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Extension of the Utaut2-ECM Model: The Role of Brand Trust and Service Quality on the Intention to Continue Using the Alfagift Application of Indonesian Middle-Class Consumers

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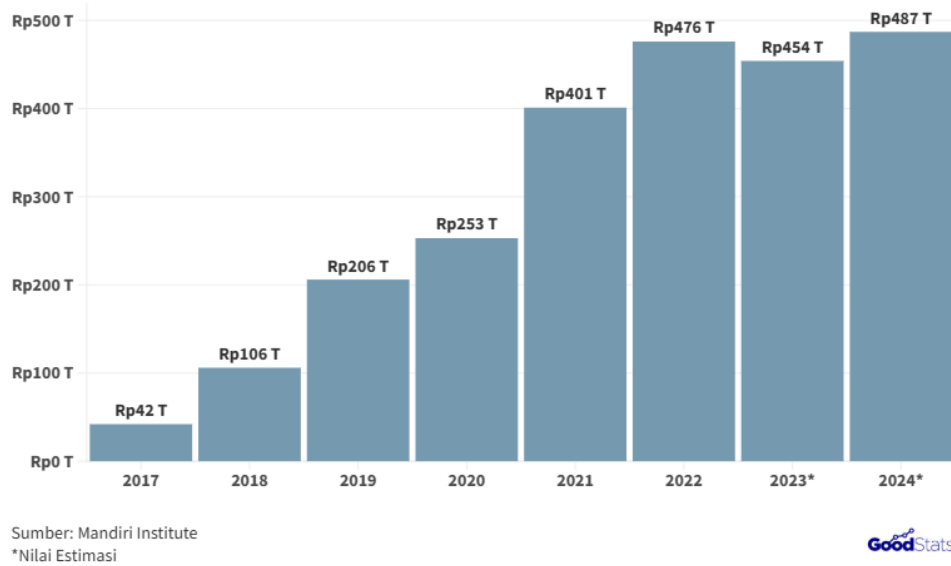
Abstract: This study analyzes factors influencing continuance intention to use the Alfagift application among Indonesian middle-class consumers by integrating the UTAUT2-ECM model with Brand Trust as a mediating variable. The exogenous variables examined include Online Shopping Service Quality (OSSQ), Performance Expectancy (PE), Social Influence (SI), Facilitating Conditions (FC), Hedonic Motivation (HM), Price Value (PV), Habit (HA), and Perceived Risk (PR). Using a quantitative approach, data were collected from 323 active Alfagift users who used the application at least once per month and were categorized as middle-class consumers based on BPS (Statistics Indonesia) criteria. The data were analyzed using PLS-SEM. The results show that Habit is the strongest predictor of continuance intention ($\beta = 0.504$; $p < 0.001$), followed by Brand Trust ($\beta = 0.244$; $p < 0.01$) and Performance Expectancy ($\beta = 0.120$; $p < 0.05$). In contrast, Social Influence ($p = 0.156$) and Hedonic Motivation ($p = 0.058$) do not significantly affect continuance intention. OSSQ showed the strongest association with Brand Trust ($\beta = 0.549$; $p < 0.001$). The results also indicate an indirect relationship between OSSQ and Continuance Intention through Brand Trust, supporting the mediating role of Brand Trust in the proposed model.

Keywords: UTAUT2, Brand Trust, Continuance Intention, Omnichannel, Middle Class, Alfagift.

INTRODUCTION

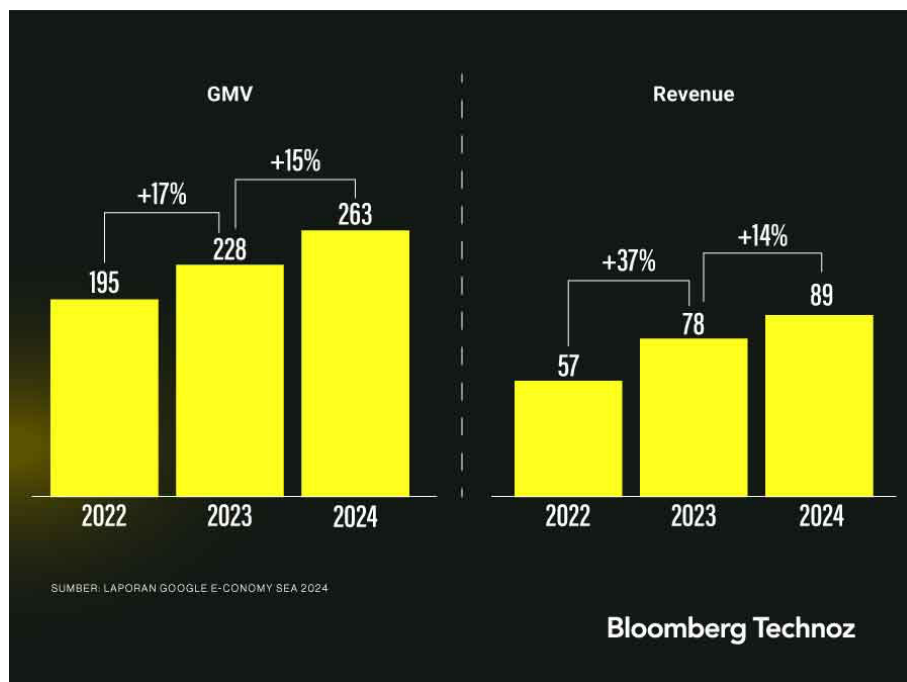
The Indonesian retail industry currently stands at the crossroads of two major, seemingly contradictory phenomena. On the one hand, the digital economy is performing brilliantly and continues to soar. A Mandiri Institute report predicts that Indonesia's e-commerce transaction value will rebound to IDR 487 trillion by 2024, a 7.3% growth after contracting the previous year (GoodStats, 2025). This achievement even makes Indonesia the largest e-commerce player in Southeast Asia, controlling 42.6% of the region's total sales value (GoodStats, 2025). Furthermore, the E-Conomy SEA 2024 report projects rapid growth in Indonesia's digital

