

Drivers of Brand Loyalty in Food Delivery Applications: Evidence from India

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ABSTRACT

Purpose: The advent of food delivery applications (FDAs) has markedly altered urban food consumption patterns, particularly within the Indian context. This study aims to investigate the primary factors that influence brand loyalty towards FDAs.

Method: This research employs a quantitative methodology utilizing a cross-sectional survey design. Data were obtained from 400 urban consumers in the Raipur district of Chhattisgarh through meticulously constructed questionnaires, employing a 7-point Likert Scale. A purposive sampling technique was utilized, specifically targeting individuals who actively engage with FDAs. Structural Equation Modelling (SEM) was utilized for data analysis, employing Jamovi 2.6 software.

Result: The findings indicated significant positive correlations among the examined variables. Customer Services and Ratings & Reviews demonstrated the most pronounced impact on Brand Loyalty, followed by Restaurant Selection and Delivery Time.

Practical Implication for Economic Growth and Development: The results provide critical insights for marketers and application developers, enabling them to prioritize enhancements in customer service quality and effectively utilize ratings and reviews to augment user satisfaction and bolster customer retention on food delivery platforms.

Originality/Value: This study represents one of the few empirical examinations focusing on urban consumers in the Raipur district of Chhattisgarh, contributing region-specific insights into the dynamics of consumer behavior and brand loyalty within the rapidly evolving Indian FDA market.

Keywords: Food Delivery Apps, Structural Equation Modelling, Brand Loyalty, Urban India

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INTRODUCTION

The food delivery ecosystem in India has witnessed remarkable growth in recent years, fueled by rapid digitalization, shifting consumer lifestyles, and widespread smartphone penetration. Leading food delivery applications (FDAs) such as Zomato, Swiggy, and Uber Eats have transformed urban dining habits by emphasizing convenience, accessibility, and variety (Lee & Han, 2022). Market projections suggest that the Indian online food delivery sector will continue to expand, supported by increasing urbanization, rising middle-class incomes, and post-pandemic changes in dining behavior (Mudjahidin et al., 2024). With over 500 million internet users, India represents one of the largest and fastest-growing online food delivery markets worldwide (Gupta et al., 2021).

Prior research identifies several determinants of consumer perception and loyalty within FDAs. Service quality and delivery performance consistently emerge as critical factors influencing satisfaction and repeat usage (Saha & Mukherjee, 2022; Louisa & Simbolon, 2023). Ratings and reviews, as key forms of electronic word-of-mouth (eWOM), shape trust and guide purchase decisions (Fillieri, 2015; Beck et al., 2023). Restaurant selection, encompassing menu diversity, hygiene, and brand reputation, also significantly affects consumer preferences and loyalty (Liu & Tse, 2018). In addition, customer-brand relationships—characterized by trust, brand love, and perceived value—have been shown to reinforce both attitudinal and behavioral loyalty in the FDA context (Ahn & Kwon, 2021; Silva et al., 2022).

Although these factors have been widely studied, much of the existing research has focused on international or metropolitan contexts. Limited attention has been directed toward smaller urban centers in India, where digital adoption is accelerating but consumer behavior may diverge from metropolitan patterns (Giraldo et al., 2024). Moreover, prior studies often analyzed isolated constructs, such as delivery time or trust, without integrating them into a comprehensive framework. This study seeks to address these gaps by examining four interrelated dimensions—Restaurant Selection (RS), Delivery Time (DT), Customer Services (CS), and Ratings & Reviews (RR)—in their collective impact on Brand Loyalty (BL). By focusing on consumers in the Raipur district of Chhattisgarh, the study contributes region-specific insights to the broader literature on consumer behavior in emerging Indian urban markets.

The purpose of this research is to investigate the influence of RS, DT, CS, and RR on BL in food delivery applications. Grounded in consumer behavior theories such as Expectation-Confirmation Theory (Oliver, 1999), SERVQUAL (Parasuraman, Zeithaml, & Berry, 1988), and the Technology Acceptance Model (Davis, 1989), the study develops and empirically tests a conceptual model using Structural Equation Modelling (SEM). The findings are expected to advance theoretical understanding of loyalty formation within digital service ecosystems and provide practical guidance for FDA providers seeking to enhance customer satisfaction and retention in an increasingly competitive marketplace.

