



## The Impact of Perceived Usefulness on Corporate Reputation Toward Online Business Platform

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### ABSTRACT

This study investigated the impact of perceived usefulness on corporate reputation in online business platforms. This study aims to determine the relationship between perceived usefulness and corporate reputation. Corporate reputation is a valuable asset that has a significant impact on corporate profitability. It can increase an organization's market value and provide a sustainable competitive advantage. Thus, there is a reason why having a good corporate reputation is important to the organization itself. A total of 400 respondents were involved in this research, and data collection took place from June to July 2024. The data was analyzed using the IBM Statistical Package for the Social Sciences (SPSS) to generate descriptive and inferential statistics. The finding shows that the perceived usefulness has a critical impact on the corporate reputation. Perceived usefulness and corporate reputation were found to be strongly correlated. Perceived usefulness is an important factor that has a direct relationship with customer satisfaction and contributes to corporate reputation.

**Contribution/Originality:** This study contributes to the existing literature on the impact of perceived usefulness on corporate reputation toward online business platforms, especially in food delivery service sector, FoodPanda. It found that perceived usefulness is a significant factor directly related to customer satisfaction and contributes to enhancing corporate reputation.

## 1. Introduction

As time passes, information technology increasingly takes over more people's lives. Digital media has been rapidly expanding its scope in people's daily lives, as well as in various fields, including education, banking, online business, entertainment, and social media. Today, online business encompasses not only the buying and selling of goods and services, but also servicing customers, cooperating with other business partners, conducting e-learning, and facilitating electronic transactions within an organisation (Turban et al., 2015). Indeed, online business can be considered as the process of buying

and selling products and services between businesses, groups and individuals through the Internet. Moreover, [Syed Alwi et al. \(2020\)](#) highlighted that digital technologies have created a capacity to “contextualize” information, lifestyles and value, customer goods, the value of brand content, and the interactions between individuals and products, enabling consumers to define new opportunities related to personal interactions. Specifically, technology has transformed technical capabilities and social interaction ([Kline et al., 2003](#); [Syed Alwi et al., 2020](#)).

Exactly, this is a new way for people in the offline world who always stay connected to interact across geographical boundaries. Therefore, online business has become increasingly important and is one of the major marketing tools for organizations to enhance their market value and establish their corporate reputation.

Hence, online shopping has become an easier way to shop without stepping out from home ([Jiang et al., 2013](#); [Rezaei et al., 2016c](#); [Yeo et al., 2017](#)). Due to the emergence of internet technology, customers can easily place orders online and track their order electronically. A strong customer base can provide more convenient services and reduce transaction costs ([Bi & Smyrniotis, 2009](#); [Kartiwi et al., 2018](#)). For instance, before the COVID-19 pandemic began to make headlines around the world, online food delivery was reaping the benefits of more widespread digitalization and an increasing number of delivery apps. The general trend towards e-commerce, increased urban living, and changing social behaviors had all been feeding into this growing sector ([EHL. Insights, 2019](#)). Therefore, e-commerce has taken over the way businesses operate in almost all industries, especially during the COVID-19 pandemic, when many traditional businesses struggled or even closed down. Yet, online businesses continued to prosper and achieved exponential growth.

Since more and more organizations have started to run their business via an online platform, organizations began to pay more attention to their corporate reputation. Corporate reputation is an invaluable asset that has a significant impact on an organization's bottom line. It is even more important internally and externally during the COVID-19 pandemic ([Cutting Edge PR, 2024](#)).

A study by [Burson-Marsteller \(2014\)](#) highlighted that as many as 95% of U.S. Chief Executives believe that corporate reputation is important for achieving business objectives ([Dijkmas et al., 2015](#)). [Fombrun et al. \(2000\)](#) also emphasized that corporate reputation plays a significant role in achieving business goals. Thus, having a good corporate reputation has become significant for the organization to achieve its business goals and success. Actively working to build an organization's good reputation is equivalent to building “the bank of goodwill”. This is because losing a good reputation and good standing with stakeholders will cost the organization a high price. As [Buffet, W. \(2009\)](#) highlighted, “*It takes 20 years to build a reputation and five minutes to ruin it*” ([Shamma, 2012](#)).