economy (+15% from US\$228 billion in 2023 to US\$263 billion in 2024 in GMV and +14% from US\$78 billion in 2023 to US\$89 billion in 2024 in Revenue), supported by internet penetration reaching 74.6% of the total population and the number of e-commerce users projected to reach 99 million by 2029 (Bloomberg Technoz, 2025; GoodStats, 2025). This data depicts optimism and massive technology adoption.



Source: GoodStats, 2025

Figure 1. Indonesia's e-Commerce Transaction Value (2017 - 2024)



Source: Bloomberg Technoz, 2025

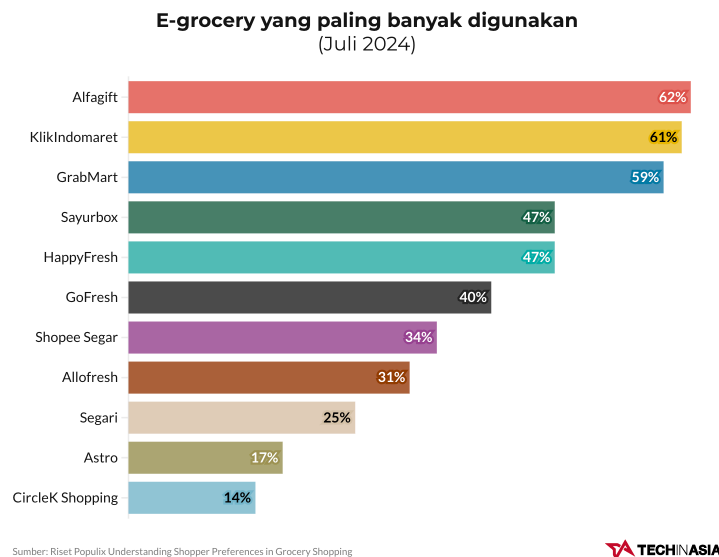
Figure 2. Product Sales Value (GMV) and Revenue

On the other hand, this optimism contrasts with the discordant voices of conventional economics. Impressive economic growth in the second quarter of 2025 (5.12%) was met with skepticism because it was inconsistent with other data indicating a slowdown (Bloomberg Technoz, 2025). The Consumer Confidence Index (CCI) shrank drastically, retail sales growth

slowed, and the manufacturing sector experienced a contraction marked by a wave of mass layoffs. From January to July 2025 alone, the Ministry of Manpower recorded 43,503 layoffs (Bloomberg Technoz, 2025). Economists have called this phenomenon the "collapse of the old economy," displaced by digital disruption and the onslaught of imported products (Bloomberg Technoz, 2025).

This contrasting pattern raises an important research question regarding the continued growth of e-commerce transactions despite increasing economic pressure on middle-class consumers.

