

Original Research Article

The Influence of Food Quality on Consumer Intention Towards Cloud Kitchens in Mumbai: The Parallel Mediating Roles of Perceived Value and Trust

Mr. Pradeep Ramashankar Mali,^{1*} Dr. Savita Nagar²

¹Research Scholar, Gandhinagar Institute of Commerce, Gandhinagar University, Gandhinagar, Gujarat, India

²Assistant Professor, Gandhinagar Institute of Commerce, Gandhinagar University, Gandhinagar, Gujarat, India

Received: 10 September, 2026 | Accepted: 23 September, 2026 | Published: 29 September, 2026

Abstract

The rapid expansion of cloud kitchens in urban India has reshaped the food service landscape, yet the mechanisms through which food quality translates into consumer purchase intention remain insufficiently understood. This study examines the influence of food quality on consumer intention towards cloud kitchens in Mumbai, with parallel mediating roles assigned to perceived value and trust. Grounded in stimulus–organism–response (S–O–R) theory and signalling theory, a cross-sectional quantitative design was adopted. Data were collected from 400 respondents who had ordered food from cloud kitchens in Mumbai during the preceding six months, using a structured questionnaire measured on a five-point Likert scale. Convenience sampling was employed, and data were analysed using the General Linear Model with parallel mediation in Jamovi. The results indicate that food quality significantly enhanced both perceived value ($\beta = 0.698$, $p < .001$) and trust ($\beta = 0.824$, $p < .001$). Perceived value ($\beta = 0.379$, $p < .001$) and trust ($\beta = 0.476$, $p < .001$) in turn positively influenced consumer intention. The direct effect of food quality on consumer intention was not significant ($\beta = 0.087$, $p = .059$), while both indirect paths were significant, with trust exerting the stronger mediating effect ($\beta = 0.392$) than perceived value ($\beta = 0.265$). The model explained 75.3% of the variance in consumer intention. The findings establish full parallel mediation,

suggesting that cloud kitchen operators should prioritise food quality as a signal that builds trust and value, which subsequently drive repeat patronage.

Keywords: cloud kitchens; food quality; perceived value; trust; consumer intention; parallel mediation; Mumbai.

1. Introduction

The proliferation of digital food delivery platforms has fundamentally restructured the Indian food service industry, with cloud kitchens emerging as one of the most disruptive business models in the post-pandemic decade. Cloud kitchens, also referred to as ghost kitchens, dark kitchens, or virtual kitchens, operate without dine-in infrastructure and rely exclusively on online aggregators and direct ordering channels to reach consumers (Hirschberg et al., 2021; Da Cunha et al., 2024). Mumbai, as India's commercial capital, has witnessed an unprecedented concentration of cloud kitchen brands, driven by high smartphone penetration, dense urban neighbourhoods, and a young working population that increasingly depends on delivered meals. Industry estimates suggest that the Indian cloud kitchen market is projected to grow at a compound annual rate exceeding 30% between 2024 and 2028, making it imperative to understand the cognitive mechanisms that drive consumer patronage in this segment.

Within this delivery-only ecosystem, food quality assumes a distinctive significance because consumers cannot rely on ambient cues such as décor, service interactions, or atmosphere, which traditionally shape restaurant evaluations. Instead, the meal itself becomes the principal, and frequently the sole, tangible signal of the brand's competence (Namkung & Jang, 2007; Ryu et al., 2012). Prior research has consistently demonstrated that food quality shapes post-consumption satisfaction, perceived value, and behavioural intentions in conventional restaurant settings; however, comparatively few studies have examined whether these relationships hold when the consumption experience is mediated entirely through a delivery app. The absence of interpersonal service encounters amplifies the diagnostic weight consumers place on the meal, suggesting that food quality may operate indirectly, through evaluative and relational constructs, rather than directly on intention.

