THE FACTORS AFFECTING THE SATISFACTION AND REPURCHASE INTENTION OF CUSTOMERS OF FOOD DELIVERY

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ABSTRACT

The online food delivery business exists for many years already, but recently it is one of the fastest-growing industries in Thailand. The technology and the trend of the world are pushing toward this industry direction, this makes the researcher would like to understand more about the industry. The current main problem is that the competition is very intense, so the researcher would like to conduct the research and find out what variables will affect the customer's decision for both the online food delivery application and the restaurants that are doing delivery food service.

This research has 3 main objectives. The first objective is to identify the factors affecting satisfaction of restaurants. The second objective is to identify the factors affecting the satisfaction of food delivery applications, and the third objective is to identify the factors affecting the repurchase intention.

In order to obtain the results, this research use the quantitative research method. The population sample of this study is Thai people who are using food delivery application at least once within six months. We use the six-month time period as to know and measure the repurchase intention and to make sure that the people we are collecting data from have the experience with food delivery application, and be able to provide useful information. There will be 400 respondents with age of 18 and above, who live in Bangkok Metropolitan Region. This includes Bangkok and the provinces surrounding Bangkok.

The finding shows that there are four variables affecting the satisfaction of restaurants, which are ease of payment, convenience, service quality of food delivery application, and promotion. For the satisfaction of food delivery application, there are three variables that have significant influence, which is the service quality of food delivery, followed by promotion, and then ease of payment. Lastly, convenience, service quality of food delivery, promotion, and satisfaction of food delivery application have positive significant influence toward repurchase intention.

KEY WORDS: Satisfaction / Repurchase Intention / Food delivery / Restaurants / Food delivery application

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CHAPTER I
INTRODUCTION

1.1 Macro Background

The global food delivery industry size is estimated to be $82 billion in 2018 by Frost & Sullivan, and they are expected to double by 2025, with the cumulative growth rate of 14% (Singh, 2019). Another research from Technavio's market study, estimates that the food delivery industry will develop rapidly and grow at a CAGR of close to 32% by 2021 (Technavio, 2017).

It is becoming big, even giant tech also moving to this industry. In 2019, Google announced that it is launching the interface ability to be able to order food directly from its services which are Google search, Maps, and the Assistant (Frederic, 2019). It is not that Google is stepping into food delivery competition, but more as a partnership, and providing a better connection between users and the restaurants, and also delivery platforms.

Share of customers who have never switched or rarely switch aggregator platforms, %

Europe · Asia · Middle East · Latin America

Germany	United Kingdom	Turkey	Korea	United Arab Emirates	Saudi Arabia	Brazil
75	80	85	73	72	84	69

Average = 77

McKinsey&Company | Source: McKinsey consumer research (n = 10,000), Sept 2015
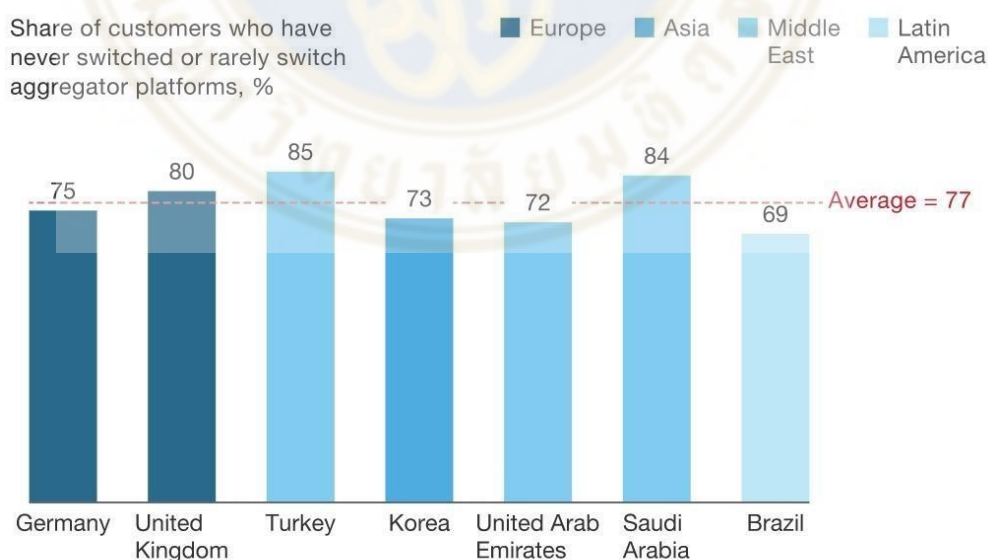
Interestingly, there is writing from the McKinsey saying that most people rarely switch the food delivery platform. Although there is intense competition in the industry, people tend to stick to their most favourite platform (McKinsey, 2016).