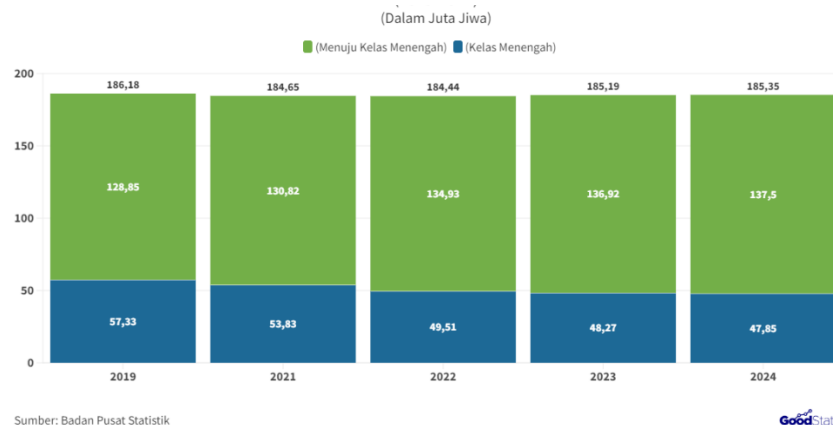
The answer may lie in shifts in consumer behavior itself. The middle class, the backbone of national consumption, is under pressure to be more rational and selective. In this situation, online shopping through omnichannel apps like Alfacift—the most used e-grocery app as of July 2024—is crucial. Given increasing competition among e-grocery applications and changing economic conditions, understanding the factors associated with users' continuance intention is important for evaluating the sustainability of Alfacift usage among middle-class consumers.



Source: Goodstat, 2024

Figure 3. Most Used e-Grocery (July 2024)

The following is a graph of the decline in the number of middle-class consumers according to BPS.



Source: GoodStats, BPS, 2024

Figure 4. Number of Middle Class Population in Indonesia (2019-2024)

From the above explanation, researchers identified a research gap in user retention of grocery shopping apps—integrated with physical stores under one brand—focusing on middle-class consumers who have recently experienced changes in purchasing power. Therefore, in this study, researchers sought to delve deeper into the factors that motivate Alfagift users to continue using the app and whether there was a relationship between service quality and brand trust.

METHOD

Research Design

This study employed a quantitative approach with an explanatory research design to test hypotheses based on established theories. The research was conclusive and employed a deductive approach, with variables measured through a structured questionnaire using a 7-point Likert scale. Furthermore, this study was descriptive in nature, describing the characteristics of middle-class consumers who actively use the Alfagift app. Data were collected using a single cross-sectional design from February to April 2026, capturing respondents' perceptions and intentions at a single point in time. The study focused on the post-adoption phase of Alfagift app use, specifically regarding user continuance. The analysis technique used was Structural Equation Modeling (SEM) based on Partial Least Squares (PLS-SEM). This method was chosen because the research model involves many latent variables and mediating relationships, is oriented toward endogenous predictive variables, and is suitable for survey data that does not require strict multivariate normality assumptions (Hair et al., 2019).

Population, Sample, Data Collection, and Sampling Technique

A population is defined as a collection of elements or individuals with specific characteristics relevant to the research objectives (Sarstedt et al., 2021). In this study, the population comprised all middle-class Alfamart customers in Indonesia who were active users of the Alfagift O2O shopping app. The final sample consisted of 323 eligible respondents. Given the complexity of the PLS-SEM model, sample adequacy should be justified based on the statistical power required to detect the expected effects in the structural model rather than solely on an indicator-based rule of thumb. Respondents were recruited online through the distribution of a Google Form link, using WhatsApp, and paid advertising on Instagram. The target audience was active Instagram users aged 18-65, residing throughout Indonesia.

Data Analysis Methods

Data analysis began with a wording test to ensure each statement in the questionnaire was easy to understand, on target, and free from bias. This test was administered to four respondents, and the results were used to refine the research instrument. Next, a pre-test was conducted on 30 initial respondents to verify the instrument's validity and reliability. Validity was assessed using factor analysis with criteria of KMO > 0.5, significant Bartlett's Test ($p < 0.05$), and factor loadings ≥ 0.5 . Reliability was measured using Cronbach's Alpha ≥ 0.7 . Items that did not meet the criteria were corrected or deleted before being used in the main test phase. All analyses were conducted using SmartPLS 4 version 4.1.1.6. During the main test phase, data were first screened to ensure completeness and suitability of respondents to the research criteria. Respondent profile analysis was used to describe the respondents' demographic characteristics. Descriptive statistical analysis and normality evaluation were conducted using mean, standard deviation, skewness, and kurtosis. PLS-SEM was used to estimate the proposed structural model involving multiple latent constructs and indirect relationships. Distributional characteristics were assessed as part of the preliminary data evaluation. The measurement model analysis (outer model) was conducted to test indicator reliability, convergent validity, and discriminant validity using outer loading, Cronbach's Alpha, Composite Reliability, AVE,

Fornell-Larcker, and HTMT. Meanwhile, the structural model analysis (inner model) included evaluating collinearity using VIF, explanatory power using R^2 , effect size using f^2 , predictive relevance using $Q^2_{predict}$, and model fit using SRMR. Hypothesis testing was conducted using a bootstrapping procedure on 10,000 subsamples, with the hypothesis declared significant if the p-value was ≤ 0.05 .