Despite the practical relevance of this question, the existing literature exhibits three notable gaps. First, most food quality studies remain anchored in dine-in or quick-service restaurant contexts, limiting their generalisability to cloud kitchens. Second, the parallel mediating roles of perceived value and trust have rarely been examined simultaneously, even though both constructs are theoretically distinct and capture complementary cognitive and affective pathways. Third, empirical evidence from Mumbai, despite its strategic centrality to India's food-tech ecosystem, remains scarce. Addressing these gaps, the present study investigates the influence of food quality on consumer intention towards cloud kitchens in Mumbai, with perceived value and trust modelled as parallel mediators.

The study contributes to the hospitality and consumer behaviour literature in three respects. Theoretically, it integrates signalling theory with the stimulus–organism–response framework to explain how an intrinsic product cue (food quality) is converted, through cognitive evaluation (perceived value) and relational confidence (trust), into behavioural intention. Methodologically, it employs parallel mediation within the General Linear Model, enabling a cleaner decomposition of direct and indirect effects than the dominant regression-based approaches. Managerially, the findings offer cloud kitchen operators in Mumbai an evidence-based hierarchy of intervention, indicating where investments in quality are most likely to yield patronage returns.

2. Literature Review and Hypothesis Development

2.1 Food Quality and Perceived Value (H1)

Food quality is a multi-dimensional construct conventionally operationalised through taste, freshness, presentation, temperature, and nutritional appropriateness (Namkung & Jang, 2007; Peri, 2006). In the cloud kitchen context, these attributes are filtered through delivery durations and packaging conditions, yet they remain the most diagnostic cues consumers use to evaluate the offering. Perceived value, in turn, reflects the consumer's overall appraisal of the trade-off between benefits received and costs incurred, encompassing monetary, functional, and emotional dimensions (Zeithaml, 1988; Sweeney & Soutar, 2001). Drawing on signalling theory, intrinsic cues such as taste and freshness reduce information asymmetry between the brand and the consumer, allowing the latter to form a more confident judgement of value (Garaus M, Weismayer C, Steiner E ,2023). Empirical evidence from food delivery contexts indicates that perceived food quality strengthens the perception that the meal is worth its price, even when delivery fees are non-trivial (Verma et al., 2025; Yeo et al., 2017). Accordingly, the following hypothesis is proposed.

H1: Food Quality positively influences Perceived Value.

2.2 Food Quality and Trust (H2)

Trust in a cloud kitchen brand reflects a willingness to rely on the operator's competence, integrity, and benevolence in delivering food that meets safety and quality expectations (Morgan & Hunt, 1994; Jiang et al., 2024). Because consumers cannot observe meal preparation, they depend on signals embedded in the product itself to infer the operator's reliability. Consistent delivery of fresh, appetising, and accurately described food reduces perceived risk and fosters cumulative confidence in the brand. Recent studies in online food delivery have confirmed that food quality is among the strongest antecedents of platform and restaurant trust, often surpassing price and convenience considerations (Abdul Latip et al., 2025; Jiang et al., 2024). The signalling function of food quality is particularly pronounced in cloud kitchens, where repeated exposure to consistent quality substitutes for the interpersonal reassurance typically provided by service staff. Therefore, the following hypothesis is advanced.

H2: Food Quality positively influences Trust.

2.3 Perceived Value and Consumer Intention (H3)

Consumer intention captures the individual's readiness to engage in behaviours such as repurchase, recommendation, and continued patronage (Ajzen, 1991; Zeithaml et al., 1996). Perceived value functions as a cognitive summary judgement that integrates multiple benefit and cost components into a single evaluation of utility. When consumers perceive that the meal offers superior value relative to its monetary and temporal costs, they are more likely to repeat the purchase and recommend the brand within their social networks (Zimu, F. 2022; Miraja et al., 2025). Empirical work on food delivery applications has repeatedly demonstrated a positive association between perceived value and continued usage intention, with effect sizes often exceeding those of satisfaction (Yeo et al., 2017; Yeo et al., 2023). The following hypothesis is therefore posited.

H3: Perceived Value positively influences Consumer Intention.