Major investors globally seem to have a very positive perspective in the industry as In 2018 alone, there is an investment of up to $9.6 billion pumping into major food delivery companies, and Asia received most of the funds up to around 60% of total investment. This is also aligned with that majority of the revenue from food delivery is in Asia, where most of it is from China with the revenue of $34 billion in 2018 (Singh, 2019), and $40 billion in 2019 (Statista, 2019).

Source: Statista, July 2019; Selected region only includes countries listed in the Digital Market Outlook
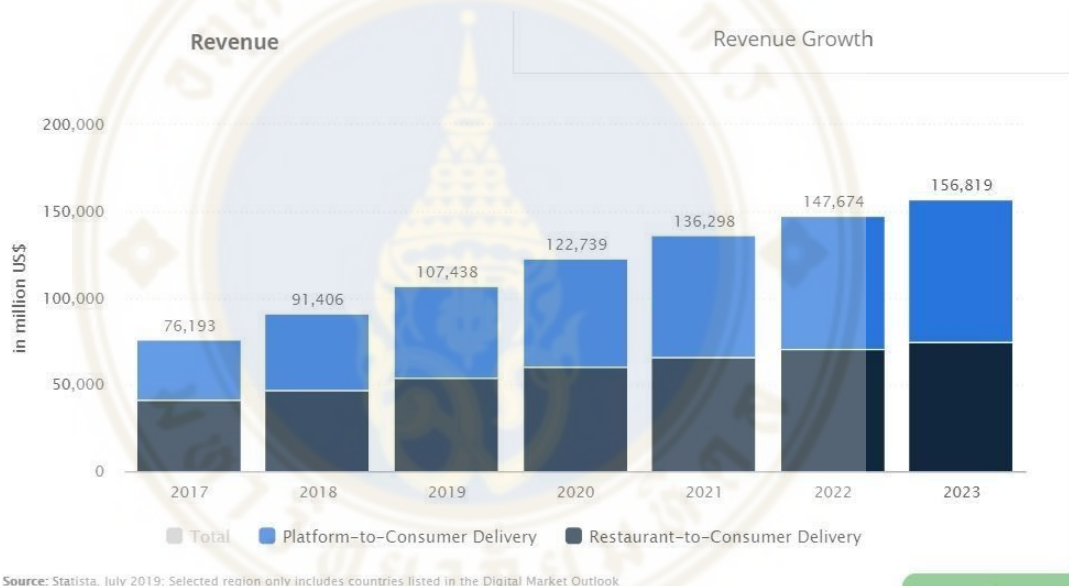
This graph from Statista shows that the revenue of Platform-to-consumer delivery will exceed Restaurant-to-consumer Delivery in 2019, and have a market volume of US$53,786m. More people will order food through the platform, and the number is increasing rapidly along with technology progression. In addition, most of the users of food delivery service (37%) are in the age range of 25-34, there are also similar results for users in Thailand (Statista, 2019).

1.2 Micro Background

One of the fastest-growing industries in Thailand in these few years is food delivery services. The industry itself actually existed for a very long time, but not yet boom. There are many reasons that can relate to this booming industry. Technology is the main reason which makes delivery easier than before. It is easy to understand the menu and order accurately. The communication becomes faster and the process is shorter. According to Tim Neuton, "Kbank Research estimates that the food delivery business in 2019 will amount to 33-35 billion baht, up 14% from last year" (Tim, 2019). This business is not only serving the customer and hiring a few people like some other e-commerce platform. On the other hand, there are also motorbike riders who use the mobile application platform to earn extra income, in which the market share is estimated to be as much as 3.9 billion baht in the year 2019 (Tim, 2019). This implies that this digital disruption is playing a big role in Thailand's society, it creates many new jobs, and also changes many people's behaviours.