RESULTS AND DISCUSSION

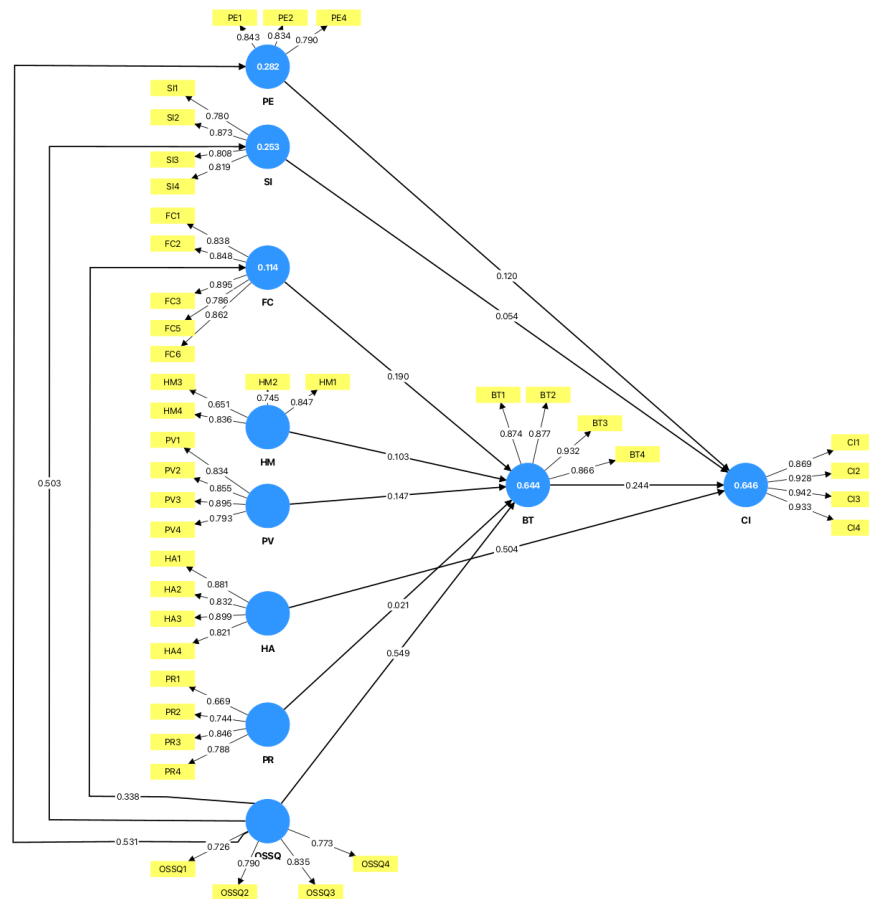
Measurement Model Analysis (Outer Model)

The test results confirmed that 38 of the 40 indicators had an outer loading of ≥ 0.70 . Two other indicators, HM3 (0.651) and PR1 (0.669), had outer loadings < 0.70 but were retained because the AVE values for HM (0.599) and PR (0.585) met the convergent validity requirement (> 0.50). The internal consistency of all constructs was very satisfactory, with Composite Reliability (ρ_c) ranging from 0.848 to 0.955. Overall, the table above shows that this study's measurement model meets the criteria for good reliability indicators, very satisfactory internal consistency, and convergent validity for all constructs. Discriminant validity testing was then conducted to ensure each construct was empirically unique. Testing then showed that all HTMT values were below 0.90, and the square root of each construct's AVE (diagonal on the Fornell-Larcker criterion) exceeded its correlation with other constructs. In the cross-loading method, each indicator has a greater loading value for its own construct than for other constructs. Therefore, although HM3-HM (0.651) and PR1-PR (0.669) were both < 0.7 , while they should be > 0.7 , both constructs were still acceptable. Thus, all constructs in this model were shown to have adequate discriminant validity.

Structural Model Analysis (Inner Model)

Collinearity Test

Collinearity among predictor constructs in the structural model should be assessed using inner VIF values before the structural path coefficients are interpreted.



Source: SmartPLS4 Output

Figure 4. PLS Output Graph for Reflective Constructs

Explanatory Power Test (R-Square)

The first step in evaluating a structural model is to measure the model's explanatory power through the coefficient of determination (R-Square). The R-Square value indicates how much of the endogenous construct variance can be explained by the exogenous constructs in the model, as presented in the following table:

	<i>R-Square</i>	<i>R-square adjusted</i>
BT	0.644	0.638
CI	0.646	0.641
FC	0.114	0.111
PE	0.282	0.280
SI	0.253	0.250

The model demonstrated moderate explanatory power. Specifically, the combination of Facilitating Conditions, Hedonic Motivation, Price Value, Perceived Risk, and Online Shopping Service Quality collectively explained 64.4% of the variance in Brand Trust. Meanwhile, 64.6% of the variance in Continuance Intention was explained by Brand Trust, Performance Expectancy, Social Influence, and Habit.

