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UTAUT EFFECTS ON ONLINE FOOD ORDERING PLATFORM USE AND CULINARY SME PERFORMANCE IN MEDAN

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Abstract. This study aims to analyze the influence of the *Unified Theory of Acceptance and Use of Technology* (UTAUT) model on the use of the GoFood online food ordering platform and its impact on the performance of culinary Micro, Small, and Medium Enterprises (MSMEs) in Medan City. This study employs a quantitative approach using the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) method. The study sample consisted of 210 culinary MSME operators in Medan City, selected using *probability sampling*. Primary data were collected through the distribution of structured questionnaires and analyzed using SmartPLS 3 software. The results indicate that *Performance Expectancy*, *Effort Expectancy*, *Social Influence*, and *Facilitating Conditions* have a positive and significant effect on *Behavioral Intention*. Furthermore, *Behavioral Intention* and *Facilitating Conditions* have a positive and significant effect on *Use Behavior*, while *Use Behavior* has a positive and significant effect on SME performance. In addition, *Facilitating Conditions* also have a direct positive effect on SME performance. These findings indicate that the successful adoption of the GoFood platform by culinary MSMEs is influenced not only by perceived benefits, ease of use, and social influence but also by the availability of technological infrastructure and adequate facility support, which can enhance business performance. This study provides empirical evidence regarding the relevance of the UTAUT model in explaining the adoption of digital technology among culinary MSMEs amid the digital transformation.

Keywords: UTAUT, GoFood, MSME Performance, Food and Beverage MSMEs

I. INTRODUCTION

Digital transformation has changed the way business owners conduct their operations, from marketing and transactions to customer service. Rapid advances in information technology have spurred the emergence of various digital platforms capable of expanding market access, improving operational efficiency, and strengthening business competitiveness. These changes have also impacted the Micro, Small, and Medium Enterprises (MSMEs) sector, which has long been one of the main pillars of the Indonesian economy. In addition to contributing to economic growth, MSMEs also play a vital role in creating jobs, improving community welfare, and maintaining regional economic stability. Therefore, the ability of MSMEs to leverage digital technology has become an increasingly critical factor in the sustainability and growth of their businesses amid increasingly competitive market conditions (Anggreini, 2026).

This situation becomes even more relevant when considered in the context of the development of MSMEs in the city of Medan, which is dominated by the culinary sector. According to data from the Halal Product Guarantee Agency for the 2021–2025 period, the number of culinary SMEs in the city of Medan reached 19,084, with the majority being micro-enterprises that face limitations in capital, human resources, and the ability to utilize digital technology (Chairi et al., 2022). The large number of business operators indicates that the culinary sector holds significant economic potential for driving regional economic growth. However, this potential has not yet been fully translated into improved business performance, as many SME operators remain unable to optimize the use of digital technology as part of their business development strategies. This situation demonstrates that digital transformation is no longer merely an option but has become a necessity for SMEs to maintain their competitiveness in the digital economy era.

Medan City MSME Data for 2025

No	Year	Business Scale	Number
1	2021	Micro	221
		Small	1
		Medium	4
		Large	27
2	2022	Micro	315
		Small	11
		Medium	4
		Large	41
3	2023	Micro	5,900
		Small	72
		Medium	2
		Large	21

4	2024	Micro	8827
		Small	61
		Medium	5
		Large	25
5	2025	Micro	3,665
		Small	59
		Medium	5
		Large	18
Total			19,084

Source: Halal Product Guarantee Agency, 2026

Advances in digital technology have led to the emergence of various online food ordering platforms that connect businesses with consumers more quickly and efficiently. Platforms like GoFood enable food-related SMEs to expand their market reach without being limited by geographic location, improve service efficiency, and simplify transaction processes and product promotions. The use of digital platforms also provides opportunities for business owners to attract new customers through search functions, promotions, and customer reviews available within the apps. Thus, online ordering platforms serve not only as a medium for transactions but also as a strategic tool for improving business productivity and sustainability (Almumtahanah, 2024; Renaningtias et al., 2024).

Figure 1. Comparison of Food Delivery Platform Usage in Indonesia

The magnitude of this opportunity is reflected in various survey results regarding the development of food delivery services in Indonesia. Results from the Snapcart TASC Survey (2021) show that the use of online food ordering platforms continues to increase, with GoFood being one of the most widely used platforms by food business operators. This trend is further supported by the results of the Statista survey (2023), which indicate that GoFood is the food delivery service with the highest usage rate in Indonesia compared to other similar platforms. This high usage rate indicates that digital platforms have become an integral part of people's consumption habits while also opening up greater opportunities for MSMEs to expand their market share through the use of digital technology (Abdullah et al., 2022; Khair et al., 2022).