2.4 Trust and Consumer Intention (H4)

Trust is widely regarded as a cornerstone of exchange relationships characterised by uncertainty, distance, and information asymmetry, all of which are emblematic of cloud kitchen transactions (Dogra et al., 2023). When consumers trust a brand, they accept vulnerability in anticipation that the operator will deliver on implicit promises of quality, hygiene, and timeliness. This relational confidence reduces the cognitive cost of decision-making and increases the probability of repeat purchase, particularly in service categories where trial risk is perceived to be high (Chang et al., 2024; Kim et al., 2022). Several recent studies in online food delivery have shown that trust exerts a robust direct effect on repurchase intention, often mediating the influence of upstream variables such as platform quality, information quality, and food quality (Li et al., 2022; Ravichandran et al., 2024). Consequently, the following hypothesis is proposed.

H4: Trust positively influences Consumer Intention.

2.5 Food Quality and Consumer Intention (H5)

Beyond its indirect influence through value and trust, food quality may also exert a direct effect on consumer intention. Direct-effect hypotheses are typically grounded in the assumption that consumers form holistic affective responses to product quality that translate into behavioural readiness without necessarily traversing elaborate cognitive appraisal (Ha & Jang, 2010; Troise, C., et al., 2020)). In dine-in settings, this direct path has been repeatedly confirmed. However, in cloud kitchen contexts, where consumers lack ambient cues and rely on aggregators that compete on price and convenience, the direct path may be attenuated and fully absorbed by mediators. To test this possibility, the following hypothesis is offered.

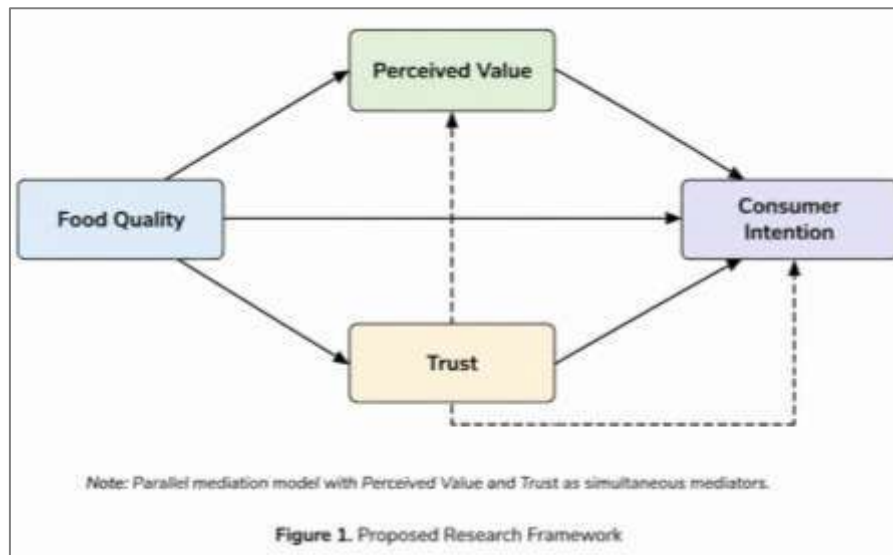
H5: Food Quality positively influences Consumer Intention.

2.6 Mediating Roles of Perceived Value and Trust (H6, H7)

Integrating the preceding arguments within the stimulus–organism–response framework, food quality is conceptualised as the stimulus that activates two parallel internal mechanisms. Perceived value captures the cognitive–economic translation of the stimulus, whereas trust captures the relational–affective translation. Both mechanisms are theoretically distinct yet complementary, and both are expected to independently transmit the influence of food quality to consumer intention. Parallel mediation is theoretically appropriate because the two mediators operate through different psychological processes and are not assumed to be sequentially ordered (Hayes, 2018; Zhao et al., 2010). Although a small number of studies have examined value or trust as isolated mediators in food delivery research, very few have modelled both simultaneously, leaving an open question regarding their relative explanatory weight. The following hypotheses are therefore proposed.

H6: Perceived Value mediates the relationship between Food Quality and Consumer Intention.

H7: Trust mediates the relationship between Food Quality and Consumer Intention.