The Performance Expectancy and Social Influence constructs, each only weakly explained by the other four constructs, were not problematic because they also acted as

exogenous variables. Similarly, Facilitating Conditions was only very weakly explained by the other four constructs.

Effect Size Test (f-square)

The effect size (f-square) test was conducted to determine the extent to which an exogenous construct contributes to the endogenous construct. According to Cohen (1988) criteria, an f-square value of 0.02 is categorized as a small effect, 0.15 as a medium effect, and 0.35 as a large effect. The results of the effect size test are presented in the table below:

	BT	CI	FC	HA	HM	OSS Q	PE	PR	PV	SI
BT		0.099								
CI										
FC	0.075									
HA		0.301								
HM	0.013									
OSSQ	0.463		0.129				0.393			0.338
PE		0.019								
PR	0.001									
PV	0.032									
SI		0.004								

The effect size (f^2) analysis in Table 2. identifies Online Shopping Service Quality as a predictor with a large contribution to Brand Trust ($f^2 = 0.463$), while Habit has a substantial contribution to Continuance Intention ($f^2 = 0.301$). This unique finding highlights the significant role of service quality in building trust, and habit in forming continuance intention, so both need to receive primary attention.

Predictive Relevance Test (Q-Square Predict)

The predictive relevance test is conducted to measure how well the model is able to predict observational data that is not used in the estimation process.

Table 3. Q-Square Test Results

	<i>Q²-predict</i>
FC	0.105
BT	0.597
PE	0.271
SI	0.242
CI	0.602

All endogenous constructs in the model – Facilitating Conditions (FC), Brand Trust (BT), Performance Expectancy (PE), Social Influence (SI), and Continuance Intention (CI) – exhibit positive Q^2 predict values. This confirms that the structural model has adequate predictive relevance. Specifically, Brand Trust and Continuance Intention, as the main endogenous variables in the model, demonstrate strong predictive capacity, with Q^2 predict values of 0.597 and 0.602, respectively. This finding strengthens the belief that the hypothesized model is not only capable of explaining the relationships between variables but also of predicting data outside the estimation sample well.

Model Fit Test (SRMR)

A model fit test was conducted to evaluate the suitability of the estimated model to represent the data well. The Standardized Root Mean Square Residual (SRMR) value for the

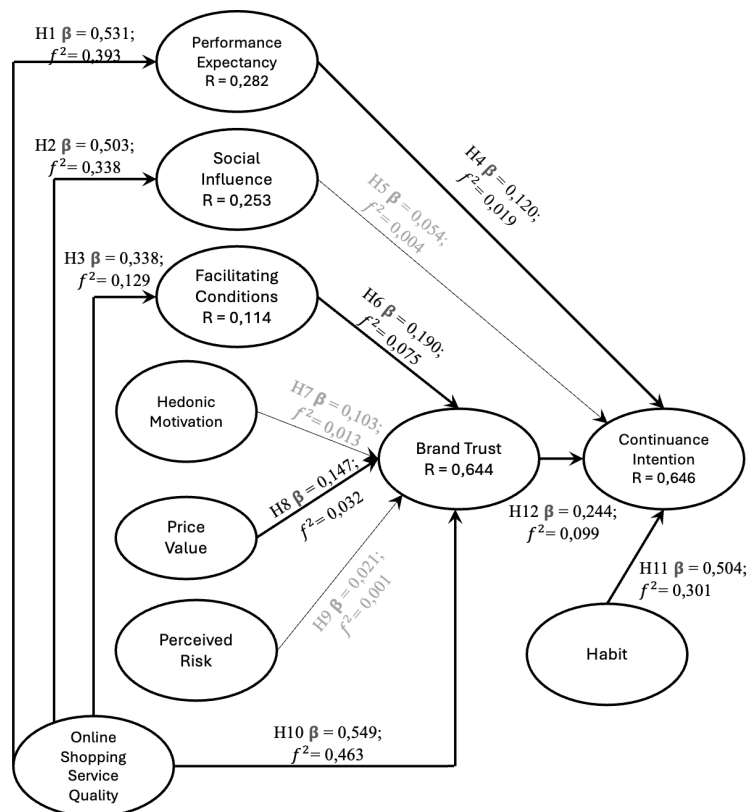
Saturated Model was 0.072 – which is below the 0.08 limit recommended by (Henseler et al., 2015) – indicating a good level of model fit in representing the empirical data.

Table 4. Model Fit Test Results (SRMR)

	Original Sample (O)
Saturated Model	0.072
Estimated Model	0.138

The official SmartPLS document notes that the estimated model is a more restrictive version because it takes into account the hypothesized model structure, so its value tends to be higher than the saturated model. The saturated model produced an SRMR value of 0.072, whereas the estimated model produced an SRMR value of 0.138. Because the estimated-model value exceeds the commonly applied thresholds, this result should be reported transparently and interpreted with caution rather than characterized as evidence of adequate model fit.