### 1.1. Problem Statement

Nowadays, consumers are being choosier than ever about where they are spending their money. However, people will pay 22% more for certain products if the company has a good reputation ([Settembre, 2018](#)). Having a good corporate reputation allows companies to charge premium prices ([Deephouse, 2000](#); [Fombrun & Shanley, 1990](#); [Rindova et al., 2005](#)), lower firm costs ([Deephouse, 2000](#); [Fombrun, 1996](#)), increase

profitability (Roberts & Dowling, 2002), creating competitive barriers (Deephouse, 2000; Fombrun, 1996; Milgrom & Roberts, 1982) and strengthen competitive advantages (Barney, 1991; Roberts & Dowling, 1997; Kanto, de Run, & Md Isa, 2016). Although corporate reputation is an intangible asset that we cannot touch, it is an invaluable asset and has a significant impact on a company's profitability.

Previous studies have shown that corporate reputation is contributed by several substantial factors such as quality of products or services, quality of employees, quality of customer service, safety of products or services, product or service innovation, industry leadership, financial performance, ethics and values, value for the cost or price of products or services (Weber Shandwick Report, 2019), workplace, governance, citizenship, performance (Fombrun et al., 2015), ability to attract and retain talented people, quality of management, long-term investment value, and wise use of corporate assets (Fortune, 2000; Fombrun et al., 2000) and others. However, among the various measures for corporate reputation, are all these factors still relevant to the formation of an online business reputation? Which of these factors is more relevant and significant compared to the other factors in the context of online business platforms?

Online Food Delivery services such as FoodPanda; is an online food and grocery delivery platforms that provide the most convenient food delivery service. With the rapid change in life, consumers are always looking for new ways to reduce their efforts by accepting and adopting innovations or technologies (Salunkhe et al., 2018). The question is why customers are willing to support one online retailer over another. Is this really because of the reputation? If the answer is yes, does perceived usefulness be a significant factor that contributes to the reputation of these online platforms? It is a great opportunity and platform for researchers to study how people perceive the reputation of online businesses, especially in the food delivery service sector, such as FoodPanda. Therefore, this study aims to investigate whether perceived usefulness might affect corporate reputation on an online business platform. By addressing this gap, this study provides a clear understanding for food delivery service companies and future restaurant owners to consider this significant factor in consumer psychology.

## 1.2. Research Objectives

- i. To investigate the impact of perceived usefulness on corporate reputation in the online business platform, FoodPanda.
- ii. To investigate the moderating effect of Mobile Corporate Apps that affect the corporate reputation on online business platforms.

## 2. Literature Review

### 2.1. Corporate Reputation (CR)

Corporate reputation is one of the most important things regarding an organization's success and achievements. Undoubtedly, if an organization wants to be successful in the first place, it is significant to have a good and strong reputation. A good reputation would mean that an organization is performing well and deserves respect and trust. Dowling (2016) defined, "a corporate reputation is an admiration and respect a person holds of an organization at a point in time". Therefore, corporate reputation tends to be one of the most significant aspects of a growing business.

Eccles et al., (2007) also agreed that organization with a strong positive reputation can attract potential talent and perceived as having more valuable products and services, which allows them to charge higher fees. Thus, their potential customers are likely to become more loyal and purchase a wider range of products and services in the future. Again, the market believes that such a reputable organization will generate sustained profitability and future growth. In addition, Rose and Thomsen (2004) further highlighted that a strong reputation can increase sales, revenue and reduce operating costs; therefore, it is viewed from the perspective of financial benefits and is directed through the reputation-financial performance relationship (Vitezic, 2011).

Having a strong and solid corporate reputation is importance as it provides a competitive advantage to an organization and its brand and determines the trust, reliability and confidence that consumers have in the brand. For that reason, reputation scores are very important and help the organization to learn and understand more about the perception of the public or consumers (Weber Shandwick Report, 2019). Therefore, it is crucial to understand the key factors by which an organization may achieve its stakeholder expectations.