3. Research Methodology

This study adopted a cross-sectional quantitative design, which is appropriate for testing directional hypotheses relating to consumer perceptions and behavioural intentions at a single point in time. The target population comprised adult residents of Mumbai who had ordered food from a cloud kitchen at least once during the six months preceding data collection. This restriction ensured that respondents possessed recent and recallable experiences on which to base their evaluations. A sample of 400 respondents was recruited through convenience sampling, a non-probability technique widely used in cloud kitchen and food delivery research when a sampling frame is unavailable (Yeo et al., 2017; Yeo et al., 2023). Although convenience sampling limits population-level generalisation, the achieved sample size exceeded the threshold of 200 recommended for mediation analysis using bootstrapped confidence intervals, thereby satisfying statistical power requirements (Hayes, 2018).

Data were collected through a structured questionnaire administered both online and through intercepts at residential complexes and corporate parks in Mumbai. The instrument was developed in English and pre-tested with 30 respondents to assess clarity, length, and face validity; minor rewording was undertaken prior to full-scale administration. All constructs were measured using five-point Likert scales anchored at 1 (strongly disagree) and 5 (strongly agree). Food quality was assessed using six items adapted from Namkung and Jang (2007) and Ryu et al. (2012), covering taste, freshness, presentation, temperature, portion adequacy, and nutritional value. Perceived value was measured with four items adapted from Zeithaml (1988) and Sweeney and Soutar (2001). Trust was operationalised through five items adapted from Morgan and Hunt (1994) and Jiang et al. (2024), capturing competence, benevolence, and integrity. Consumer intention was measured with four items adapted from Zeithaml et al. (1996) and Yeo et al. (2023). Demographic and behavioural information, including gender, age group, and ordering frequency, was also collected to characterise the sample and serve as control variables.

Reliability analysis confirmed the internal consistency of all multi-item scales, with Cronbach's alpha values exceeding the 0.70 threshold conventionally accepted in social science research (Hair et al., 2019). Data analysis was performed in Jamovi version 2.4 using the General Linear Model framework. Parallel mediation analysis was conducted with 5,000 bootstrap resamples to derive 95% bias-corrected confidence intervals for the indirect effects. An indirect effect was considered significant when the confidence interval excluded zero. Age group was entered as a covariate to control for possible generational differences in cloud kitchen adoption and evaluation.

4. Results

4.1 Respondent Profile

A total of 400 valid responses were retained for analysis. Male respondents constituted 54.3% ($n = 217$) of the sample, while females accounted for 45.8% ($n = 183$). The respondents were evenly distributed across age groups, with the segment aged 46 years and above (26.8%) marginally the largest, followed by 18–25 years (25.0%), 26–35 years (24.3%), and 36–45 years (24.0%). Ordering frequency was also broadly distributed, ranging from monthly orders (21.3%) to more than four orders per week (21.5%), indicating that the sample captured both occasional and high-frequency cloud kitchen users.

Table 1. Demographic Profile of Respondents ($N = 400$)

Variable	Category	n	%
Gender	Male	217	54.3
	Female	183	45.8
Age Group	18–25 years	100	25.0
	26–35 years	97	24.3
	36–45 years	96	24.0
	46 years & above	107	26.8
Order Frequency	Monthly	85	21.3
	2–3 Times/Month	74	18.5
	Weekly	79	19.8
	2–3 Times/Week	76	19.0
	More than 4 Times/Week	86	21.5

The demographic distribution indicates a balanced representation across age groups and ordering intensities, reducing the risk that findings are driven by a single segment of cloud kitchen consumers.

4.2 Direct Effects

The General Linear Model results indicated that food quality significantly and positively influenced both mediators. The effect on trust ($\beta = 0.824$, $p < .001$) was stronger than the effect on perceived value ($\beta = 0.698$, $p < .001$), suggesting that consumers in the Mumbai cloud kitchen market rely heavily on food quality as a signal of operator reliability. Both mediators, in turn, positively influenced consumer intention, with trust ($\beta = 0.476$, $p < .001$) exerting a marginally stronger effect than perceived value ($\beta = 0.379$, $p < .001$). The direct path from food quality to consumer intention was not statistically significant ($\beta = 0.087$, $p = .059$), providing preliminary evidence that the influence of food quality is transmitted indirectly rather than directly.