As a visual summary of the entire structural model evaluation conducted, Figure 5. presents the complete research model with path coefficients, R-squared values, and effect sizes (f^2) for each relationship between constructs. This presentation is intended to provide a comprehensive overview of the relative strength of each path before each hypothesis is tested for significance separately in section Analysis of Hypothesis Test Results.



Source: Researcher Processing

Figure 5. Path Coefficient, R-Squared, and Effect Size of the Research Model

Analysis of Hypothesis Test Results

This hypothesis testing was conducted by evaluating the statistical significance of each estimated path coefficient. The decision to accept or reject the hypothesis was based on the *t*-statistic and *p*-value obtained through a bootstrapping procedure with 10,000 subsamples and a one-tailed test approach. A hypothesis is declared empirically supported if the *t*-statistic > 1.645 and the *p*-value ≤ 0.05 (Sarstedt et al., 2021).

Table 5. Hypothesis Test (Path Coefficient and *p*-value)

No	Hypothesis	Original Sample (O)	Standar Deviasi	<i>T</i> -statistics	<i>p</i> -value	Evaluation
H1	OSSQ → PE	0,531	0.044	12.039	0.000	Significant
H2	OSSQ → SI	0.503	0.045	11,91	0.000	Significant
H3	OSSQ → FC	0,38	0.046	7.406	0.000	Significant
H4	PE → CI	0.120	0.059	2.032	0.021	Significant
H5	SI → CI	0.054	0,054	1.012	0.156	Not Significant
H6	FC → BT	0.190	0.048	3.928	0.000	Significant
H7	HM → BT	0.103	0.066	1.574	0.058	Not Significant
H8	PV → BT	0.147	0.055	2.660	0.004	Significant
H9	PR → BT	0.021	0.031	0.678	0.249	Not Significant
H10	OSSQ → BT	0.549	0.047	11.728	0.000	Significant
H11	HA → CI	0.504	0.068	7.376	0.000	Significant
H12	BT → CI	0.244	0.077	3.186	0.001	Significant

Based on Table 5, nine of the twelve hypotheses were supported, while three were not supported. Specific findings in the context of Alfagift users in Indonesia indicate that Habit showed the largest direct association with Continuance Intention ($\beta = 0.504$, $p < 0.001$), followed by Brand Trust ($\beta = 0.244$, $p = 0.001$). The mediating role of Brand Trust should be evaluated separately through the indirect-effect analysis. Online Shopping Service Quality predominantly builds Brand Trust ($\beta = 0.549$, $p < 0.001$), but its influence on Continuance Intention is indirect through the mediator. Meanwhile, Social Influence ($p = 0.156$) and Hedonic Motivation ($p = 0.058$) are not significant, indicating that in the post-adoption stage, the decision to be loyal to using Alfagift relies more on habit and built trust factors, rather than on social pressure or mere pleasure.

Results: H1 is accepted. Online Shopping Service Quality has a positive effect on Performance Expectancy with a path coefficient (β) of 0.531, an effect size (f^2) of 0.393 (large), and a *p*-value of 0.000 (<0.05). This finding aligns with the research of Rehman et al. (2022) which states that online shopping service quality significantly increases consumer performance expectations. Referring to this development, this study uses the Online Shopping Service Quality (OSSQ) construct adapted from D'Souza & Sharma (2020) to specifically capture the service quality of daily needs shopping applications through four dimensions, namely timely delivery, personal data security, customer service responsiveness, and order tracking capabilities. This means that the better the service quality perceived by Alfagift users, the higher their belief that the application is useful and helpful in their daily shopping activities.

Results: H2 is accepted. OSSQ has been shown to have a positive effect on Social Influence (SI) with a path coefficient (β) of 0.503, an effect size (f^2) of 0.338 (categorized as large), and a *p*-value of 0.000 (<0.05). The concept of service quality has been a major concern in the marketing literature since the introduction of the SERVQUAL model by Parasuraman et al. (1988) which measures the gap between consumer expectations and perceptions. Along with the development of digital technology, this concept has evolved into e-service quality which specifically measures service quality in online environments (Parasuraman et al., 2005). The results of this study are consistent with the findings of Rehman et al. (2022) that good service quality encourages consumers to recommend an application to others and increases the

perception that important people around them support the use of the application. In other words, a quality online shopping experience strengthens the social influence felt by consumers.