The trend is intense and many people are considering using food delivery services. It is cheap, it is fast, and it is easy. According to Dr. Boonying Kongarchapatara, Program Chair for Marketing and Finance program at CMMU (2019), the lazy economy is a new trend of business model, especially food delivery service is growing at a very fast phase. In Thailand, there are up to 69% or 45 million people who are too lazy to cook by themselves (Rattiya, 2019). More than ⅔ of the population are potential customers. We can look at this as a large space that the industry can still grow and expand.

| Revenue | Revenue Growth |

Revenue

Source: Statista, June 2019
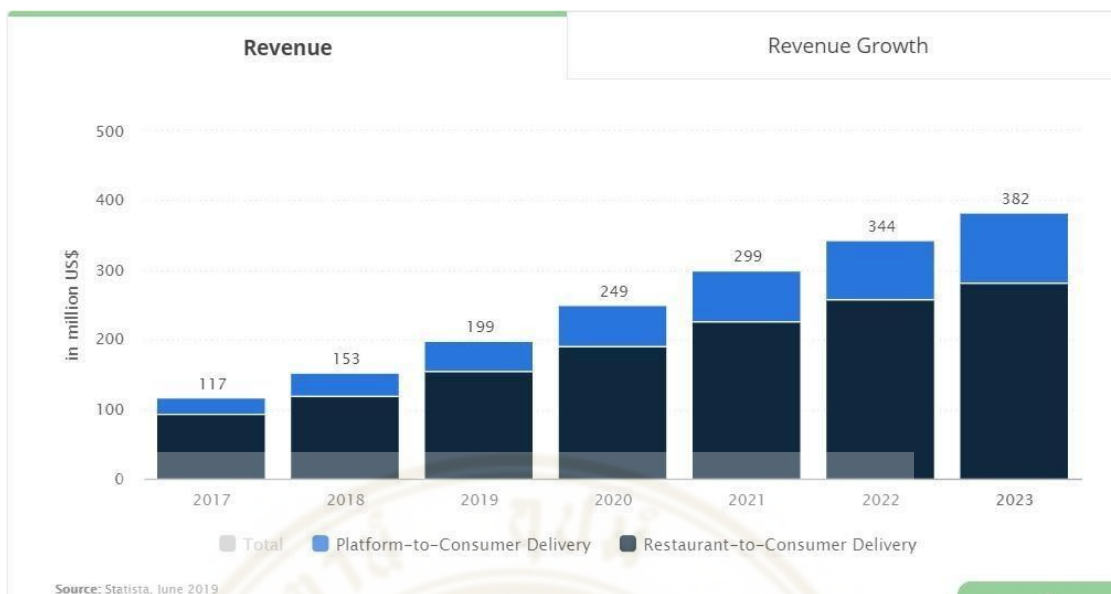
From this graph, it shows the vastly different style of **Thailand's food delivery** industry compared to worldwide. In Thailand, people still prefer to order food from restaurants rather than from platforms such as mobile applications. The researcher believes that this situation will move toward a global trend where most of the delivery online will be from platforms.

In order to have a clear picture of what the food delivery industry in Thailand is, compared to the world, readers can look at the comparison revenue below.

Global Comparison - Revenue   Global Comparison - User Penetration

Top 5	
🇨🇳 China	US$40,239m
🇺🇸 United States	US$22,073m
🇮🇳 India	US$7,730m
🇬🇧 United Kingdom	US$4,869m
🇯🇵 Japan	US$2,518m
🇹🇭 **Thailand**	**US$199m**