## 2.2. Perceived Usefulness (PU)

Perceived usefulness (PU) is defined as *“the degree to which an individual believes that using a particular new technology would enhance his or her job performance”* (Davis, 1993). The definition of the word useful is capable of being used advantageously. According to Davis et al. (1992), perceived usefulness refers to consumers’ perceptions regarding the outcome of the experience. Similarly, perceived usefulness could be referred to as customers’ judgment and perception of whether the new specific technology that they decide to use, or implement, is beneficial to them compared to the former one (Wilson, 2019). Ozturk (2016) further defined perceived usefulness as people’s willingness to use a new technology and their strong belief that new technologies are able to improve their job performance (Keni, 2020). In other words, customers will only adopt the new technology if they believe that using it can bring some added value (Tan and Teo, 2000; Polatoglu and Ekin, 2001; Rouibah et al., 2011, Wilson et al., 2021). Therefore, perceived usefulness can be defined as people’s belief that a particular technology is beneficial and valuable and able to improve the quality of their job performance.

## 2.3. Corporate Mobile Applications (App)

In the modern information and communication age, mobile applications have become one of the most important and are growing rapidly. Islam et al. (2010) defined mobile applications as software that could perform certain tasks for users using their mobile devices. A mobile application is known as an app, web app, online app, or smartphone app that was built and designed to be downloaded and used via smartphones or similar mobile platforms (Alalwan, 2020). In the first quarter of 2017, the number of apps globally available to be downloaded was approximately 2.2 million in Apple’s App Store and 2.8 million in Google’s Play Store (Statista, 2018), and the total users downloaded over 178.1 billion apps on their mobile devices in 2017, 198.45 billion in 2018, and 230 billion in 2021, the number is expected continuing increase in the year 2022, according to Statista, 2022.

As mentioned above, more and more people are using mobile applications (mobile apps) to connect with friends, browse the Internet, file content management, documents creating and handling, and entertainment (Islam et al., 2010), and seen as a bridge to communicate, build and strengthen relationships with people. Due to the rapid growth of mobile applications, people can manage and do many things in their daily lives, including business. Mobile applications have become an integral part of our daily lives and significant network for businesses seeking to better communicate with their customers (Baabdullah et al., 2019; Ismagilova et al., 2019; Lu et al., 2019; Malaquias & Hwang, 2019; Alalwan, 2020; Hussien & Mansour, 2020). Islam et al., (2010) further stated that many companies are using mobile applications to earn additional revenue. The reason is that mobile apps are starting to have a huge impact on today's society and have a great positive effect on business.

## 2.4. FoodPanda

In Malaysia, Foodpanda is a leading company in online food delivery, and they are the first delivery company that started aggressively in 2012. Foodpanda is considered one of the most popular and largest food and grocery delivery platforms in Asia and has been attracting considerable interest in Malaysia and other countries in the region. According to the 'Rakuten Insight', the most popular and used online food delivery application (app) in Malaysia in the year 2021 is Foodpanda (Statista, 2022). And Foodpanda is listed as one of the most successful online food delivery apps in Southeast Asia (EMARKETER, 2021). Although, FoodPanda is a fully online-based company and entirely relies on its app to project its corporate reputation. Thus, the mobile app is a fantastic channel; it is an effective strategy to get an organization to start focusing and prioritising it.

## 2.5. Hypothesis Statement

H1: There is a significant impact of perceived usefulness on corporate reputation in online business platforms.

H2: There is a significant moderating effect of Mobile Corporate Apps that affect the corporate reputation on online business platforms.

## 3. Methodology

### 3.1. Research Design

This research employs a quantitative approach, utilising the survey method to collect data. The survey method was chosen for this study due to its ability to efficiently collect data from a large sample at a relatively low cost (Saunders et al., 2012; Cohen et al., 2013), and it is suitable for providing standardized answers.

### 3.2. Data Collection Methods

This study employed a quantitative approach and utilised a survey method for data collection. The data was collected using a Google Forms questionnaire and a paper questionnaire. A total of 200 respondents participated in the paper questionnaire, and another 200 respondents participated via Google Forms. Thus, a total of 400 usable questionnaires were collected and there was no missing data. According to Krejcie and

Morgan's (1970), a sample size of 384 would be needed for a sample by a given population of more than 28 million. Therefore, the sample size can be increased to 400, which is slightly more than the recommended size. This number can be rounded up to 384 (it is advisable to round to the nearest hundred). Ultimately, a sample size of 400 would be sufficient to answer the research objectives in this study. Moreover, the questionnaire was designed using simple and unbiased wording so that the target respondents could easily understand the questions. The survey was conducted from June to July 2024 for a period of 5 weeks.

