, Mataram City, West Lombok, Central Lombok and East Lombok. So even though there are only 50 participants, this number represents each region of Lombok Island and is valid for data collection. Each target was interviewed one by one and asked to fill a google form about their experience of using Online Food Delivery App and the impact to their restaurant during and after the COVID-19 Pandemic. Therefore, it is estimated that every restaurant has used the Online Food Delivery service for more than 4 years. This interview took time over a month because of the distance and time availability of both parties. This methodology will involve creating a questionnaire to collect data from the research targets applying the Technology Acceptance Model (TAM) Framework [7]. The questionnaire was prepared to explore the views of traditional Lombok's culinary business owners regarding the implementation of online food delivery in the food industry applying the Technology Acceptance Model (TAM) framework [10]. This method will help researchers analyze the data provided by the research target quantitatively through a designed questionnaire. Quantitative research is an investigative approach concentrated on gathering and analyzing numerical data to

comprehend or quantify phenomena that are susceptible to quantitative measurement. Within the realm of information technology and information systems, quantitative research is frequently employed to investigate variables such as "perceived usefulness", "perceived ease of use" (perception of ease of use), and "attitude towards using" (attitude towards use) of a system or technology, and "behavioral intention to use" (an individual's desire to produce specific

behavior) [13]. In this research, data is collected through surveys or other numerical measurements, and statistical analysis is used to identify relationships and patterns in the data. Thus, quantitative research allows researchers to measure the extent to which users find a technology useful, easy to use, and what their attitudes are towards using the technology, which is important information in developing or improving the system or technology [9].

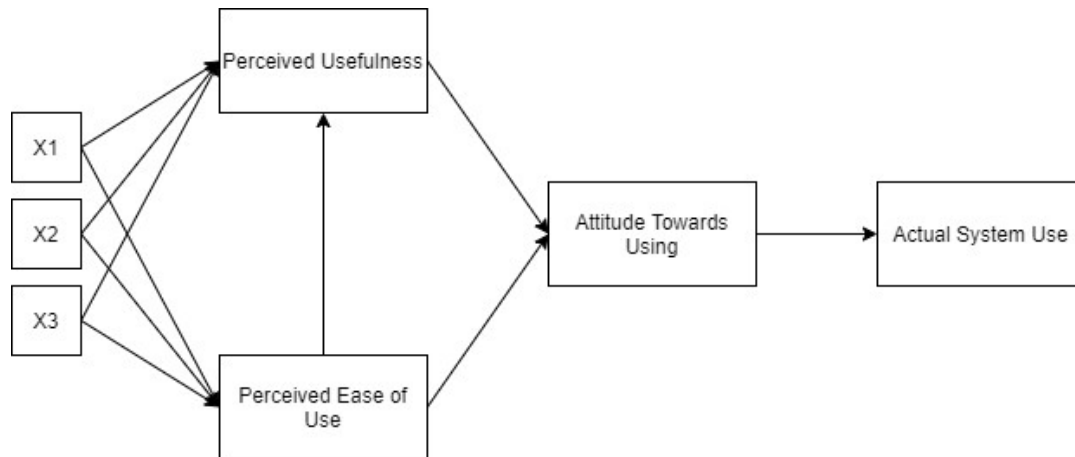


Figure 1. Technology Acceptance Model (TAM)

In Figure 1 there's a figure of the original model of Technology Acceptance Model (TAM) that proposed by Fred Davis in 1989. X1, X2, and X3 means external variables to calculate Perceived Usefulness and Perceived Ease of Use, so that we can calculate the final dependent variable which are Attitude Towards Using and Actual System Use. The research target referred to here is the owners of typical Lombok culinary businesses. They were asked to fill in their restaurant data and provide views regarding the adoption of online food delivery as well as the impact felt after adopting this technology, all of which is in the field of the Technology Acceptance Model (TAM) framework. Providing questionnaires to business owners in the culinary sector in the context of adopting online food delivery has several important functions. First, questionnaires can help collect data on the extent to which business owners have adopted online food delivery services, as well as the factors

influencing their decisions. Questionnaires can also be used to evaluate the satisfaction and challenges faced by business owners in using online food delivery platforms. In addition, the results of the questionnaire can help in formulating better recommendations and strategies to support culinary business owners in exploiting the full potential of online food delivery services, which can increase their competitiveness and business growth in this digital era [14].