Hypotheses Development

Restaurant Selection and Brand Loyalty

Restaurant selection constitutes a central determinant of customer loyalty in the context of food delivery applications (FDAs). Drawing on the Service-Dominant Logic (SDL) framework (Vargo & Lusch, 2004), value co-creation between service providers and customers is shaped by the quality and diversity of core offerings. Within FDAs, restaurant options encompass critical attributes such as hygiene, food quality, and menu variety, which directly affect consumer trust and foster repeated usage (Liu & Tse, 2018). Complementarily, the Expectation-Confirmation Theory (ECT) (Oliver, 1999) posits that when consumers' expectations regarding restaurant quality and food variety are fulfilled or surpassed, satisfaction is enhanced, thereby reinforcing loyalty. Empirical studies further substantiate that restaurant-related attributes significantly influence consumer preferences and loyalty in

food delivery services (Lee & Han, 2022; Giraldo et al., 2024). Thus, the following hypothesis is proposed:

H1: Restaurant Selection (RS) has a significant positive effect on Brand Loyalty (BL) in food delivery applications.

Delivery Time and Brand Loyalty

Timeliness represents a critical dimension of service quality and a decisive factor in shaping customer satisfaction. Grounded in Expectation-Confirmation Theory (ECT), timely delivery validates consumer expectations of reliability and efficiency, thereby strengthening loyalty (Oliver, 1999). Within the SERVQUAL framework, responsiveness and reliability—dimensions that explicitly encompass punctual delivery—are fundamental to sustaining favorable service evaluations (Parasuraman, Zeithaml, & Berry, 1988). Moreover, from the perspective of the Technology Acceptance Model (TAM), punctual delivery enhances perceived usefulness by reducing uncertainty and reinforcing the utility of the platform (Davis, 1989). Empirical evidence further supports the proposition that delivery performance exerts a significant influence on loyalty and repeat usage in mobile delivery contexts (Moon, Lee, & Song, 2022; Uzir et al., 2021; Louisa & Simbolon, 2023). Thus, the following hypothesis is proposed:

H2: Delivery Time (DT) has a significant positive effect on Brand Loyalty (BL) in food delivery applications.

Customer Services and Brand Loyalty

Customer service quality is widely recognized as a critical determinant of long-term loyalty in service-oriented industries. Within the SERVQUAL framework (Parasuraman, Zeithaml, & Berry, 1988), dimensions such as assurance, empathy, and responsiveness are identified as central to enhancing customer satisfaction and fostering trust. From the perspective of Expectation-Confirmation Theory (ECT), satisfaction is reinforced when customers' expectations regarding complaint handling and issue resolution are fulfilled, thereby strengthening loyalty (Oliver, 1999). In addition, Service-Dominant Logic (SDL) highlights the co-creation of value during customer–firm interactions, underscoring the pivotal role of service encounters in cultivating enduring relationships (Vargo & Lusch, 2004). Empirical studies further affirm that customer service quality in food delivery applications (FDAs) exerts a positive influence on both satisfaction and brand loyalty (Lee & Han, 2022; Saha & Mukherjee, 2022; Louisa & Simbolon, 2023). Therefore, the following hypothesis is proposed:

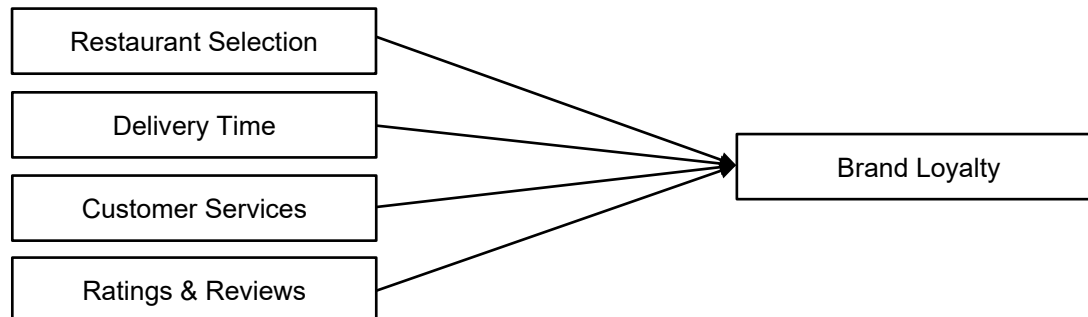
H3: Customer Service (CS) has a significant positive effect on Brand Loyalty (BL) in food delivery applications.