Source: Statista, June 2019 © Natural Earth
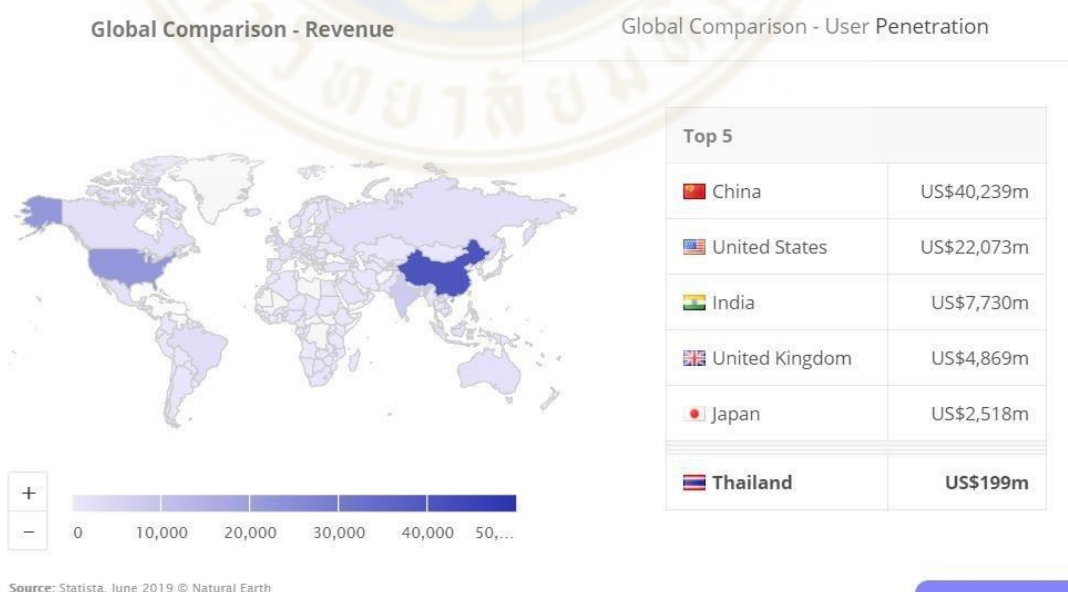
Thailand's revenue from the food delivery industry is low compared to other countries globally and is about 200 times smaller than China. The user penetration rate of Thailand is only 10% compared to the top penetration rate countries such as the Netherlands, United Kingdom, and Hongkong where there is more than a 30% penetration rate (Statista.b, 2019). There are opportunities to expand and also chances for many restaurants in Thailand to adapt and prepare for major changes that might be coming from the global trend. Thailand is still dependent mostly on dining at the restaurant, and not many people doing online delivery seriously. The early birds might take all the advantages, and those who are slow may face the difficulties of attracting customers.

There are many food delivery services in Thailand. Many of them are still small, have less partnership with restaurants, and also less revenue size compared to three major players in the food delivery service platform, which are Foodpanda, Grabfood, and Line Man (William, 2019). Each of them claims to be number one in the industry, and each of them have their own advantages.

Foodpanda is one of the first online food delivery services in Thailand. It has been in Thailand since 2012, and has made a progressive improvement ever since. Now, it partners with more than 5000 restaurants, and also more than 2000 active delivery drivers (William, 2019). It has services in many cities across all of Thailand. The Foodpanda is the big company where its headquarters is in Germany, and it operates in more than 40 countries, across the 5 continents (Shona, 2016).

Line Man has been in Thailand since 2016 (William, 2019). It is also one of the major players of food delivery in Thailand. The main advantage comes from the popular messaging app, where most of Thailand used it to communicate with each other. Currently, there is a report of around 1.5million users in Line Man, but there still little compared to messaging application users where they can be used to advertise their services, which might attract a lot more potential users (Suchit, 2019).

Grabfood is another key player. With its acquisition of the Uber Southeast Asia business, it launches Grabfood in 2017, the online food delivery platform is in Thailand later than their competitors, but quickly catching up. In 2018, its business grew by 40 times serving more than 800,000 deliveries (William, 2019). Its advantage comes

from the well-established ride-hailing service, which made it easy to cross sell their food delivery service in the same apps.

Apart from the above 3 major players, there is also promising newcomer "Get". Similar to Grab, it is combining ride-hailing, and food delivery service, and others. Get is the latest newcomer in Thailand with the application download of 300,000, and 10,000 drivers (William, 2019). It is backed by the Indonesia giant Go-jek, which does really well in Indonesia market. It is now expanding in Thailand, and aiming to be in the top three very soon.