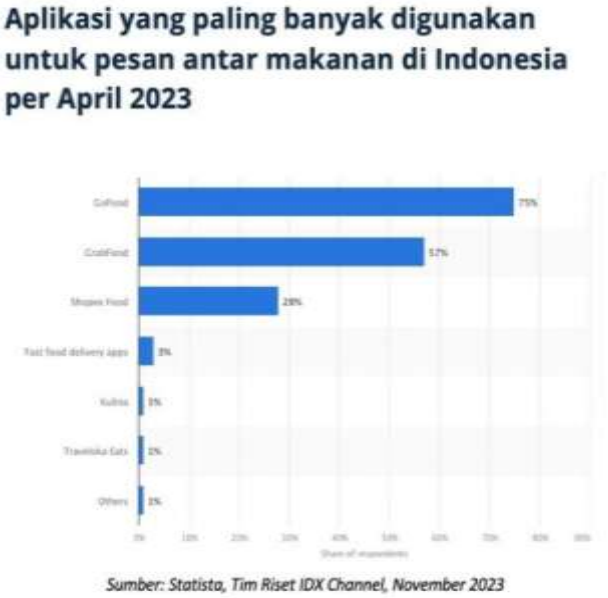

Figure 2. Usage Rates of Food Delivery Apps in Indonesia in 2023

Advances in digital technology have driven changes in SME business models, particularly in the food sector, through the use of online ordering platforms. Platforms such as GoFood, GrabFood, and ShopeeFood provide opportunities for business owners to expand their market reach, improve operational efficiency, and strengthen their competitiveness (Amanda & Widiati, 2024). However, the rate of technology adoption among Indonesian SMEs remains relatively low due to limitations in digital literacy, access to training, financial support, and technological infrastructure. This situation is also evident among food and beverage SMEs in Medan, where some business owners have fully leveraged digital platforms, while others still rely on conventional marketing methods, resulting in disparities in business performance (Chaerani et al., 2020).

Differences in the level of digital platform adoption indicate that the success of digital transformation is determined not only by the availability of technology but also by the readiness of business owners to accept and use it (Wilestari et al., 2023). Perceptions of the benefits of

technology, ease of use, social support, and the availability of supporting facilities are factors that influence MSME owners' decisions to adopt online ordering platforms. Therefore, this study employs the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatesh et al. (2003), as it effectively explains the relationships among performance expectancy, effort expectancy, social influence, facilitating conditions, behavioral intention, and use behavior in the technology adoption process.

Various previous studies have shown that digitalization can increase sales, operational efficiency, productivity, market expansion, and the competitiveness of MSMEs. Research by Fauziah & Destania (2025), Andani et al. (2024), Salma (2021), and several other studies has demonstrated that the use of online ordering platforms has a positive impact on increasing revenue and business sustainability. Nevertheless, most studies still focus on the impact of technology use on business performance, without comprehensively explaining the factors that influence technology adoption before these benefits are realized.

This situation indicates a research gap: there remains a limited number of studies examining the mechanisms of technology adoption using the UTAUT model among culinary SMEs, particularly in the city of Medan, which has distinct social, economic, and technology adoption characteristics compared to other regions. Most previous studies have also failed to include technology usage behavior as a mechanism linking technology adoption to improved MSME performance. Therefore, this study offers a more comprehensive approach by explaining the process of forming usage intentions, actual usage behavior, and their impact on business performance.

Based on the above discussion, this study aims to analyze the effects of performance expectancy, effort expectancy, social influence, and facilitating conditions on behavioral intention; the effects of behavioral intention and facilitating conditions on usage behavior; and the effects of usage behavior and facilitating conditions on the performance of culinary MSMEs in Medan. This study is expected to contribute to the development of technology adoption theory, particularly the UTAUT model in the MSME sector, while also providing recommendations for the government, digital platform providers, and MSME actors to accelerate sustainable digital transformation.