For the paper questionnaire, the target population was people who owned a smartphone and had experience ordering food through the FoodPanda delivery app. The sample participants were primarily approached in two locations, especially in fast food restaurants like KFC and McDonald's and in Universiti Malaysia Sabah (UMS). The main reason for selecting them is that they are considered Generation Z, a group that tends to be at the forefront of technology and trends. Therefore, food delivery apps are a perfect fit for digital natives, Gen Z. This is because they use their smartphones for everything from socializing to working and entertainment. They can be considered the leading group when it comes to food delivery app usage as well. Informed consent was obtained from participants.

### 3.3. Sampling Techniques

A simple random sampling method was deployed in this study due to its ability to provide each member of the population with an equal chance of selection to ensure unbiased representation. This approach to ensuring proportional representation is consistent with the characteristics of the general population. Castillo (2009) stated that one of the benefits of simple random sampling is the ease of assembling the sample. It is also considered a fair way to select a sample from a given population since every member has an equal opportunity to be selected.

### 3.4. Data Analysis

The data was analyzed using the IBM Statistical Package for the Social Sciences (SPSS) to generate descriptive and inferential statistics. Descriptive analysis was adopted to describe and summarize the basic features of the data in this study. Therefore, descriptive statistics provided a clear summary and were used to present quantitative descriptions in a manageable form. Moreover, this section included summary statistics for the dependent variable (corporate reputation) and the independent variables (perceived usefulness).

## 4. Findings

### 4.1. Respondents' Profile

A total sample of 400 respondents were collected. As shown in Table 1, most of the respondents were females with 65.8%, while male respondents were 34.3%. In terms of age, the largest number of respondents were those aged 21-30 years, with a recorded at 51%. Most of the respondents who participated in this study were degree holders, with 51%. The marital status of the respondents showed that a total of 79.8% of respondents were single, while the remaining 20.3% were married. In addition, the data also shows that the average monthly income of respondents, a total of 55.3% of respondents earned

less than RM2,000 per month, while only 19% earned more than RM5,001 per month. In terms of occupation, students accounted for 38.8%, represented the largest sample of respondents.

Table 1: Respondents' Profile

Profile	Frequency	Percentage
<b>Gender</b>		
Male	137	34.3
Female	263	65.8
<b>Age</b>		
Below 20 years old	48	12.0
21- 30 years old	204	51.0
31- 40 years old	100	25.0
41- 50 years old	40	10.0
Above 51 years old	8	2.0
<b>Education</b>		
Doctoral degree/ Professional degree	15	3.8
Master's degree	51	12.8
Bachelor's degree	204	51.0
Diploma	62	15.5
High school graduate	54	13.5
Not a high school graduate	14	3.5
<b>Marital Status</b>		
Single	319	79.8
Married	81	20.3
<b>Monthly Income</b>		
RM2000- less	221	55.3
Between RM2001- RM3000	52	13.0
Between RM3001- RM4000	40	10.0
Between RM4001- RM5000	11	2.8
Above RM5001	76	19.0
<b>Occupation</b>		
Self-employment	55	13.8
Public service employment	81	20.3
Private Employment	103	25.8
Student	155	38.8
Unemployment	6	1.5

## 4.2. Discussion on Descriptive Analysis

### 4.2.1. Perceived Usefulness of FoodPanda Delivery App

Table 2 shows that perceived usefulness has an excellent impact on FoodPanda delivery app. The research presented that perceived usefulness recorded a high and great mean score between 3.30 to 3.87.