Table 2. Direct Effects

Path	β	t	p	Decision
Food Quality $\rightarrow$ Perceived Value	0.698	19.333	<0.001	Supported
Food Quality $\rightarrow$ Trust	0.824	28.922	<0.001	Supported
Perceived Value $\rightarrow$ Consumer Intention	0.379	10.027	<0.001	Supported
Trust $\rightarrow$ Consumer Intention	0.476	9.938	<0.001	Supported
Food Quality $\rightarrow$ Consumer Intention	0.087	1.892	0.059	Not Supported

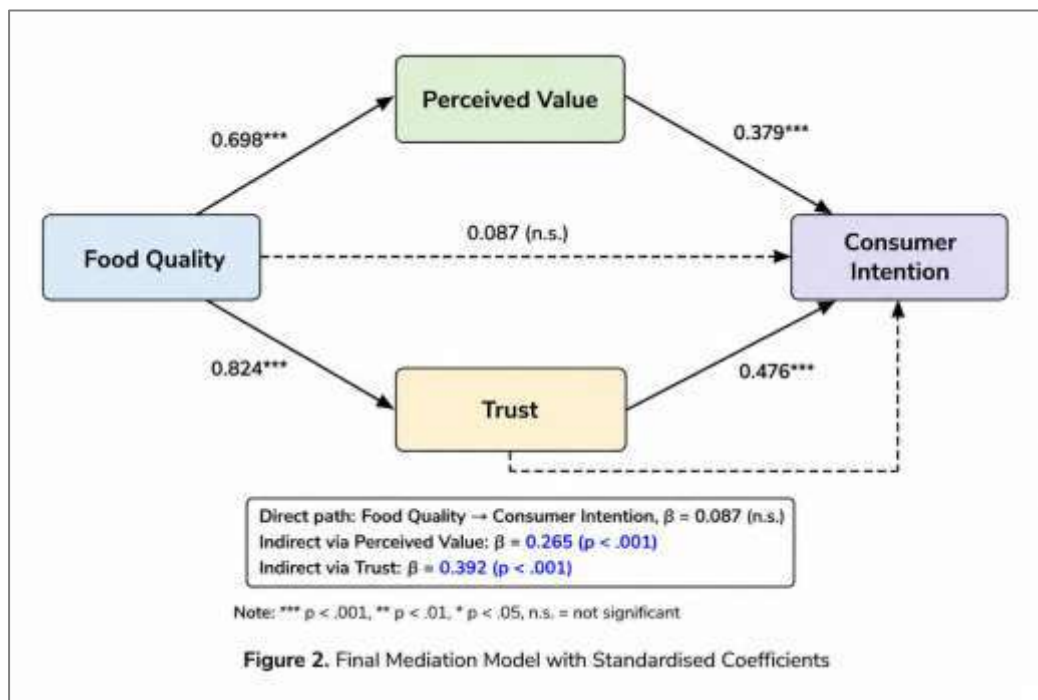
Food quality significantly enhanced both perceived value and trust, both of which in turn drove consumer intention. However, the direct effect of food quality on intention was not significant once the mediators were accounted for, foreshadowing a full mediation pattern.

4.3 Indirect Effects

Parallel mediation analysis was conducted using 5,000 bootstrap resamples. Both indirect paths were statistically significant, with bias-corrected confidence intervals excluding zero. The indirect effect through trust ($\beta = 0.392$, 95% CI [0.239, 0.363]) was larger in magnitude than the indirect effect through perceived value ($\beta = 0.265$, 95% CI [0.159, 0.247]), indicating that trust carried a greater share of the transmitted influence. Combined with the non-significant direct effect reported in Table 2, these results establish a pattern of full parallel mediation.