Results: H3 is accepted. OSSQ is proven to have a positive effect on Facilitating Conditions (FC) with a path coefficient (β) of 0.338, an effect size (f^2) of 0.129 (in the medium category), and a p-value of 0.000 (<0.05). This finding supports the research of Rehman et al. (2022) which shows that online service quality contributes to consumer perceptions of the availability of adequate technical support and infrastructure. The concept of service quality has been a major concern in the marketing literature since the introduction of the SERVQUAL model Parasuraman et al. (1988) which measures the gap between consumer expectations and perceptions. With the development of digital technology, the concept has evolved into e-service quality which specifically assesses service quality in online environments (Parasuraman et al., 2005). Thus, the better the quality of Alfagift's service, the stronger the user's belief that they have adequate access, tools, and support to use the application.

Results: H4 is accepted. Performance Expectancy (PE) is proven to have a positive effect on Continuance Intention (CI) with a path coefficient (β) of 0.120, an effect size (f^2) of 0.019 (categorized as small), and a p-value of 0.021 (<0.05). Performance Expectancy (PE) is defined as the extent to which an individual believes that a technology will help him achieve performance benefits (Venkatesh et al., 2012). In the context of the Alfagift application, performance expectancy reflects consumers' belief that using this application will improve shopping efficiency, save time, and provide convenience in meeting daily needs. This result is in line with research by Yao et al. (2023) which found that performance expectancy is a significant predictor of the intention to continue using O2O services. Although the effect is relatively small, this finding still shows that the higher consumers' belief in the benefits of Alfagift's performance, the higher their intention to continue using the application in the future.

Results: H5 was rejected. Social Influence (SI) was not shown to have a significant effect on Continuance Intention (CI), with a path coefficient (β) of 0.054, an effect size (f^2) of 0.004 (categorized as very small), and a p-value of 0.156 (>0.05). This finding differs from the research by Yao et al. (2023) which found a significant relationship between social influence and continuance intention. This indicates that in the context of middle-class Indonesian consumers who already have experience using Alfagift, encouragement from family, friends, or public figures is no longer a primary determinant in their decision to continue using the app. In other words, the decision to continue using Alfagift is based more on personal evaluation and direct experience than external social pressure. This finding aligns with Tamilmani et al. (2021) meta-analysis, which showed that the strength of social influence on behavioral intention tends to vary depending on the context and stage of technology adoption. Social influence is generally stronger in the early adoption stage when consumers still need validation from their surroundings. In contrast, in the post-adoption stage, when users have had direct experience with the technology or application being used, social influence tends to weaken so that usage decisions are more influenced by individual evaluations of the actual benefits and experiences obtained.

Results: H6 is accepted. Facilitating Conditions (FC) is proven to have a positive effect on Brand Trust (BT) with a path coefficient (β) of 0.190, an effect size (f^2) of 0.075 (in the small category), and a p-value of 0.000 (<0.05). This finding supports the framework of Venkatesh et al. (2016) adapted by Tamilmani et al. (2021) that facilitating conditions play a role in building trust in a brand. Brand Trust is defined as a sense of security felt by consumers when interacting with a brand, which is based on the perception that the brand is reliable and believed to be responsible for consumer interests (Delgado-Ballester et al., 2003). This means that the better the technical support and infrastructure perceived by Alfagift users, the higher their trust in the brand.

Results: H7 is rejected. Hedonic Motivation (HM) was not proven to have a significant effect on Brand Trust (BT) with a path coefficient (β) of 0.103, an effect size (f^2) of 0.013

(categorized as very small), and a p-value of 0.058 (> 0.05). Although the p-value is very close to the significance threshold of 0.05, statistically this relationship is still declared insignificant. This finding indicates that the pleasure or enjoyment obtained from using Alfagift (such as the experience of exploring the application or interacting with other users) is not strong enough to build trust in the brand. Functional factors such as service quality and facility conditions appear to be more dominant in forming trust than hedonic factors.

Results: H8 is accepted. Price Value (PV) is proven to have a positive effect on Brand Trust (BT) with a path coefficient value of 0.147, an effect size (f^2) of 0.032 (in the small category), and a p-value of 0.004 (< 0.05). This finding supports the framework of Venkatesh et al. (2016) and Tamilmani et al. (2021) which places price value as an antecedent of trust in the brand. This means that the more consumers perceive that the price of products at Alfagift is reasonable, economical, and commensurate with the quality of service received, the higher their trust in the Alfagift brand.

Perceived Risk (PR) refers to consumers' perceptions of uncertainty and potential negative consequences when using online services (Featherman & Pavlou, 2003). In the context of Alfagift, PR encompasses concerns related to data security, product suitability, return processes, and delivery accuracy. Theoretically, PR is predicted to have a negative effect on Brand Trust (BT) based on the concepts of Bauer (1960) and Jacoby & Kaplan (1972), and is supported by the findings of Yao et al. (2023) in the O2O context. However, the results of the study showed that H9 was rejected, where PR had no significant effect on BT (path coefficient = 0.021; $f^2 = 0.001$; p-value = 0.249). This is suspected to be due to a floor effect, where the majority of respondents had a low risk perception (mean 2.276–3.7), thus limiting data variation. This condition indicates that Alfagift consumers have felt safe, so PR is no longer a factor that differentiates the level of Brand Trust.

results: H10 is accepted. Online Shopping Service Quality is proven to have a positive effect on Brand Trust (BT) with a path coefficient value of 0.549, an effect size (f^2) of 0.463 (categorized as large), and a p-value of 0.000 (< 0.05). This finding supports the framework of Venkatesh et al. (2016) and Tamilmani et al. (2021) that service quality is an important antecedent in building trust. With the largest effect size value among all BT predictors, this finding indicates that online service quality is the most dominant factor in shaping consumer trust in the Alfagift brand.