RESULT AND DISCUSSION

The evaluation of the PLS model involves two stages: outer model evaluation and inner model evaluation. Reflective measurement models can be assessed through tests for convergent validity, discriminant validity, and composite reliability. The results of the measurement model are outlined below.

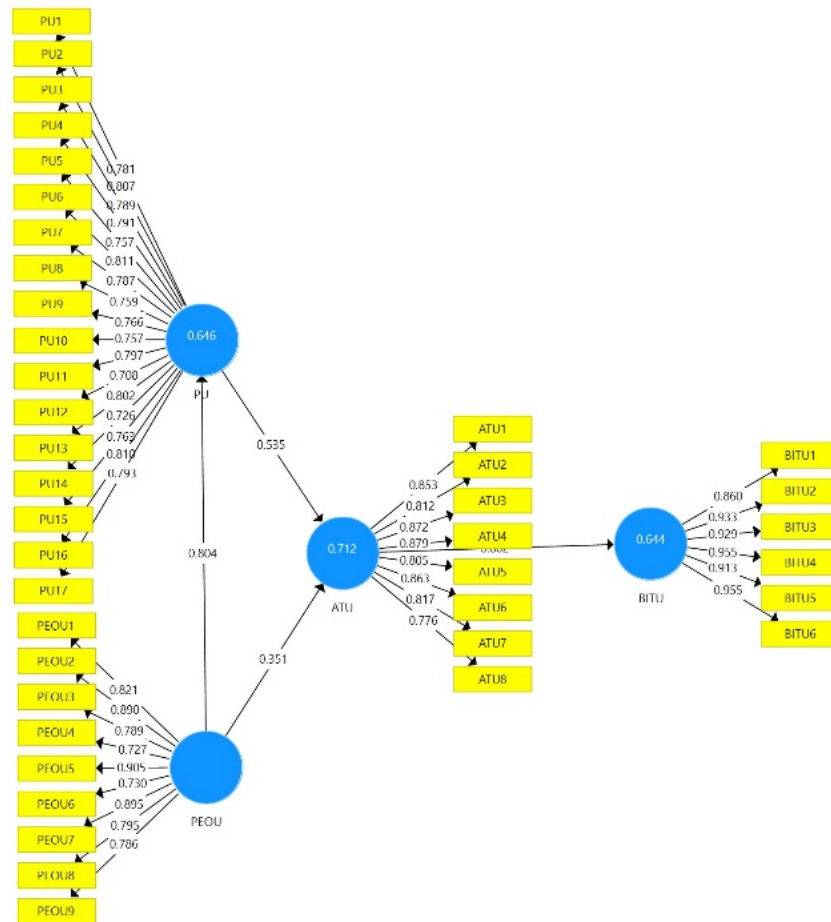


Figure 2. Path Diagram Value of Outer Loading and Path Coefficient

In Figure 2, a larger number of questions for Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) in the study compared to the original TAM by Davis (1989), several justifications can be provided and needed. Firstly, the specific focus of the study on the adoption of the GoFood application among traditional food restaurants in Lombok necessitates a more comprehensive examination of perceived usefulness and ease of use tailored to the intricacies of this context. Secondly, the complexity of the GoFood application, with its diverse features and functionalities, warrants a broader assessment to capture the varied aspects of perceived usefulness and ease of use pertinent to this technology. Thirdly, considering the variability in user perceptions influenced by their roles, experiences, and specific requirements, a larger number of questions enables a more nuanced understanding of these perceptions among different user groups within the Lombok traditional food restaurant context. Furthermore, expanding the number of questions enhances the reliability and validity of the

measurement scale, ensuring a more accurate assessment of users' perceptions and bolstering the credibility of the study findings. Lastly, aligning with contemporary research practices, the adaptation and extension of established frameworks such as TAM to suit specific contexts and technologies reflect a commitment to thorough and careful empirical investigation. These justifications address the reviewer's concern and provide a methodological rationale for the inclusion of a larger number of questions for PU and PEOU in the study.

Results of Outer Model

The statistical procedure known as outer loading analysis in the Technology Acceptance Model (TAM) assesses how well each question or statement measures constructs like perceived usefulness and ease of use. This analysis entails assessing the strength of the relationship between questions and the constructs they aim to measure. The evaluation of this model involves several steps, including tests for convergent validity, discriminant validity, and reliability [15].

Outer loading is conducted by measuring the statistical value of each measurement item. Loading factor values above 0.7 are generally considered good, while values below 0.4 indicate that the question might not effectively represent the measured construct and the AVE value must be at 0.5 or above it. Outer loading analysis helps determine the reliability and relevance of each question in measuring TAM constructs [16].