Table 3. Mediation Analysis

Indirect Path	β	95% CI	p	Decision
Food Quality $\rightarrow$ Perceived Value $\rightarrow$ Consumer Intention	0.265	0.159–0.247	<0.001	Supported
Food Quality $\rightarrow$ Trust $\rightarrow$ Consumer Intention	0.392	0.239–0.363	<0.001	Supported



4.4 Model Summary

The proposed model demonstrated substantial explanatory power. Food quality accounted for 48.8% of the variance in perceived value and 68.1% of the variance in trust, confirming its centrality as an upstream signal. The full mediation model explained 75.3% of the variance in consumer intention, a value that compares favourably with prior studies in food delivery contexts and indicates a strong fit between the theoretical framework and the observed data.

Table 4. Model Fit and Explanatory Power

Model	R ²	p
Perceived Value	0.488	<0.001
Trust	0.681	<0.001
Consumer Intention	0.753	<0.001

The model's explanatory power, particularly the R² of 0.753 for consumer intention, attests to the adequacy of perceived value and trust as joint transmitters of the food quality signal.

4.5 Hypotheses Testing

Table 5 summarises the outcomes of the seven hypothesised relationships. Six of the seven hypotheses were supported. The only unsupported hypothesis was H5, which posited a direct effect of food quality on consumer intention. The non-significant direct effect, combined with the significance of both indirect paths, indicates that perceived value and trust fully and parallelly mediate the relationship between food quality and consumer intention.

Table 5. Summary of Hypotheses

Hypothesis	Decision
H1: Food Quality → Perceived Value	Supported
H2: Food Quality → Trust	Supported
H3: Perceived Value → Consumer Intention	Supported
H4: Trust → Consumer Intention	Supported
H5: Food Quality → Consumer Intention	Not Supported
H6: Perceived Value mediates the relationship	Supported
H7: Trust mediates the relationship	Supported

Overall, the results confirm that food quality enhances consumer intention indirectly through perceived value and trust, with trust emerging as the stronger mediator. The non-significant direct effect and significant indirect effects establish full parallel mediation, and the model demonstrates substantial explanatory power (R² = 0.753) for consumer intention in the Mumbai cloud kitchen context.

5. Discussion and Conclusion

5.1 Major Findings

This study set out to examine the influence of food quality on consumer intention towards cloud kitchens in Mumbai while investigating the parallel mediating roles of perceived value and trust. The results provide clear support for a fully mediated model. Food quality significantly enhanced both perceived value and trust, both of which in turn drove consumer intention. The direct path from food quality to consumer intention was not statistically significant, indicating that the influence of food quality is transmitted entirely through the two mediators rather than operating as a standalone driver. Among the two mediators, trust carried a larger share of the indirect effect, suggesting that, in the Mumbai cloud kitchen context, food quality functions principally as a signal of operator reliability and integrity rather than merely as a determinant of value-for-money evaluations.

5.2 Comparison with Previous Studies

The positive association between food quality and perceived value aligns with the findings of (Yeo et al., 2017) and Verma et al. (2025), who reported similar patterns in Indonesian and Indian online food delivery contexts respectively. The stronger effect of food quality on trust corroborates the work of Abdul Latip et al., (2025) and Jiang et al. (2024), who observed that intrinsic product cues are decisive in shaping consumer confidence in delivery-only settings. The significant effects of perceived value and trust on consumer intention are consistent with the broader food delivery literature, including Yeo et al. (2023) and Ravichandran et al., (2024). The non-significant direct effect of food quality on intention contrasts with several dine-in studies (Ha & Jang, 2010; Troise, C., et al., 2020)), but resonates with the more recent argument that, in service ecosystems characterised by distance and information asymmetry, intrinsic product cues are converted into behavioural readiness almost exclusively through evaluative and relational mediators (Dogra et al., 2023; Miraja et al., 2025).