Table 2 Mean and Std. Dev score of Perceived Usefulness of FoodPanda

Perceived Usefulness		Mean	Standard deviation
PU3	FoodPanda improves and makes my life easier.	3.87	.886
PU2	FoodPanda improves my productivity at work.	3.36	.906
PU1	FoodPanda improves my performance at work.	3.30	.889

Note: 1= Strongly disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree

It found that respondents agreed and believed that the FoodPanda delivery app could improve their performance and productivity at work, while improving and making their life easier than before. Therefore, perceived usefulness could be defined as people's belief that the FoodPanda delivery app is beneficial and capable of improving the quality of their job performance.

#### 4.2.2. Corporate Reputation of FoodPanda

Corporate reputation is critical because it can enhance an organization's competitive advantage in the marketplace. As Vitezic (2011) emphasised, corporate reputation is important because it contributes to long-term competitive advantage and can be considered a strategic success factor. Table 3 refers to the key factors that shape corporate reputation, including emotional appearance, products and services, vision and leadership, social responsibility, and financial performance. As mentioned above, the reputation quotient (RQ) is a framework for measuring corporate reputation. A higher RQ indicates a strong and positive reputation, while a lower RQ highlights areas that require attention and improvement.

Table 3 Mean and Std. Dev. Score of Reputation Quotient and overall corporate reputation (n=400)

Reputation Quotient (RQ)	Mean	SD
Emotional Appeal	2.92	0.786
I have a good feeling about FoodPanda.	2.86	0.788
I admire and respect FoodPanda.	2.92	0.825
I trust FoodPanda.		
Overall	2.90	0.800
Product and service		
I always stand behind the service they offer.	2.70	0.785
FoodPanda is innovating and launching new services for its clients.	2.63	0.830
FoodPanda offers high-quality services.	2.73	0.774
FoodPanda offers services that a good value for the money.	2.77	0.844
Overall	2.71	0.808
Vision and Leadership		
FoodPanda's leader has excellent leadership.	2.67	0.756
FoodPanda's leader has a clear vision for its future.	2.72	0.811
FoodPanda takes advantage of market opportunities.	2.81	0.840
Overall	2.74	0.802
Social Responsibility		
FoodPanda appears to support good causes.	2.75	0.773
FoodPanda is an environmentally responsible company.	2.78	0.782
FoodPanda maintains high standards in the way it treats people.	2.84	0.787
Overall	2.79	0.781
Financial Performance		
FoodPanda has a strong record on profitability.	2.84	0.744
FoodPanda seems like a low-risk investment.	2.63	0.741
FoodPanda tends to outperform its competitors.	2.75	0.822

FoodPanda has strong prospects for future growth.	2.90	0.767
Overall	2.78	0.769

Note: 1= Poor; 2= Average; 3= Good; 4= Excellent

As shown in [Table 3](#), five corporate reputation dimensions have been selected according to the Reputation Quotient. The mean score for all the items ranged from 2.63 to 2.92. The statement represented the highest mean score, "I have a good feeling about FoodPanda" ( $M = 2.92, SD = 0.79$ ), and "I trust FoodPanda" ( $M = 2.92, SD = 0.83$ ). Those were categorized under the emotional appeal facet. However, the statement with the lowest mean score, "FoodPanda is innovating and launching new services for its clients" ( $M = 2.63, SD = 0.83$ ) was categorized as the product and service aspect, and "FoodPanda seems like a low-risk investment" ( $M = 2.63, SD = 0.74$ ) was classified under the financial performance aspect, which was less perceived favourably by the respondents.

The highest mean score in the emotional appeal facet ( $M = 2.90, SD = 0.80$ ) indicates that the respondents have a good perception and recognition of FoodPanda's corporate reputation. This was followed by the social responsibility facet, which ranked second highest with the overall mean score ( $M = 2.79, SD = 0.79$ ), and third was the financial facet ( $M = 2.78, SD = 0.77$ ), which indicated that FoodPanda had a positive corporate reputation and created the economic value for the organization. [Rose and Thomsen \(2004\)](#) also emphasized that a good corporate reputation can increase an organisation's revenue and profits; therefore, reputation is viewed from the perspective of financial benefits and guided by the reputation-financial performance relationship ([Vitezic, 2011](#)).