II. LITERATURE REVIEW

Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) is one of the most comprehensive models for explaining technology acceptance and usage behavior. This model was developed by Venkatesh et al. (2003) by integrating eight previous theories of technology acceptance: the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivational Model (MM), the Theory of Planned Behavior (TPB), the Combined TAM-TPB, the Model of Personal Computer Utilization (MPCU), the Innovation Diffusion Theory (IDT), and the Social Cognitive Theory (SCT). UTAUT explains that the use of a technology is influenced by an individual's intention to use it (behavioral intention) and actual usage behavior (use behavior), which are in turn influenced by four main constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions.

Performance expectancy refers to an individual's level of confidence that using a technology will improve their performance in completing their work. In the context of culinary SMEs, this construct describes business owners' perception that using online ordering platforms can increase sales, expand market reach, speed up service processes, and improve operational efficiency. The greater the perceived benefits, the higher the tendency for SME owners to use digital platforms (Anagreh et al., 2024).

Effort expectancy refers to the perception of how easy it is to learn and use a technology. Technologies that are easy to understand, have simple interfaces, and do not require complex technical skills are more readily accepted by users. In this study, the ease of use of the GoFood platform is expected to increase the intention of MSME owners to use the service on an ongoing basis (Bajunaied et al., 2023).

Social influence refers to the extent to which one's social environment affects their decision to use technology. This influence can stem from family, fellow business owners, customers, or the business community. Support and recommendations from the surrounding environment often serve as factors that encourage MSME owners to adopt online ordering platforms as part of their marketing and business service strategies (Putra & Anggraeni, 2024).

Facilitating conditions describe users' belief that resources, infrastructure, and technical support are available to support the effective use of technology. The availability of internet access, digital devices, training, and technical support services are factors that reinforce the use of online ordering platforms. In the UTAUT model, facilitating conditions not only directly influence usage behavior but also contribute to the successful implementation of technology in business activities (Winarno & Roostika, 2024).

Online Ordering Platforms for Culinary SMEs

Online ordering platforms are digital services that connect businesses with consumers through internet-based applications, enabling the ordering, payment, and product delivery processes to be carried out more quickly and efficiently. Platforms such as GoFood have become an important part of the culinary sector's digital transformation because they expand market access, increase business visibility, and make it easier for consumers to obtain food products (Raj L. et al., 2024).

For food SMEs, the use of online ordering platforms serves not only as a transaction medium but also as a tool for promotion, order management, and improving service quality. Through digital platforms, business owners can reach consumers beyond their conventional marketing areas, increase transaction volume, and obtain customer data that can be used to develop business strategies. Therefore, the success of using digital platforms is heavily influenced by the level of technology adoption among business owners (Liu & Ma, 2024).

MSME Performance

SME performance refers to the degree to which a business succeeds in achieving its established business objectives, both from financial and non-financial perspectives. In this study, SME performance is measured through increased sales, growth in the number of customers, and improved customer satisfaction following the adoption of online ordering platforms. These three indicators reflect business owners' ability to leverage digital technology to enhance marketing effectiveness and business competitiveness (Meltareza et al., 2024).

The use of digital technology enables MSMEs to optimize business processes, speed up service, expand market share, and increase customer loyalty. Thus, the higher the intensity of online ordering platform usage, the greater the opportunity for MSMEs to achieve sustainable performance improvements.

Relationships Among Research Variables

The UTAUT model explains that Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions are the primary determinants influencing Behavioral Intention to use technology. Individuals who believe that technology is beneficial, easy to use, receive social support, and are supported by adequate facilities will have a stronger intention to adopt the technology (Pangestu, 2022).

Furthermore, Behavioral Intention plays a role in shaping Use Behavior—that is, the actual behavior of using online ordering platforms. In addition to behavioral intention, Facilitating Conditions also have a direct influence on use behavior because the availability of infrastructure and technical support enables users to utilize the technology optimally (Momani, 2020).

Ultimately, the sustained use of online ordering platforms is expected to improve the performance of MSMEs by increasing sales, the number of customers, and customer satisfaction. Therefore, this study develops a conceptual model linking the UTAUT constructs to technology usage behavior and the performance of culinary MSMEs in Medan as the basis for testing the research hypotheses (Abdillah et al., 2019).