The situation in online food delivery in Thailand is currently very competitive. There are few other smaller delivery platforms. There might be other new arrivals in this fast-growing industry in the future, as the users also increase dramatically each year. The interesting point is that Thai people still have many more untaps non-users that can be the future potential users of the services. As per Ms. Wongtippa Wisetkasem, the head of Get Food says, that they are not afraid of competition as it is not their main problem. The main problem is the large number of untapped non-users that yet to step in and use this online food delivery service (William, 2019). The graph from Statista also align with the statement, as in Thailand, Thais still rather prefer to dial the restaurants than ordering it from the platforms.

Because of all these, the researcher would like to conduct the quantitative questionnaire regarding the variables below, so that many food delivery applications can use it as a guide in which variable may affect the choice of the users. Furthermore, various restaurants that are partnering with these online food delivery application platforms can also learn from the research in which factors might have more effects on their customers who are ordering online.

1.3 Objectives

In this research, there are three main objectives. The first objective is to identify the factors affecting the satisfaction of restaurants. The second objective is to identify the factors affecting the satisfaction of food delivery applications, and the third objective is to identify the factors affecting the repurchase intention.

CHAPTER II
LITERATURE REVIEW

2.1 Ease of Payment

Ease of payment measures the convenience of users when they want to make a purchase. Different users may have different preferences in different methods of payment. Some people even have resistance to pay online, they still use the old ways of payment. In Schierz's research of understanding online payment services, he found that those who did not want to change their payment method to online payment will not likely to change unless they found that their existing behavior cannot continue with the old ways of payment (Schierz et al., 2010). The payment process itself is also affecting the willingness of the customer to pay (Katawetawaraks & Wang, 2011)

Credit cards are other options for payment which is popular when considering E-commerce payment. Of all the cashless payments in Thailand, credit cards represent around 30% (Hataiseree, 2008). Another method of payment that is popular for those who don't have a credit card is the application wallet. The application wallets can be directly connected to the saving account which is much easier for Thai users to have. Thai users can also choose to pay as cash on delivery, but the process might face inconveniences with the coins and the availability of changes. There is research that shows that one of the strong points of food delivery application is that it provides many flexible methods of payments to the customer (Gupta, 2019). In this research, ease of payment means the consumers ability to choose their preferred method of payment.

2.2 Menu Variety

In the food delivery industry, the variety of food can be the key factors that affect people on how they choose products and also their preference to use the platforms. There is a possibility to change the restaurant if there are no products that the users want. Similarly, users may change the platform if they cannot find what they are looking for.

The menu variety can be used to grab the attention of the customers, and also can affect how customers perceive the food operation (Mccall & Lynn, 2008)

In another study, menu variety can also be attributed to the quality of the food. Menu variety involves a number of different items, and the restaurant should constantly develop new menus to entice the customers (Namkung & Jang, 2007). There is also another research that find similar results, which says that menu variety is one of the prioritized factors when the customers choose to revisit the restaurant (Soriano, 2002).

There are many types of menus for food, and there are many restaurants where they do not provide a variety of choices. Some may focus on a few dishes, and want to specialize those dishes. This will affect the delivery order as the customers who are ordering might need to order multiple times from different restaurants. Those stack processes add extra effort, and costs to the customers. In this research, menu variety means the number of menus that are provided for customers to choose.

2.3 Promotion

Promotion campaigns are often used to enhance the ability to sell for a short term. It might have a different effect if the promotion operates for too long a period of time, as the perception of customers will change over time. They might perceive the value differently, as the prices are always on discount. The research from Rowley explains that the promotion is the one-sided way of communication that the organization wants to convey to the customers linking to their offered products (Rowley, 1998).

There are 2 main types of promotion which are monetary promotion and non-monetary promotion (Kwok & Uncles, 2005). For online delivery platforms, they often provide promotions in different situations to urge customers to make orders. There are 2 different promotions that often can be stacked on each other, which are promotion from the food delivery application, and promotion from the restaurants themselves. Promotion from the restaurants are the promotion that all customers can get. On the other hand, the promotion of online delivery platforms is different. Only some customers that fulfil the criteria will be able to get it, and it often counts separately from restaurant promotions. The promotion of online food delivery applications work like

subsidy. The restaurant might receive the same amount of money from the ordered, while customers pay cheaper, and the platforms pay for the difference in price.

There is a research from Van Heerde, which said that the main objective of sales promotion is for brand switching (Van Heerde et al., 2003). This means that the promotion can be used as a tool for people to switch to use different food delivery applications, or switch to order from different restaurants. In this research, promotion means the discount campaign or the short events that encourage customers to buy products short-term.