On the contrary, the product and service aspect ( $M = 2.71, SD = 0.81$ ) ranked the lowest. This shows that the respondents were not very satisfied with the services provided by FoodPanda and it can be further improved. This is because having an excellent quality of services could always attract customer attention and improve their satisfaction. This is supported by [Carmeli and Tischler \(2005\)](#), customer satisfaction plays an important role in the quality of products and services and corporate reputation. Most notably, the data shows and clarifies that FoodPanda's corporate reputation is performing well.

## 5. Discussion on Descriptive Analysis

The first objective of this research was to investigate the impact of perceived usefulness (PU) on corporate reputation in online business platforms. The findings clearly showed that perceived usefulness has a strong impact on the FoodPanda delivery app. Perceived usefulness refers to the degree to which a person believes that a particular technology that he/she is using can enhance his/her task performance ([Davis, 1993](#)). As shown in [Table 2](#), the FoodPanda corporate app is perceived to improve respondents' performance at work, improve their productivity at the workplace, and also make their lives easier and more relaxed. Thus, perceived usefulness (PU) was defined as FoodPanda corporate app leading to enhancement or improvement in corporate reputation. Ultimately, there is strong evidence to conclude that the PU has some impact on corporate reputation.

The next research objective of the study was to investigate the moderating effect of mobile corporate apps that affect corporate reputation on online business platforms. The finding of the study clearly shows that perceived usefulness (PU) greatly affects the corporate reputation of the FoodPanda delivery app. In online shopping, perceived

information, service quality, and system positively impact usefulness and ease of use (Hsu et al., 2012). Davis (1989) applications (apps) that consumers perceived usefulness are more likely to be accepted by consumers and users.

The Cronbach's alpha (CA) value for PU was 0.88. Specifically, this was considered agreeable that FoodPanda delivery app is useful; improves customers' performance at work, and makes their life easier than before. At the same time, PU also indirectly affect corporate reputation. As mentioned earlier, good product and service quality always attracts customer satisfaction. When customers are satisfied with the service, they tend to be loyal to the services offered, which in turn improves the organization's reputation and strengthens competitiveness in the marketplace. Therefore, PU has been identified as significant factors influencing customer satisfaction, and higher customer satisfaction will greatly impact corporate reputation. Likewise, a good corporate reputation affects customer satisfaction. Customer satisfaction tends to significantly impact corporate reputation (Saeidi et al., 2015). Again, customer satisfaction significantly moderates the impact of corporate apps that affect corporate reputation on online business platforms. In brief, the researcher found that perceived usefulness not only influences consumers' own experience with the product or service of an organization but also determines corporate reputation.

## 6. Hypothesis Testing

H1: There is a significant impact of perceived usefulness on corporate reputation in online business platforms.

Refer to Table 4, the hypothesis tests the impact of perceived usefulness carries a significant impact on corporate reputation in online business platforms. The dependent variable corporate reputation (CR) was regressed on predicting variable, perceived usefulness (PU) to test hypothesis H1. PU significantly predicted CR,  $F(1, 398) = 450.780$ ,  $P < 0.001$ , which indicates that the PU can play a significant role in shaping CR ( $b = .579$ ,  $p < .001$ ). These results suggest a positive effect of the PU. Furthermore, the  $R^2 = .531$  depicts that the model explains 53.1% of the variance in CR. Table 4 shows a summary of the findings.

Table 4: Co-efficient result of relationships between perceived usefulness and corporate reputation in online business platforms

Hypothesis	Regression Weights	Beta Coefficient	R <sup>2</sup>	F	p-value	Hypotheses Supported
H1	PU CR	.579	.531	450.780	<.001	Yes

Note.  $P < 0.05$ , PU: Perceived Usefulness, CR: Corporate Reputation

H2: There is a significant moderating effect of Mobile Corporate Apps that affect the corporate reputation on online business platforms.