RESEARCH METHOD

Research Design

This study employs a quantitative approach with an explanatory research design to test the causal relationships among variables in the Unified Theory of Acceptance and Use of Technology (UTAUT) model. The study was conducted among micro, small, and medium-sized enterprises (MSMEs) in the food and beverage sector in the city of Medan that are familiar with or use the GoFood online ordering platform. The study population consisted of 19,084 culinary MSMEs, while the sample of 210 respondents was selected using purposive sampling, with the criteria being MSME operators based in Medan, using GoFood, and willing to complete the questionnaire. The research model included the variables Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Behavioral Intention, Use Behavior, and MSME Performance (Edwar et al., 2024; Leovita et al., 2024).

The research data consisted of primary and secondary data. Primary data were collected through the distribution of questionnaires to respondents, either in person or via digital platforms such as Google Forms, while secondary data were obtained from books, scientific journals, official government documents, and previous research relevant to the digitalization of MSMEs and the UTAUT model. The research instrument was designed based on the indicators for each variable and measured using a four-point Likert scale: Strongly Disagree (1), Disagree (2), Agree (3), and Strongly Agree (4). Before analysis, all data underwent editing, coding, and tabulation to ensure the completeness and quality of the research data (Ulfah et al., 2026).

Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 3.0 software. The analysis steps included evaluating the outer model through tests of convergent validity, discriminant validity, and reliability using outer loadings, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. Next, the inner model was evaluated using the coefficient of determination (R^2) and hypothesis testing via the bootstrapping procedure, examining path coefficients, t-statistics, and p-values at a 5% significance level (Kartini et al., 2026). The results of the analysis were used to explain the influence of UTAUT constructs on Behavioral Intention, Use Behavior, and the performance of culinary MSMEs in Medan.

III.RESULTS AND DISCUSSION

Evaluation of the Measurement Model (Outer Model)

The measurement model (*outer model*) was evaluated using a reflective model approach to ensure the quality of the research instruments. The testing included convergent validity, discriminant validity, and construct reliability. The model was estimated using SmartPLS 3 software to obtain *factor loadings*, *Average Variance Extracted* (AVE), *cross-loadings*, *the Fornell-Larcker Criterion*, *Cronbach's Alpha*, and *composite reliability* as the basis for evaluating the research instruments.

The results of the convergent validity test showed that all indicators had *factor loadings* above 0.70 and that the AVE values for each construct were greater than 0.50. These findings indicate that all indicators were able to adequately represent the latent constructs, thereby meeting the criteria *for convergent validity*. Consequently, all indicators were deemed valid and suitable for use in the subsequent analysis phase.

Discriminant validity testing also yielded satisfactory results. The *cross-loading* values for each indicator were higher for the construct it measured than for other constructs. These results were supported by the *Fornell-Larcker Criterion* test, in which the root-mean-square AVE value for each construct was greater than the correlation between constructs. This confirms that each variable has distinct

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characteristics and is capable of accurately measuring its respective construct.

Reliability tests showed that all constructs had *Cronbach's Alpha* and *Composite Reliability* values above 0.70. These results indicate that all indicators possess high internal consistency, thereby establishing the research instrument as reliable. With all validity and reliability requirements met, the measurement model was deemed suitable to proceed to structural model evaluation (*inner model*).

The structural model evaluation was conducted through an analysis of the coefficient of determination (R^2), *predictive relevance* (Q^2), and *Goodness of Fit* (GoF). The R^2 values show that Behavioral Intention has a coefficient of 0.775 (strong category), Use Behavior has a coefficient of 0.486 (moderate category), and MSME Performance has a coefficient of 0.590 (moderate category). These results indicate that the constructs in the UTAUT model have a good ability to explain the variation in the endogenous variables, particularly *Behavioral Intention*.

The model's predictive ability is also considered good. The *blindfolding* results show Q^2 values of 0.533 for Behavioral Intention, 0.355 for Use Behavior, and 0.385 for MSME Performance, all of which are greater than zero. Furthermore, the *Goodness of Fit* calculation yielded a value of 0.651, which falls into the high category. These findings indicate that the model possesses good predictive ability while also demonstrating excellent model fit in explaining the relationships among the study variables.

Based on the overall evaluation results, the research model meets all SEM-PLS testing criteria, including validity, reliability, and the suitability of the structural model. Therefore, the UTAUT model used is deemed capable of explaining the relationships between Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions on Behavioral Intention and Use Behavior, as well as their impact on the performance of culinary MSMEs in Medan. The model, having met all these requirements, was subsequently used as the basis for testing the research hypotheses through *bootstrapping* analysis.