Ratings & Reviews and Brand Loyalty

Ratings & reviews, as integral components of electronic word-of-mouth (eWOM), are crucial in shaping consumer trust and loyalty within digital service platforms. The Technology Acceptance Model (TAM) (Davis, 1989) emphasizes that perceived usefulness of information influences behavioral intentions, suggesting that credible online reviews strengthen loyalty. Similarly, the Expectation-Confirmation Theory (ECT) posits that when user-generated reviews confirm customers' expectations regarding restaurant and service quality, satisfaction and subsequent loyalty are reinforced (Oliver, 1999). Social influence theories further underscore that online reviews function as trust-building mechanisms in virtual environments (Gupta et al., 2021; Beck et al., 2023). Empirical evidence supports these theoretical perspectives, demonstrating that online ratings significantly affect consumer loyalty in food delivery applications (FDAs) (Lee & Han, 2022; Filieri, 2015). Hence, the following hypothesis is formulated:

H4: Ratings & Reviews (RR) have a significant positive effect on Brand Loyalty (BL) in food delivery applications.

Figure 1. Proposed Conceptual Model



Source: Developed by the authors (2024)

METHOD

This study employs a quantitative research design using a cross-sectional survey method to capture consumer perceptions at a single point in time. A quantitative approach is deemed appropriate for examining causal relationships and testing hypothesized models through advanced statistical techniques such as Structural Equation Modelling (SEM) (Hair et al., 2019). The target population comprises urban consumers actively engaged with food delivery applications (FDAs) in the Raipur district of Chhattisgarh, India. To ensure the inclusion of respondents with relevant usage experience, purposive sampling was applied. A total of 400 valid responses were obtained, which exceeds the recommended minimum sample size for SEM (Hair et al., 2019), thereby ensuring adequate statistical power.

Primary data were collected through a structured questionnaire utilizing a 7-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (7). The instrument comprised validated measurement items adapted from prior studies to operationalize the key constructs under investigation, including customer service, timely delivery, ratings and reviews, customer satisfaction, and brand loyalty.

Table 1. Operational Variables

Variable	Indicator	Code	Statement	Source
Restaurant Selection (RS)	RS1	RS1	I prefer FDAs that provide a wide variety of restaurants.	Liu & Tse (2018)
	RS2	RS2	The hygiene and food quality of restaurants on FDAs influence my choice.	Liu & Tse (2018)
	RS3	RS3	I choose FDAs that feature popular or reputed restaurants.	Liu & Tse (2018)
Delivery Time (DT)	DT1	DT1	Timely delivery is important in my decision to use FDAs.	Uzir et al. (2021)
	DT2	DT2	I prefer FDAs that deliver food within the promised time.	Uzir et al. (2021)
	DT3	DT3	Faster delivery increases my likelihood of reusing the FDA.	Uzir et al. (2021)
	DT4	DT4	Delays in delivery negatively affect my perception of the FDA.	Uzir et al. (2021)
Customer Services (CS)	CS1	CS1	Customer service representatives resolve my issues promptly.	Parasuraman et al. (1988)

Variable	Indicator	Code	Statement	Source
	CS2	CS2	The customer service team is friendly and courteous.	Parasuraman et al. (1988)
	CS3	CS3	Communication from customer service is clear and helpful.	Parasuraman et al. (1988)
Ratings & Reviews (RR)	RR1	RR1	I rely on user reviews to evaluate the quality of restaurants on FDAs.	Filieri (2015)
	RR2	RR2	Online ratings influence my trust in the FDA.	Filieri (2015)
	RR3	RR3	I find customer reviews on FDAs to be credible and useful.	Filieri (2015)
Brand Loyalty (BL)	BL1	BL1	I intend to continue using this FDA in the future.	Oliver (1999)
	BL2	BL2	I would recommend this FDA to others.	Oliver (1999)
	BL3	BL3	I feel emotionally attached to this FDA.	Oliver (1999)