The Table 1 illustrates the loading coefficient values for various measurement items in the TAM. All values in the table exceed the

threshold of 0.7, indicating strong relationships between the measurement items and their respective constructs. Each item demonstrates a robust representation of its intended construct, ensuring high reliability and validity in measuring the perceived usefulness and ease of use within the TAM framework. These values affirm the strong association between the questionnaire items and the underlying constructs, suggesting a high level of precision in assessing user perceptions toward technology acceptance [17]

Table 1. Loading Factor

	ATU	BITU	PEOU	PU
ATU1	0.853			
ATU2	0.812			
ATU3	0.872			
ATU4	0.879			
ATU5	0.805			
ATU6	0.863			
ATU7	0.817			
ATU8	0.776			
BITU1		0.860		
BITU2		0.933		
BITU3		0.929		
BITU4		0.955		
BITU5		0.913		
BITU6		0.955		
PEOU1			0.821	
PEOU2			0.890	
PEOU3			0.789	
PEOU4			0.727	
PEOU5			0.905	
PEOU6			0.730	
PEOU7			0.895	
PEOU8			0.795	
PEOU9			0.786	
PU1				0.781
PU2				0.807
PU3				0.789
PU4				0.791
PU5				0.757
PU6				0.811
PU7				0.787
PU8				0.759
PU9				0.766
PU10				0.757
PU11				0.797
PU12				0.708
PU13				0.802
PU14				0.726
PU15				0.763
PU16				0.810
PU17				0.793

Table 2. AVE Values

	Average Variance Extracted (AVE)
ATU	0.698
BITU	0.855
PEOU	0.669
PU	0.604

The presented Table 2 showcases the Average Variance Extracted (AVE) values for latent variables within the TAM framework. All values in the table exceed the threshold of 0.5, indicating a substantial amount of variance captured by the latent variables. These AVE scores affirm a high level of convergent validity, signifying that each latent variable successfully

explains over 50% of the variance shared by its corresponding set of indicators [18]. This indicates reliability and consistency in measuring constructs such as perceived usefulness, perceived ease of use, and other latent variables within the TAM. It ensures resilience in assessing user perceptions and technology acceptance..

Table 3. Cross Loading Values

	ATU	BITU	PEOU	PU
ATU1	0.853	0.617	0.672	0.678
ATU2	0.812	0.654	0.706	0.705
ATU3	0.872	0.703	0.737	0.744
ATU4	0.879	0.679	0.665	0.671
ATU5	0.805	0.686	0.622	0.701
ATU6	0.863	0.722	0.599	0.709
ATU7	0.817	0.682	0.671	0.657
ATU8	0.776	0.611	0.536	0.586
BITU1	0.699	0.860	0.659	0.787
BITU2	0.749	0.933	0.686	0.791
BITU3	0.720	0.929	0.597	0.715
BITU4	0.734	0.955	0.689	0.788
BITU5	0.742	0.913	0.573	0.702
BITU6	0.802	0.955	0.705	0.842
PEOU1	0.675	0.576	0.821	0.643
PEOU2	0.622	0.631	0.890	0.705
PEOU3	0.661	0.527	0.789	0.613
PEOU4	0.472	0.397	0.727	0.547
PEOU5	0.687	0.604	0.905	0.702
PEOU6	0.481	0.539	0.730	0.615
PEOU7	0.561	0.567	0.895	0.688
PEOU8	0.757	0.712	0.795	0.734
PEOU9	0.755	0.574	0.786	0.635
PU1	0.590	0.665	0.639	0.781
PU2	0.572	0.700	0.653	0.807
PU3	0.636	0.707	0.600	0.789
PU4	0.586	0.556	0.696	0.791
PU5	0.547	0.483	0.666	0.757
PU6	0.648	0.723	0.593	0.811
PU7	0.559	0.713	0.526	0.787
PU8	0.552	0.653	0.498	0.759
PU9	0.631	0.720	0.544	0.766

PU10	0.606	0.643	0.527	0.757
PU11	0.693	0.670	0.714	0.797
PU12	0.706	0.571	0.700	0.708
PU13	0.728	0.679	0.652	0.802
PU14	0.508	0.443	0.621	0.726
PU15	0.701	0.718	0.606	0.763
PU16	0.732	0.666	0.639	0.810
PU17	0.719	0.699	0.670	0.793