Results: H11 was accepted. Habit (HA) was shown to have a positive effect on Continuance Intention (CI) with a path coefficient of 0.504, an effect size (f^2) of 0.301 (high), and a p-value of 0.000 (< 0.05). This finding aligns with research by Yao et al. (2023), which found that habit is the strongest factor influencing the intention to continue using O2O services. Conceptually, Habit (HA) is defined as the extent to which a person tends to perform an action spontaneously as a result of continuous learning (Venkatesh et al., 2012). This means that habits are formed from repeated usage experiences, so that behavior becomes automatic without complex deliberation. Therefore, the more accustomed consumers are to using Alfagift in their daily shopping activities, the stronger their intention to continue using the application in the future.

Results: H12 is accepted. Brand Trust (BT) has a positive effect on Continuance Intention (CI) with a path coefficient of 0.244, an effect size (f^2) of 0.099 (small), and a p-value of 0.001 (< 0.05). This finding supports Gong et al. (2023) who showed that brand trust significantly influences continuance intention in online shopping applications. The higher the consumer's trust in the Alfagift brand, the stronger their intention to continue using the application. Continuance intention (CI) is defined as a user's intention to continue using an information system in the future (Bhattacharjee, 2001). Trust in the Alfagift brand makes consumers feel safe, confident in the quality of service, and confident that their data is well managed. This reduces risk and uncertainty, thereby strengthening the psychological attachment that

encourages continued use. This finding is in line with Gong et al. (2023) and the framework of Tamilmani et al. (2021) who place trust as an important factor in shaping continuance intention.

Mediation Test (Indirect Effect)

Overall, the indirect effect analysis confirms Brand Trust's position as an adequate mediating mechanism in the model. Of all the paths leading to Continuance Intention, the route through Brand Trust—either directly derived from OSSQ or further mediated by FC—contributes the largest proportion of the total indirect effect. This finding strengthens the conceptual argument of Tamilmani et al. (2021) who identified trust as the most crucial mediating mechanism in the extension of the UTAUT2 model, and simultaneously confirms that in the context of Alfagift, brand trust serves as a psychological bridge that translates superior service quality into intention to continue using the app.

CONCLUSION

Performance Expectancy (PE), Habit (HA), and Brand Trust (BT) were shown to have a positive and significant effect on Continuance Intention (CI) for Alfagift app use. Habit was the strongest predictor ($\beta = 0.504$), followed by Brand Trust ($\beta = 0.244$) and Performance Expectancy ($\beta = 0.120$). Conversely, Social Influence (SI) had no significant effect on CI among experienced users. Online Shopping Service Quality (OSSQ) did not directly influence CI, but rather through its influence on PE, SI, Facilitating Conditions (FC), and BT. Through the mediation of BT, PE, and FC, OSSQ had a total effect of 0.240 on CI. This indicates that service quality, such as delivery accuracy, data security, service responsiveness, and ease of order tracking, is an important foundation for building performance expectations, facility support, and brand trust, which encourage continued use.

Brand Trust was also shown to mediate the influence of FC, Price Value (PV), and OSSQ on CI. OSSQ is the strongest predictor of BT ($\beta = 0.549$; $f^2 = 0.463$), making service quality the most dominant factor in building consumer trust in Alfagift. Meanwhile, Hedonic Motivation (HM) and Perceived Risk (PR) do not have a significant effect on BT. Overall, the model explained a substantial proportion of variance in Brand Trust and Continuance Intention. However, conclusions regarding predictive performance should be based on the complete predictive assessment and interpreted alongside the model-fit results. A limitation of this study is that the sample size comprises only 323 respondents and may not fully represent the entire middle class in Indonesia. It is recommended that future research use a longitudinal design and expand the research object through comparisons between e-grocery applications and consumer segments. The addition of new variables is also necessary due to the unexplained variance in continuance intention. In addition to quantitative methods, research can be combined with interviews or focus group discussions (FGDs) to deepen the findings. Measuring actual user behavior, such as frequency of use and transactions, is also important. Furthermore, future research could include moderating variables, such as technological literacy, income, promotional intensity, and competitor activity.

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