The Effect of Performance Expectancy (X1) on Behavioral Intention (Z)

The results of the data analysis in this study indicate that Performance Expectation has a significant effect on Behavioral Intention. This is evidenced by a t-statistic value of 4.322 and a significance level of 0.000. Thus, it can be concluded that Ha_1 is accepted and Ho_1 is rejected. The results of this study indicate that Performance Expectation plays a crucial role in shaping the intentions of halal culinary MSME operators to use online ordering platforms. Performance Expectation reflects an individual's belief that the use of technology can enhance the effectiveness, productivity, and performance of their business. In the context of this study, MSME operators believe that using digital platforms can help increase sales, expand market reach, expedite service to consumers, and streamline business transactions. The greater the benefits perceived by SME operators from using online ordering platforms, the higher their intention to continue using this technology. This indicates that practical benefits and operational efficiency are the primary factors driving the adoption of digital technology in the halal culinary SME sector.

Within the framework of the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Viswanath Venkatesh, it is stated that performance expectancy is one of the primary determinants influencing the intention to use technology. The theory explains that an individual will have the intention to use a system if they believe that the technology can provide tangible benefits to their work.

The results of this study are also consistent with research conducted by Venkatesh et al. (2003), which found that performance expectancy has a significant influence on the intention to use information technology. A similar finding was reported by Bajunaied et al. (2023), who discovered that performance expectancy significantly influences behavioral intention regarding the use of digital technology in the business sector. Furthermore, the perceived benefits of technology are a dominant factor in increasing users' acceptance of information systems.

The Effect of Effort Expectation (X2) on Behavioral Intention (Z)

The test results show that Effort Expectation does not have a significant effect on Behavioral Intention, with a t-statistic value of 5.227 and a significance level of 0.000. Thus, Ha_2 is accepted and Ho_2 is rejected. These findings indicate that the ease of use of online ordering platforms is one of the factors driving MSME actors' intention to utilize digital technology in their business activities.

These results indicate that the ease of use of online ordering platforms is one of the factors that can increase the intention of MSME owners to use digital technology. The easier an application is to understand, operate, and use in daily business activities, the greater the willingness of MSME owners to utilize that technology. Ease of use provides a sense of comfort for users, thereby reducing barriers to technology adoption. These findings align with the research by Putra & Anggraeni (2024), which found that effort expectancy has a significant influence on behavioral intention regarding the use of digital technology in the small and medium-sized enterprise sector.

1. The Effect of Social Influence (X3) on Behavioral Intention (Z)

The research results indicate that Social Influence does not have a significant effect on Behavioral Intention, with a t-statistic value of 6.062 and a significance level of 0.000. Thus, Ha_3 is accepted and Ho_3 is rejected.

This finding indicates that the influence of the social environment—such as family, business partners, customers, the business community, and other parties—plays a role in encouraging MSME entrepreneurs to use online ordering platforms. Support and recommendations from the surrounding environment can increase entrepreneurs' confidence in the benefits of using digital technology.

2. The Effect of Facilitating Conditions (X4) on Behavioral Intention (Z)

The research results show that facilitating conditions do not have a significant effect on behavioral intention, with a t-statistic value of 5.306 and a significance level of 0.000. Thus, Ha_4 is accepted and Ho_4 is rejected.

This finding indicates that the availability of supporting facilities—such as digital devices, adequate internet connectivity, access to information, and technical support—can increase MSME entrepreneurs' intention to use online ordering platforms. The better the available support facilities, the greater the confidence MSME entrepreneurs have in utilizing technology in their business activities.

According to the UTAUT theory, facilitating conditions refer to an individual's level of confidence that the necessary technical and organizational infrastructure is available to support technology use. Adequate facility support enhances users' readiness to accept and adopt digital technology.

3. The Effect of *Behavioral Intention* (Z) on *Use Behavior* (Y)

The test results show that behavioral intention has a significant effect on use behavior, with a t-statistic value of 9.282 and a significance level of 0.000. Thus, Ha_5 is accepted and Ho_5 is rejected. These findings indicate that behavioral intention plays a crucial role in increasing the actual use of digital technology. The higher an individual's desire and readiness to use the system, the greater their actual use of that technology.

In the UTAUT theory, behavioral intention is the primary factor predicting technology usage behavior. When a person has a strong intention to use a technology, it is highly likely that the individual will actually use the system in their daily activities. The results of this study reinforce the theory that usage intention is the primary determinant of users' actual behavior toward digital technology.