Source: Compiled by the authors (2024)

The analysis followed a multi-stage process to ensure the validity and reliability of the findings. Internal consistency of the constructs was first evaluated using Cronbach's alpha and Composite Reliability (CR). Subsequently, Exploratory Factor Analysis (EFA) was conducted to identify the underlying factor structure and confirm that item loadings corresponded to their intended constructs. Confirmatory Factor Analysis (CFA) was then employed to validate the measurement model, with convergent and discriminant validity assessed through Average Variance Extracted (AVE) and Heterotrait-Monotrait (HTMT) ratios. Structural Equation Modelling (SEM) was implemented using Jamovi 2.6 to test the hypothesized relationships between variables, examining path coefficients, R^2 values, and model fit indices (CFI, TLI, RMSEA, SRMR). Finally, bootstrapping with 5,000 iterations was performed to determine the significance of path coefficients and to confirm the robustness of the model estimates. This systematic procedure ensured methodological rigor by establishing both measurement validity and reliable structural analysis of the proposed conceptual model.

RESULT AND DISCUSSION

Descriptive Statistics

The sample comprised a diverse demographic to ensure a comprehensive understanding of consumer behavior. Table 2 delineates the demographic profile of the respondents. Among the 400 participants, 52% identified as male and 48% as female. A significant proportion of respondents (61%) fell within the age range of 21–30 years, indicating a notable representation of youth, which reflects the primary user base of food delivery applications. In terms of frequency of use, 73% of participants reported utilizing food delivery applications at least once a week, while others indicated occasional use or usage primarily during weekends. Educationally, the majority of respondents were either graduate or postgraduate students, or working professionals, underscoring a tech-savvy and urban-centric population. These demographics affirm the relevance of the findings within the urban digital context of Raipur.

Table 2. Demographic of Respondents

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	208	52.0%
	Female	192	48.0%
Age Group	18–20 years	54	13.5%

Characteristic	Category	Frequency (n)	Percentage (%)
	21–30 years	244	61.0%
	31–40 years	67	16.8%
	Above 40 years	35	8.7%
Usage Frequency	At least once a week	292	73.0%
	Occasionally/Weekends	108	27.0%
Education/Profession	Graduate/Postgraduate	310	77.5%
	Working Professionals	90	22.5%

Source: Survey data (2024)

Reliability and Validity of Constructs

Table 3 illustrates the reliability and validity of the constructs under examination. All Cronbach's Alpha coefficients surpassed the threshold of 0.70, and the Composite Reliability (CR) values also exceeded 0.70, thereby indicating robust internal consistency. Furthermore, the Average Variance Extracted (AVE) values for each construct were greater than 0.50, thereby affirming convergent validity. Collectively, these findings substantiate that the measurement model possesses satisfactory levels of reliability and validity.

Table 3. Reliability and Validity of Constructs

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
RS	0.782	0.856	0.665
DT	0.765	0.842	0.640
CS	0.843	0.890	0.730
RR	0.851	0.894	0.738
BL	0.862	0.905	0.762

Source: Processed data (2024)

These values support the one-dimensionality and construct validity of the scales used in the model, forming a reliable foundation for Structural Equation Modelling (SEM) in the subsequent analysis.

Discriminant Validity

Table 4 presents an evaluation of discriminant validity among the latent constructs through the examination of the Heterotrait-Monotrait (HTMT) ratio of correlations. The HTMT approach is regarded as a more robust method than traditional criteria, such as the Fornell–Larcker criterion or cross-loadings, particularly in the contexts of partial least squares and covariance-based structural equation modeling (SEM). HTMT values below 0.85 denote satisfactory discriminant validity, whereas values below 0.90 may be considered acceptable under less stringent conditions (Henseler, Ringle, & Sarstedt, 2015). In the current study, all HTMT values were substantially below the conservative threshold of 0.85, ranging from 0.459 (between Restaurant Selection and Customer Services) to 0.791 (between Ratings and Reviews and Delivery Time). These findings substantiate that each construct is empirically distinct, thereby providing compelling evidence of discriminant validity within the measurement model.