2.4 Convenience

Speaking of convenience, there is evidence that it has effects on consumers' food choices (Wales, 2009). The trend started in the western world, with things such as drive-thru windows, microwaves, and take-out meals. Now there is a popular food delivery service. The convenience motivation factors when the customers have difficulties buying products themselves. There are many reasons such as rain outside making the area wet, and the customers will have a hard time going to dining outside. Another reason is during the rush hour in Thailand, the road might be full of cars, and have bad traffic especially in Bangkok where it is one of the most congested cities in the world. The transportation may affect the mood of the customers, especially during the time when they are stuck in traffic while they are hungry. The customers can also avoid the time wasted during the transportation on road traffic. Even when all things are good, taking food delivery service with convenience reasons is still normal. In Metz research, it says that the main benefits of improving transportation is to save times (Metz, 2008). The consumers now no need to travel at all, and wait for food to be delivered to the house. While ordering food delivery, the customers can still continue their activities while waiting for the food delivery, and that is perceived as convenient. In this research, convenience means the actions that are easy, less efforts, less time-consumption, and less complication.

2.5 Service Quality of Food Delivery

This is the measurement of the quality of overall service. It involves the delivery service itself, and also call center customer service. The ability to deliver accurate ordered food, and maintain the quality of the content while delivering. There are often problems with wrong delivering orders, and also if the order involves drinks, such as soft drinks, tea or coffee, there are often problems with the food spill out from the container. If the food ordering is inaccurate, the call center will need to provide solutions for the customers within a short amount of time. There is also study from Snellman, which explains that the customer complaint barrier is lower in technology-based services, this will increase the customer complaints from the customers, and the organization needs to ensure that they can handle the problem, and solve it timely (Snellman & Vinhtkari, 2003). All of these will also link to the satisfaction of the customers toward both delivery service platforms and the restaurants. Apart from this, service quality of food delivery needs to start at the point where the delivery agent meets with the restaurant, and inspecting the possible accidents that might go wrong during the delivery. Both the restaurant and the delivery agents need to work together to ensure the safety of the food delivery (Mathieu, 2002). In this research, service quality of food delivery means the quality of overall delivery process to ensure food to reach customers with the same quality food from the restaurant, and also the problem-solving skill of customer services.

2.6 Satisfaction of Restaurants

The satisfaction is mainly based on the food customer received. It sometimes overlaps with the quality of the delivery process, as the good delivery process needs to ensure that the food delivered to the customer will still have their quality. Restaurants on the other hand also need to ensure their packages their food appropriately, so that the customer can have the most comfortable way to consume the food. Training the staff for the packaging process is also required to receive a good satisfaction level. There is also research in South Africa saying that the different types of packaging will result in different types of perception of the consumers (Venter et al., 2011). There is also another research telling that order accuracy is one of the main

reasons affecting satisfaction for Hamburger Chain restaurant (Kabir, 2016). This is one of the aspects the researcher can look at, as many orders from online food delivery are Fast-food type. Another research shows that the food store can use mobile applications and order pickup food to raise the customer satisfaction (Kulkarni, 2009). Furthermore, the size of the food can also be a factor affecting the satisfaction of the customers (Hartwell et al., 2007). In this research, satisfaction of restaurants means the fulfilment feeling that the restaurant gives to the customers, and the process that the restaurant provides food up to the standard and expectation of the customers.

2.7 Satisfaction of Food Delivery Application

There are many food delivery applications in the market. Although they provide similar services such as food online delivery, they have their own unique selling points. Some food delivery applications are more user friendly, some just easier to use, and some got good customer service which can help customers to solve their problems. All of these, are the features that determine the satisfaction of the users toward the food delivery application. If the satisfaction level is low, the users might switch the other platforms. There is research which found out that the main reason college students use food delivery applications for ordering food is because it is convenient, and can also control satisfaction (Dumar, 2019). There is also a study about the value perceiving from Food delivery application, it found out that convenience, design, trustworthiness, and various food choices has a strong positive effect for the users (Cho et al., 2019).