Table 3 is utilized to assess the cross-loading values of each construct, ensuring that the correlation between constructs and measurement items is more robust compared to correlations with other constructs. A cross-loading value exceeding 0.7 is anticipated [7]. Cross-loading is another method to determine discriminant validity by examining these values. When the loading value of each item towards its own construct is greater than its cross-loading value, discriminant validity is confirmed. Below is the cross-loading table exported to Excel. From

the results of the cross-loading table below, it can be observed that all loading indicators towards their respective constructs > their cross-loading values [19]. The discriminant validity test in the table presents the cross-loading calculation results, indicating that each indicator's cross-loading value on the variables is higher than the cross-loading value of the latent variable. All values are above the threshold of 0.700, thus confirming the discriminant validity of the research instrument.

Table 4. Reliability Test Result

	Cronbach's Alpha	rho_A	Composite Reliability
ATU	0.938	0.939	0.949
BITU	0.966	0.967	0.973
PEOU	0.937	0.942	0.948
PU	0.959	0.960	0.963

The evaluation of composite reliability in Table 4 involves examining the composite reliability values from indicator blocks that measure constructs and the Cronbach's alpha value. A construct is considered reliable if its composite reliability value is above 0.700, the Average Variance Extracted (AVE) value exceeds 0.500, and the Cronbach's alpha value is recommended to be above 0.600 [13]. These assessments serve as benchmarks to determine the reliability of a construct within a measurement model. Composite reliability measures the consistency and stability of the construct, while AVE reflects the amount of variance captured by the construct's indicators relative to measurement error. Cronbach's alpha evaluates the internal consistency of the construct's indicators, indicating how well they correlate with each other. Together, these criteria offer a comprehensive understanding of a construct's reliability in measurement instruments [14].

Results of Inner Model

The inner model in TAM is a structural representation that connects constructs together through causal relationships, such as perceived usefulness influencing intention to use. This model illustrates how latent variables are interconnected and how their influences affect user behavior towards technology. The inner model also demonstrates the relationships between latent variables measured through their indicators to reflect the theory and assumptions within the Technology Acceptance Model (TAM) [20].

The provided data underscores the significant influence of perceived ease of use (PEOU) on perceived usefulness (PU) with a correlation coefficient of 0.804, signifying a robust connection between these aspects. Furthermore, the research indicates a substantial impact of perceived enjoyment (ATU) on the behavioral intention to use (BITU) at a notable level of 0.802.

Table 5. Path Coefficient Value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
ATU -> BITU	0.802	0.809	0.083	9.616	0.000
PEOU -> ATU	0.351	0.329	0.135	2.601	0.010
PEOU -> PU	0.804	0.783	0.095	8.476	0.000
PU -> ATU	0.535	0.550	0.157	3.409	0.001

Table 6. R2 Values

	R Square
ATU	0.712
BITU	0.644
PU	0.646

Moreover, PU demonstrates a significant influence on actual technology usage (ATU) with a path coefficient of 0.535, underlining its role in shaping user behavior. Notably, while PEOU holds sway over PU, it does not significantly affect ATU, showcasing a comparatively lower impact of 0.351 on actual technology usage

The (R-square adjusted) value for the ATU variable is 0.712 or 71.2%. This figure signifies that 71.2% of the variability in the ATU variable is explained by the variables PU and PEOU, leaving 28.8% influenced by other variables not considered in the study. The (R-square adjusted) value for the BITU variable is 0.644 or 64.4%. This value indicates that 64.4% of the variance in the BITU variable is clarified by the ATU variable, while the remaining 35.6% is influenced by other variables not examined in the study. The (R-square adjusted) value for the PU variable is 0.646 or 64.6%. This indicates that 64.6% of the variance in the PU variable is explained by the PEOU variable, leaving 35.4% influenced by other variables not incorporated in the study.

This study reveals a significant influence of Perceived Ease of Use (PEOU) on Perceived Usefulness (PU), reflected in a notable path coefficient of 0.804. These positive responses given by users shows that the GoFood user experience is considered easy to use and most of the users ain't having a serious problem with it, based on the responses during observations. Besides of that, GoFood user interface is viewed as an easy and and not complicated to understand. Most of the user considered that

GoFood's flow of information in these applications are considered easy to use. From these observations we can conclude that all of the indicators of PEOU indicates that GoFood applications are easy to use both in terms of interface and features and surely beneficial for the food sales [16].

