

## ABSTRACT

The development of food delivery applications has driven changes in reuse behavior, particularly among Muslim Generation Z. This study aims to analyze the influence of perceived usefulness, perceived ease of use, discounts, service quality, and sharia compliance on the decision to reuse food delivery applications among Muslim Generation Z.

This research employs a quantitative approach using a survey method. Data were collected through a Likert-scale questionnaire and analyzed using logistic regression, as the usage decision variable is dichotomous.

The results show that, partially, perceived usefulness, perceived ease of use, discounts, and service quality have a positive and significant effect on the decision to reuse food delivery applications. Meanwhile, sharia compliance has a negative and significant effect on the decision to reuse. Simultaneously, all independent variables have a significant effect on the decision to reuse food delivery applications. These findings indicate a discrepancy between the normative values of sharia compliance held by respondents and their actual behavior in making reuse decisions.

**Keywords:** Perceived Usefulness, Perceived Ease of Use, Discounts, Service Quality, Sharia Compliance, Reuse Decisions.