Multiple regression analysis was performed to investigate the relationship between the independent and dependent variables. Before conducting the analysis, tests concerning data outliers, multicollinearity, normality, linearity, and homoscedasticity were carried out to ensure the data applied and used in this research met the requirements of multiple regression analysis. Table 5, Table 6, and Table 7 present the multiple regression results.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 <sup>a</sup>	.547	.544	.43134

Note: Predictors: (Constant), PU, PEOU

Table 5 shows the adjusted R-squared value for the regression model .544, which means that in the model, 54.4% of the variance in the dependent variable (corporate reputations) is explained by the independent variables. As shown by Table 6, the significant value of the regression model was <.001, which means that the independent variable involved in the model collectively has a substantial correlation with the dependent variable. Table 7 shows that the independent variable correlates significantly and positively with corporate reputation. Plus, these variables have a significance value <.001, which reflects that these variables were proposed as significant determinant factors of corporate reputation on the online business platform, FoodPanda. Therefore, H1 and H2 were fully supported in this research. Ultimately, the multiple regression analysis reveals that these variables have a significant correlation with the corporate reputation toward online business platforms.

Table 6: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	89.046	2	44.523	239.301	<.001 <sup>b</sup>
Residual	73.864	397	.186		
Total	162.909	399			

Note: Dependent Variable: Corporate Reputation (CR); Predictors: (Constant), PU

Table 7: Coefficients

Model	Unstandardized Coefficients		Standard Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.448	.126	-	3.541	<.001
PU	.528	.030	.665	17.495	<.001

Note: Dependent Variable: Corporate Reputation (CR)

The following discussion of the hypothesis testing aims to relate the hypothesised results to existing research findings. The first hypothesis aims to investigate whether perceived usefulness (PU) has a significant impact on corporate reputation on the online business platform FoodPanda. Pant and Pant (2018) stated that perceived usefulness positively influences individual intention to engage in online shopping. Ariff et al., (2014) also indicated that perceived usefulness has a positive and significant impact on customer satisfaction. In line with previous studies, the current study employed a PU that had a considerable impact on corporate reputation in online business platforms, as it could directly influence customer satisfaction. In other words, a good customer experience and satisfaction can build and strengthen a corporate reputation by providing a high perceived level of usefulness.

Apart from that, these results are consistent with prior research on digital platforms, suggesting that user-friendly interfaces and perceived usefulness are universally critical for building a corporate reputation (Hsu et al., 2012). For instance, these findings

highlight the importance of continuous app optimisation in enhancing user satisfaction and loyalty, particularly in food delivery services. Ultimately, this study clearly shows there is a significant positive relationship between perceived usefulness and corporate reputation. As [Fombrun \(2012\)](#) highlighted that positive experiences can generate stakeholder satisfaction and build a good corporate reputation. It can continue to provide a sustained competitive advantage and increase the value of the organization.

## 7. Limitations and Suggestions for Future Study

There are challenges and limitations in collecting the data. However, these limitations do not mean that the research results are invalid. Considering that it is necessary to state these limitations for the target respondents of this study. First, the results of this research are only related to a specific geographic area (fast food restaurants like KFC and McDonald's and at Universiti Malaysia Sabah), therefore, this does not represent the whole of Malaysia. Future researchers could perhaps include other regions and collect data based on a 50% split between East Malaysia and the other 50% of West Malaysia. Secondly, the age of the respondents can be considered between 18 to 28 years old. This is because they are regarded as a leading group that tends to be at the forefront of the technology and trends. Therefore, this group of people are more familiar with food delivery apps. Apart from that, qualitative research might be another methodology to employ in this research study. Therefore, future researchers could adopt a combination of focus group discussions and quantitative and qualitative research to obtain more comprehensive feedback.

## 8. Conclusion

Perceived usefulness plays an important role in attracting customers to use the corporate mobile applications (apps); hence, it will directly develop a positive attitude toward the food delivery application and food delivery services. Good service quality will always attract customer satisfaction, and customer satisfaction tends to significantly impact corporate reputation ([Saeidi et al., 2015](#)). Therefore, perceived usefulness is an important factor that has a direct relationship to customer satisfaction and is attributed to corporate reputation. Corporate reputation seems to be correlated with customer satisfaction. *"Reputation and customer satisfaction have been seen as interlinked"* ([Davies et al., 2004](#)). In brief, this study concluded that perceived usefulness has a significant impact on corporate reputation in online business platforms.

## Ethics Approval and Consent to Participate

Informed consent was obtained from participants.

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### Conflict of Interest

The authors reported no conflicts of interest for this work and declare that there is no potential conflict of interest with respect to the research, authorship, or publication of this article.

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