Conversely, the associations between Perceived Ease of Use (PEOU) and Attitude towards Using (ATU) indicate that PEOU does not exert a significant influence on ATU, as evidenced by a path coefficient of 0.351. Perceived Ease of Use (PEOU) and Attitude Toward Use (ATU) exhibit a low path coefficient in GoFood application usage due to the complexity of various factors influencing users' perceptions and attitudes toward the application [19]. While users may perceive the application as easy to use (PEOU), it doesn't necessarily influence their attitude toward how much they are inclined to use it (ATU). Factors like perceived benefits, personal preferences, or prior experiences may play a more substantial role in shaping users' attitudes toward the acceptance and utilization of online food delivery applications, causing the path coefficients of PEOU and ATU to be low. This suggests that mere ease of use may not suffice to impact users' attitudes toward its usage.

Perceived Usefulness has a considerable impact on Attitude toward Using, as indicated by a path coefficient of 0.535. In the context of applying the Technology Acceptance Model (TAM) to GoFood apps, Perceived Usefulness strongly influences Attitude Toward

Using, denoted by a noteworthy path coefficient of 0.535. This indicates that when a business actor perceive the app as beneficial for their needs (such as offering effectiveness, convenience, speed, or reliability) they are more likely to develop a positive attitude toward utilizing the platform for food delivery services. This influential relationship underlines the importance of perceived benefits in shaping users' attitudes, emphasizing that a perceived advantage in using the application significantly impacts their inclination to use it.

Lastly, Attitude toward Using has a significant impact on Behavioral Intention to Use with a path coefficient of 0.802. In the realm of online food delivery for business actors specializing in Lombok's unique cuisine, the connection between Attitude Toward Using and Behavioral Intention to Use, elucidated by a substantial path coefficient of 0.802 in the Technology Acceptance Model (TAM), holds paramount significance. This implies that the positive disposition that entrepreneurs or stakeholders hold toward utilizing online food delivery platforms for showcasing Lombok's specialty cuisine substantially influences their intention to actively employ these services. Their favorable attitude toward using these platforms serves as a driving force, indicating a strong inclination to embrace and integrate online delivery services as a pivotal component of their business strategy within the realm of Lombok's distinctive culinary offerings [20].

This study successfully measured the Technology Acceptance Model (TAM) among business actors specializing in Lombok's unique cuisine within Lombok Island. It uncovered that Perceived Ease of Use (PEOU) significantly impacts Perceived Usefulness (PU) with a path coefficient of 0.804. Users' positive responses toward online food delivery applications like GoFood, GrabFood, and ShopeeFood highlight the ease of use in their user experience, indicating a seamless interface and comprehensible features. However, the correlation between PEOU and Attitude Toward Using (ATU) exhibits a low path coefficient of 0.351, indicating that while users perceive these apps as easy to use, it doesn't necessarily shape their inclination to use them. This suggests that additional factors beyond ease of use influence users' attitudes and acceptance of these applications [21].

Additionally, Perceived Usefulness significantly influences Attitude Toward Using with a path coefficient of 0.535, underscoring the pivotal role of perceived benefits in shaping attitudes toward utilizing online food delivery platforms. This significant relationship

emphasizes that when business actors perceive these applications as advantageous for their needs, they are more inclined to embrace them. Furthermore, the substantial impact of Attitude Toward Using on Behavioral Intention to Use, as demonstrated by a path coefficient of 0.802, indicates the strong influence of positive attitudes among entrepreneurs specializing in Lombok's distinctive cuisine. This positive disposition fosters a robust intention to integrate and employ online delivery services, positioning them as essential components of their business strategies [16].

CONCLUSION

The research into Technology Acceptance Model (TAM) among Lombok traditional food restaurant owners that affected by the COVID-19 impact that caused dynamical changes in sales emphasizes that while ease of use significantly influences perceived usefulness in online food delivery applications, it does not strongly shape user's attitudes toward using them. Perceived usefulness, on the other hand, significantly impacts user's attitudes, highlighting the importance of perceived benefits in driving acceptance. Additionally, the strong influence of positive attitudes on the intention to use these platforms underlines their pivotal role in the strategic integration of online delivery services within Lombok's unique culinary landscape. This indicates that while ease of use is a contributing factor, the perceived usefulness and positive attitudes play more substantial roles in fostering the acceptance and utilization of online food delivery applications (GoFood) among business actors in promoting Lombok's specialty cuisine.

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