Table 4. HTMT Matrix of Correlations

	RS	RR	DT	CS	BL
RS	1.000	0.702	0.771	0.459	0.644

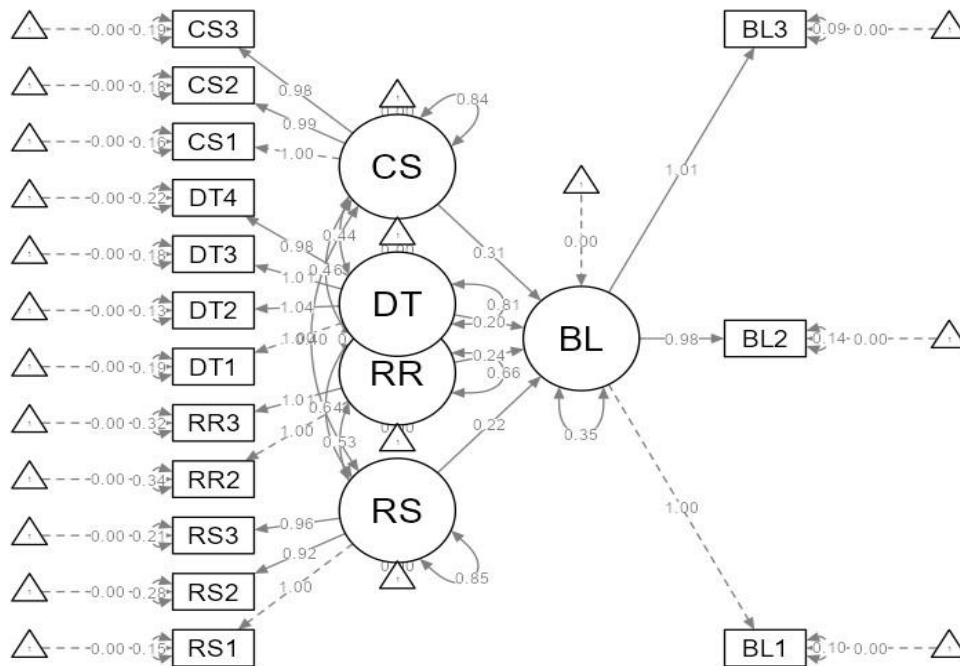
	RS	RR	DT	CS	BL
RR	0.702	1.000	0.791	0.599	0.698
DT	0.771	0.791	1.000	0.531	0.685
CS	0.459	0.599	0.531	1.000	0.624
BL	0.644	0.698	0.685	0.624	1.000

Source: Processed data (2024)

Measurement Model

Figure 2 illustrates the measurement model, showing the relationships between the latent constructs (RS, RR, DT, CS, and BL) and their observed indicators, along with the standardized factor loadings. This model provides a visual representation of how each item contributes to its respective construct.

Figure 2. Structural Equation Model



Source: Processed data (2024)

Table 5 presents the results of the measurement model assessment, including standardized factor loadings (β) and t -values for each observed item. All observed items exhibited strong and statistically significant loadings on their corresponding latent variables, thereby indicating that the measurement model possesses robust construct validity. For the latent variable Restaurant Selection (RS), the standardized factor loadings ranged from 0.849 to 0.922, with RS2 ($\beta = 0.849$, $t = 35.411$) and RS3 ($\beta = 0.886$, $t = 43.860$) demonstrating high levels of significance. Ratings and Reviews (RR) was assessed through RR2 and RR3, which exhibited standardized loadings of 0.811 and 0.823, respectively, with RR3 reflecting a strong t -value of 25.984. The construct Delivery Time (DT) was represented by four items, all of which loaded above 0.88, with DT2 presenting the highest loading ($\beta = 0.932$, $t = 60.260$),

indicating a very strong indicator of the latent factor. Customer Services (CS) items loaded robustly within the range of 0.900 to 0.918, with CS2 ($t = 56.265$) and CS3 ($t = 49.752$) further corroborating their statistical significance. Finally, the latent construct Brand Loyalty (BL) exhibited excellent item reliability, with all loadings exceeding 0.92, and extremely high t -values for BL2 ($t = 89.393$) and BL3 ($t = 94.308$). Items designated as reference indicators (e.g., RS1, RR2, DT1, CS1, and BL1) were fixed at a loading of 1.000 for the purposes of model identification and therefore do not possess associated t -values. Collectively, the findings affirm that all observed variables are reliable and valid indicators of their respective constructs.