5.3 Theoretical Implications

Theoretically, the study contributes to the hospitality literature in three ways. First, it integrates signalling theory with the stimulus–organism–response framework to demonstrate that an intrinsic product cue (food quality) operates through parallel cognitive and relational pathways rather than directly on intention. Second, by modelling perceived value and trust simultaneously rather than in isolation, the study isolates their respective explanatory contributions and demonstrates the primacy of trust in the cloud kitchen context. Third, the finding of full parallel mediation refines prior regression-based evidence by showing that the direct path from food quality to intention, frequently reported as significant in earlier work, may be an artefact of omitting one or both mediators.

5.4 Managerial Implications

For cloud kitchen operators in Mumbai, the findings translate into a clear strategic hierarchy. Because the influence of food quality is mediated principally through trust, operators should treat consistent food quality not as a stand-alone product attribute but as a trust-building investment. Practical priorities include standardised recipes and ingredient sourcing, robust packaging that preserves temperature and presentation during transit, transparent nutritional labelling, and visible hygiene certifications on aggregator platforms. Given that perceived value also carries a meaningful share of the indirect effect, value-communication strategies such as bundle pricing, portion transparency, and post-purchase feedback mechanisms can amplify the cognitive translation of quality into intention. Operators should also recognise that, because the direct effect of food quality on intention is negligible, investments in quality are unlikely to yield behavioural returns in the absence of trust- and value-reinforcing practices.

5.5 Limitations and Future Research

The study has several limitations that should inform subsequent research. The cross-sectional design precludes causal inference; longitudinal or experimental designs would strengthen claims regarding the temporal ordering of the constructs. Convenience sampling limits the generalisability of the findings to the wider Mumbai population and to other Indian cities with different culinary and demographic profiles. The reliance on self-reported data introduces the possibility of common method bias, although the use of bootstrapped confidence intervals mitigates this concern for the mediation estimates. Future research could extend the model by incorporating additional mediators such as satisfaction, perceived risk, and brand love, or by examining moderators such as prior

experience, cuisine type, and aggregator reputation. Comparative studies across Indian metropolitan markets would further test the robustness of the proposed parallel mediation framework.

5.6 Conclusion

In conclusion, this study demonstrates that food quality influences consumer intention towards cloud kitchens in Mumbai not directly, but through the parallel mechanisms of perceived value and trust, with trust carrying the stronger mediating load. The findings refine prevailing understanding of how intrinsic product cues translate into behavioural readiness in delivery-only food service ecosystems and offer cloud kitchen operators an evidence-based hierarchy for investment in quality, value, and trust-building practices. As the cloud kitchen segment continues to expand in India, the proposed framework provides a parsimonious and empirically validated lens for ongoing scholarly inquiry and managerial decision-making.

References

- Abdul Latip MS, Zulkifly MA, Idris NS, Daniels G (2025), "The phantom of ghost kitchens: examining the influence of knowledge, eWOM, perceived benefits and trust on purchase decisions". *British Food Journal*, Vol. 127 No. 10 pp. 3671–3688, doi: <https://doi.org/10.1108/BFJ-03-2025-0322>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Chang, Y.-P., Lee, C.-Y., & Chuang, H.-L. (2024). Trust, satisfaction, and continued intention in food delivery apps. *Journal of Hospitality and Tourism Technology*, 15(2), 234–251. <https://doi.org/10.1108/JHTT-03-2023-0078>
- Da Cunha, D. T., Hakim, M. P., Alves, M. M., Vicentini, M. S., & Wiśniewska, M. Z. (2024). Dark kitchens: Origin, definition, and perspectives of an emerging food sector. *International Journal of Gastronomy and Food Science*, 35, Article 100884. <https://doi.org/10.1016/j.ijgfs.2024.100884>
- Dogra, N., Adil, M., Sadiq, M., Dash, G., & Paul, J. (2023). Unraveling customer repurchase intention in OFDL context: An investigation using a hybrid technique of SEM and fsQCA. *Journal of Retailing and Consumer Services*, 72, Article 103281. <https://doi.org/10.1016/j.jretconser.2023.103281>
- Garaus M, Weismayer C, Steiner E (2023), "Is texture the new taste? The effect of sensory food descriptors on restaurant menus on visit intentions". *British Food Journal*, Vol. 125 No. 10 pp. 3817–3831, doi: <https://doi.org/10.1108/BFJ-08-2022-0693>
- Ha, J., & Jang, S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, 29(3), 520–529. <https://doi.org/10.1016/j.ijhm.2009.12.005>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hayes, A. F. (2018). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach* (2nd ed.). Guilford Press.