In this research, satisfaction of food delivery application means the sense of fulfilment that the users feel towards the application including the process of using the food delivery application and the interface of the food delivery application itself.

2.8 Repurchase Intention

The repurchase intention is the individual judgement to buy again the same product from the same company (Hellier et al., 2003). This is one of the most important aspects when doing online business, including online food delivery services. People eat multiple meals a day, and there is a high possibility of having a high volume of

repurchases in this industry. When there is repurchase intention occurring to the customers, there is a possibility that the same thing will happen again in the future, and the restaurant can have a continuation of revenue from these repurchases of customers. There is a research which finds out that one of the most important factors customers will consider to have repurchase intention when ordering products online is trust (Chiu et al., 2009). From this, it says a lot about food online delivery service repurchase intentions might closely relate to quality control, and also satisfaction. Further study in Taiwan found that the satisfaction really has a direct impact on repurchase intentions of customers in buying food online (Chang et al., 2014). Another research from Seoul shows that there is a relationship between satisfaction and repurchase intention (Yi & La, 2004). In this research, the repurchase intention is the intention of the users of the online delivery service to order food again with the same menus from the same restaurants in Thailand.

2.9 Conceptual Framework
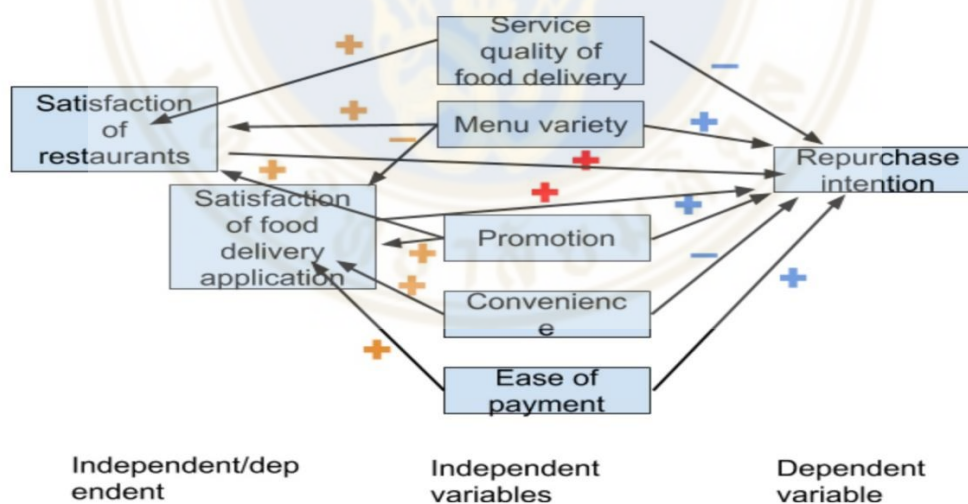
CHAPTER III
MATERIALS AND METHODS

3.1 Population Sample

The population sample of this study is Thai people who are using food delivery application at least once within six months. We use a six-month time period to know and measure the repurchase intention and to make sure that the people we are collecting data have the experience with food delivery application, and be able to provide useful information. There will be 400 respondents with age of 18 and above, who live in Bangkok Metropolitan Region. This includes Bangkok and the provinces surrounding Bangkok. The researcher chose this region because in Thailand, this region is where the food delivery application activities currently concentrated in.

3.2 Data Collection and Sample Size

The researcher will be using the formula from Taro Yamane (1967). The formula is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where :

n = sample size required

N = number of people in the population

e = allowable error (%)

Population of Bangkok Metropolitan Region is 14,626,225

$$n = \frac{14,626,225}{1 + 14,626,225(0.05)^2}$$

n = 399.989

From the result of the formula, the sample size of this study will be 400 samples. The researcher rounds up the number from 399.989 for convenience sampling. Those 400 samples will be people with the age of 18 or above, and have at least once experience using the food delivery application in the last 6 months. The language in this study will be Thai to suit the population nationality sample size which is Thai. The researcher designs the survey to be conducted online, which the quantitative research method will be the most suitable method to do online survey. The reason for conducting an online survey is because the food delivery application needs the internet to operate. This makes the people answering online will match the survey objective. It will also be convenient for population samples to access the survey using an internet platform. The researcher will insert reverse questionnaire and screening questionnaire to ensure that the data collected is fair and unbiased. There are a total of nine sections in the questionnaire. The first section will be general information such as age, gender, and screening questions. The other 8 sections will be divided based on the variables. The screening question will be "Have you ordered food delivery in Bangkok Metropolitan Region in the last six months". The variables section will involve sentences that are related to variables and have five scales; Strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5).