Table 5. Factor Loadings and t-values for Items

Latent Variable	Item	Standardized Loading (β)	t-value
Restaurant Selection	RS1	0.922	-
	RS2	0.849	35.411
	RS3	0.886	43.860
Ratings and Reviews	RR2	0.811	-
	RR3	0.823	25.984
Delivery Time	DT1	0.897	-
	DT2	0.932	60.260
	DT3	0.906	53.744
	DT4	0.883	56.601
Customer Services	CS1	0.918	-
	CS2	0.908	56.265
	CS3	0.900	49.752
Brand Loyalty	BL1	0.949	-
	BL2	0.926	89.393
	BL3	0.955	94.308

Source: Processed data (2024)

Hypotheses Testing

Table 6 presents the structural model, encompassing path coefficients (β), R^2 values, and global model fit indices, which have been rigorously analyzed. The findings demonstrate that all hypothesized relationships between the independent constructs—Restaurant Selection (RS), Ratings and Reviews (RR), Delivery Time (DT), and Customer Service (CS)—and the dependent construct, Brand Loyalty (BL), are both positive and statistically significant. Notably, Restaurant Selection exerts the most substantial influence on Brand Loyalty ($\beta = 0.35$), followed by Customer Service ($\beta = 0.31$), Delivery Time ($\beta = 0.24$), and Ratings and Reviews ($\beta = 0.22$). These results imply that a consumer's initial decision-making process, influenced by the availability and attractiveness of restaurant options, has the most pronounced effect on brand loyalty. Nevertheless, the quality of customer support, timeliness of delivery, and peer evaluations are also critical factors that shape consumer retention and advocacy behaviors.

Table 6. Path Coefficients

Path	Standardized Coefficient	p-value
RS $\rightarrow$ BL	0.35	< 0.005
RR $\rightarrow$ BL	0.22	< 0.005
DT $\rightarrow$ BL	0.24	< 0.005
CS $\rightarrow$ BL	0.31	< 0.005

Source: Processed data (2024)

R² Value

Table 7 presents the R² value for Brand Loyalty, which is 0.3519. This indicates that approximately 35% of the variance in brand loyalty is accounted for by the four predictor variables, suggesting a moderate level of explanatory power (Hair, Hult, Ringle, & Sarstedt, 2019). Furthermore, the global model fit indices reinforce the robustness of the model: CFI = 0.999, TLI = 0.999, RMSEA = 0.042, and SRMR = 0.032. All of these indices meet the recommended thresholds for a well-fitting model (Hu & Bentler, 1999). These findings validate both the structural and measurement components of the model and underscore the effectiveness of incorporating multiple service-related factors in predicting brand loyalty within the context of online food delivery.

Table 7. R² Value of Latent Variables

Latent Variable	R ² Value
RS	0.8505
RR	0.6582
DT	0.8054
CS	0.8432
BL	0.3519

Source: Processed data (2024)