- Hirschberg, C., Rajko, A., Schumacher, T., & Kühlen, M. (2021). The future of food: How the kitchen is becoming the new battleground for restaurants. *McKinsey & Company Hospitality Report*.
<https://www.mckinsey.com/industries/hospitality>
- Jiang, Y., Balaji, M. S., & Lyu, C. (2024). Cultivating initial trust in ghost kitchens: A mixed-methods investigation of antecedents and consequences. *International Journal of Hospitality Management*, 119, Article 103727.
<https://doi.org/10.1016/j.ijhm.2024.103727>
- Jiang, Y., Balaji, M. S., & Lyu, C. (2024). Cultivating initial trust in ghost kitchens: A mixed-methods investigation of antecedents and consequences. *International Journal of Hospitality Management*, 119, Article 103727.
<https://doi.org/10.1016/j.ijhm.2024.103727>
- Kim, M. J., Lee, C.-K., & Preis, M. W. (2022). Trust, satisfaction, and repurchase intention in online food delivery platforms. *Asia Pacific Journal of Marketing and Logistics*, 34(5), 870–890. <https://doi.org/10.1108/APJML-03-2021-0210>
- Li, C., Miroso, M., & Bremer, P. (2022). A systematic review of online food delivery platforms and consumer behaviour. *Foods*, 11(11), 1547. <https://doi.org/10.3390/foods11111547>
- Miraja, B. A., Andajani, E., & Wicaksono, A. P. (2025). Effects of e-servicescape dimensions on online food delivery services' purchase intention. *Journal of Foodservice Business Research*, 28(1), 1–17.
<https://doi.org/10.1080/15378020.2023.2227142>
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Namkung, Y., & Jang, S. (2007). Does food quality really matter in restaurants? Its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality & Tourism Research*, 31(3), 387–409.
<https://doi.org/10.1177/1096348006297608>
- Peri, C. (2006). The universe of food quality. *Food Quality and Preference*, 17(1–2), 3–8.
<https://doi.org/10.1016/j.foodqual.2005.03.002>
- Ravichandran, S., Osakwe, C. N., Elgammal, I. M. Y., Abbasi, G. A., & Cheah, J.-H. (2024). Feeding trust: Exploring key drivers, moderators and consequences related to food app usage. *Journal of Services Marketing*, 38(7), 872–891. <https://doi.org/10.1108/JSM-11-2023-0437>
- Ryu, K., Lee, H.-R., & Gon Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200–223.
<https://doi.org/10.1108/09596111211206141>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Troise C, O'Driscoll A, Tani M, Prisco A (2021), "Online food delivery services and behavioural intention – a test of an integrated TAM and TPB framework". *British Food Journal*, Vol. 123 No. 2 pp. 664–683,
doi: <https://doi.org/10.1108/BFJ-05-2020-0418>

- Verma, S., Yadav, S. K., & Paul, S. (2025). Exploring consumer intentions towards cloud kitchen in India: A mediation model framework. *IJMS Journal of Management Science*, 16(2), 146–170.
<https://doi.org/10.1177/0976030X241306828>
- Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer Services*, 35, 150–162.
<https://doi.org/10.1016/j.jretconser.2016.12.013>
- Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2023). Consumer experiences, satisfaction and loyalty in online food delivery services. *Journal of Retailing and Consumer Services*, 50, 36–47.
<https://doi.org/10.1016/j.jretconser.2019.04.011>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46. <https://doi.org/10.1177/002224299606000204>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>
- Zimu, F. (2022). Behavior intention on online food delivery. *Journal of Digitainability, Realism & Mastery (DREAM)*, 1(6), 28–46. <https://doi.org/10.56982/dream.v1i06.55>