4. The Effect of *Facilitating Condition* (X4) on Use *Behavior* (Y)

The test results show that facilitating conditions do not have a significant effect on usage behavior, with a t-statistic value of 1.842 and a significance level of 0.066. Thus, Ha_6 is rejected and Ho_6 is accepted. This finding indicates that although supporting facilities such as digital devices, internet access, and technical support are available, these conditions have not been able to directly increase the actual use of online ordering platforms by MSME operators. This may be because actual usage is more influenced by pre-existing usage intentions than by the availability of supporting facilities.

In the context of this study, SME operators tend to use online ordering platforms due to business needs and perceived benefits, not solely because of the availability of supporting facilities. Therefore, supporting facilities have not yet become a factor that directly determines the actual use of the platform.

5. The Effect of Use Behavior (Y) on *MSME* Performance

The test results show that Use Behavior has a positive and significant effect on MSME Performance, with a t-statistic value of 10.354 and a significance level of 0.000. Thus, Ha_7 is accepted and Ho_7 is rejected. This finding indicates that the higher the level of online ordering platform usage by MSME operators, the higher the business performance achieved. The use of digital platforms helps business owners increase sales volume, expand market reach, speed up service processes, and improve operational efficiency.

Optimal use of digital technology can serve as a means of business transformation capable of enhancing the competitiveness of SMEs in the digital age. Thus, technology usage behavior is one of the key factors in improving the performance of culinary SMEs in Medan.

6. The Effect of Facilitating Condition (X4) on *SME* Performance

The test results show that Facilitating Conditions have a positive and significant effect on SME Performance, with a t-statistic value of 6.765 and a significance level of 0.000. Thus, Ha_8 is accepted and Ho_8 is rejected. These findings indicate that the availability of technology-supporting facilities—such as digital devices, adequate internet connectivity, technical support, and access to information technology—can directly improve SME performance. The better the facilities available to business owners, the greater their opportunities to expand their businesses and increase business productivity.

The results of this study show that digital infrastructure readiness is a crucial factor in supporting the success of MSMEs' digital transformation. Adequate facility support enables business owners to utilize technology more effectively, thereby positively impacting business performance.

IV. CONCLUSIONS

This study aims to analyze the influence of the Unified Theory of Acceptance and Use of Technology (UTAUT) model on the use of online ordering platforms and its impact on the performance of culinary MSMEs in Medan. Based on the results of an analysis using Structural Equation Modeling–Partial Least Squares (SEM-PLS) on 210 culinary MSME operators, it can be concluded that the UTAUT model effectively explains the adoption behavior of online ordering platforms while also demonstrating that the use of digital technology makes a tangible contribution to improving MSME performance. These findings indicate that the factors within the UTAUT model play a crucial role in shaping behavioral intention, actual use behavior, and ultimately, improved business performance. The results of this study also reinforce the basic UTAUT concept developed by Venkatesh et al. (2003), which posits that technology acceptance is influenced by perceived benefits, ease of use, social influence, and facilitating conditions.

Empirically, the study shows that Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions have a positive and significant effect on Behavioral Intention. These results indicate that the greater the perceived benefits for SME operators, the easier the platform is to use, the stronger the encouragement from their social environment, and the better the supporting facilities available, the higher the business operators' intention to utilize online ordering platforms in their business activities.

This study also demonstrates that Behavioral Intention has a positive and significant effect on Use Behavior. This means

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that the stronger the desire among MSME entrepreneurs to use online ordering platforms, the higher the frequency of using these platforms in their daily business operations. Furthermore, Use Behavior was found to have a positive and significant effect on MSME Performance, indicating that the use of online ordering platforms can improve operational efficiency, expand market reach, increase the number of customers, and enhance overall business performance. Additionally, Facilitating Conditions were also found to have a direct positive influence on SME Performance; thus, the readiness of digital infrastructure, availability of devices, internet access, and technical support are strategic factors in enhancing the success of the digital transformation of culinary SMEs in Medan.

Overall, this study contributes to the development of the literature on the application of the UTAUT model in the SME sector, particularly in explaining the relationship between technology acceptance factors, online ordering platform usage behavior, and improved business performance. From a practical perspective, the research results indicate that the success of SME digitalization is not only determined by the quality of the technology used but is also influenced by perceptions of benefits, ease of use, social support, and the readiness of supporting facilities. Therefore, strengthening these aspects is a critical factor in driving sustainable digital transformation for culinary SMEs in Medan.

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