Discussion

The findings provide robust support for all four proposed hypotheses. First, H1 is supported, indicating that restaurant selection exerts a positive influence on brand loyalty. This result aligns with prior studies emphasizing the role of food quality, hygiene, and menu diversity in shaping consumer preferences and repeat usage of FDAs (Liu & Tse, 2018; Lee & Han, 2022; Giraldo et al., 2024). Within the Raipur context, consumers are particularly inclined toward FDAs that collaborate with reputable restaurants, underscoring the centrality of the core product—the food itself—in fostering loyalty. Second, H2 is confirmed, suggesting that timely delivery contributes significantly to brand loyalty. This finding is consistent with earlier research that highlights punctuality and reliability as critical service quality dimensions in FDAs (Uzir et al., 2021; Moon, Lee, & Song, 2022; Louisa & Simbolon, 2023). Although delivery time exhibited the lowest coefficient among the predictors in this study, it remained statistically significant, implying that urban Indian consumers value speed but may tolerate minor delays when other service aspects, such as restaurant quality and customer service, are well maintained. Third, the findings support H3, which demonstrates that customer service plays a substantial role in enhancing brand loyalty. This is consistent with the SERVQUAL model, which identifies responsiveness, empathy, and assurance as key determinants of loyalty (Parasuraman et al., 1988; Lee & Han, 2022; Saha & Mukherjee, 2022). In Raipur, users valued prompt issue resolution and courteous support, fostering trust and sustained platform usage. H4 is also supported, showing that ratings and reviews significantly shape loyalty. This finding corroborates existing literature that positions online reviews as trust-building mechanisms influencing consumer decision-making in FDAs (Filiari, 2015; Gupta et al., 2021; Beck et al., 2023). The strong effect observed in this study suggests that consumers in Raipur rely heavily on peer-generated feedback, particularly when ordering from unfamiliar restaurants, making credible online reviews an essential determinant of loyalty.

CONCLUSION

This study examined the influence of four key variables—Restaurant Selection (RS), Delivery Time (DT), Customer Services (CS), and Ratings & Reviews (RR)—on Brand Loyalty (BL) within the context of food delivery applications (FDAs), utilizing Structural Equation Modelling (SEM). The findings substantiate all proposed hypotheses, demonstrating that each

independent variable exhibits a significant positive relationship with brand loyalty. Among these variables, Customer Services and Ratings & Reviews emerged as the most influential factors, underscoring the importance of user engagement and post-purchase experiences in cultivating brand attachment. While Restaurant Selection and Delivery Time were found to be slightly less impactful, they also played significant roles, affirming that core service elements—variety, food quality, and delivery efficiency—continue to shape consumer loyalty.

These findings contribute to both academic literature and practical strategy. Theoretically, the validated model enhances existing research on consumer behavior in digital marketplaces, particularly within the Indian urban food delivery context. It reinforces the multidimensional nature of brand loyalty, whereby both tangible (delivery and food quality) and intangible (customer service and electronic word-of-mouth) components collectively influence consumer behavior. From a managerial perspective, the study underscores the necessity for food delivery applications to transcend mere operational efficiency. Although prompt deliveries and a diverse array of restaurant options remain critical, companies must actively invest in human-centric strategies, including empathetic customer service and transparent, user-generated feedback mechanisms. Encouraging detailed reviews and implementing responsive support systems could serve as sustainable differentiators in a competitive marketplace. Furthermore, the insights derived from this study can inform targeted marketing, service innovation, and application design. Features such as loyalty programs linked to review contributions, real-time customer query resolution, and curated restaurant partnerships based on user preferences could enhance both perceived value and user retention. This study illustrates that the development of brand loyalty in food delivery applications is not attributable to a singular factor but rather to the interplay of various experiential and operational elements. As consumers become increasingly discerning and digitally savvy, brands that prioritize consistent, trustworthy, and personalized experiences are likely to emerge as long-term leaders in the food delivery sector.

Despite the strong model fit and statistically significant relationships observed in the structural model, several limitations warrant acknowledgment. First, the cross-sectional design of the study limits causal inferences, as the data reflects only a single point in time. A longitudinal approach would yield more comprehensive insights into the evolution of consumer perceptions over time. Second, the study relies predominantly on self-reported data, which may be susceptible to biases such as social desirability or recall bias, potentially impacting the accuracy of responses. Third, the model accounts for only 35% of the variance in Brand Loyalty, indicating that other significant variables—such as pricing, food quality, or promotional strategies—may not have been considered. Additionally, while the sample size is adequate for SEM, the generalizability of the findings could be constrained if the sample is geographically or demographically limited. Lastly, the study employed exclusively quantitative measures, which might not fully encapsulate the complexity of customer experiences; incorporating qualitative methods could yield richer insights in future research.

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