3.3 Data Analysis

The researcher will be using SPSS to analyse the data collected. The analysing process will be using tools to describe and explain the statistics such as T-test, Anova, and Regression depending on the suitability of the statistics. The tools will be able to explain the relationships between dependent variables and independent variables whether they have significant relationships or not. Then after that the results should be able to explain the variables affecting the satisfaction and repurchase intentions of customers of food delivery.

CHAPTER IV
RESULTS

4.1 Descriptive Statistics

Table 4.1 Descriptive statistics of ease of payment

Ease of Payment	Mean	Std. Deviation
There are many payment options to choose from.	4.24	.734
The payment procedure is simple and easy to understand.	4.08	.712
The amount of payment is accurate and easy to refund if it is wrong.	4.14	.787
I can use my most preferred payment method for ordering food online.	4.16	.702
I feel secure using the online payment for online food delivery.	4.12	.699

In the Descriptive Statistics for the Ease of Payment, the highest mean is (4.24), which is that "there are many payment options to choose from". The second

highest is "I can use my most preferred payment method for ordering food online" with the mean of (4.16). The third highest is "The amount of payment is accurate and easy to refund if it is wrong" with the mean of (4.14). These data show that people who ordered online delivery food agree the most with three of the statements above, the higher the mean, the more they agree with the statements. Currently, people think that the payment for online food delivery is easy. There are many options to choose from, and those options also consist of their most preferred payment method. Lastly, the amount that they paid is accurate, and it is easy to refund if there are some errors.

Table 4.2 Descriptive statistics of menu variety

Menu Variety	Mean	Std. Deviation
I tend to order food online from the restaurant that has more menus.	4.15	.807
I prefer a restaurant that has many sizes of food I can choose.	3.92	.760
I prefer a restaurant that has many types of food I can choose.	4.06	.800
I prefer an online food delivery application that has many restaurants and menus to choose from.	4.03	.762
New menus are attractive and can motivate me to make a purchase.	4.03	.744

In the Descriptive Statistics for the Menu Variety, the highest mean is "I tend to order food online from the restaurant that has more menus" with the means of (4.15). The second highest is "I prefer a restaurant that has many types of food I can choose" with the mean of (4.06). The third highest are two statements between "I prefer

an online food delivery application that has many restaurants and menus to choose from" and "New menus are attractive and can motivate me to make a purchase" with the mean of (4.03). These data show that people who ordered online food delivery agree the most with four of the statements above, the higher the mean, the more they agree with the statements. This indicates that people who ordered online delivery food tend to order food from the restaurant that has more menus than the one that has less. They also prefer a restaurant that has many types of food they can choose. Furthermore, the food delivery application should have many restaurants for them to choose, and those restaurants should regularly have new menus to motivate them to make a purchase.

Table 4.3 Descriptive statistics of promotion

Promotion	Mean	Std. Deviation
There are always promotions provided in online food delivery applications.	4.29	.716
The promotion is attractive and motivates me to order food.	4.02	.737
There is a special promotion to attract new users or retain customers.	4.13	.790
The promotion from the restaurant helps increase the attractiveness of that particular restaurant.	4.06	.745
I sometimes order food that I have never order because of promotion.	4.04	.843

In the Descriptive Statistics for the Promotion, the highest mean is "There are always promotions provided in online food delivery applications" with the means of (4.29). The second highest is "There is a special promotion to attract new users or retain

customers" with the mean of (4.13). The third highest is "The promotion from the restaurant helps increase the attractiveness of that particular restaurant" with the mean of (4.06). These data show that people who ordered online delivery food agree the most with three of the statements above, the higher the mean, the more they agree with the statements. The data shows that there are always promotions in online food delivery applications. There are also special promotions that can attract new users, and also promotions that can retain the existing customers. Apart from this, there are also promotions from the restaurants themselves which increase the attractiveness of that particular restaurant.

Table 4.4 Descriptive statistics of convenience

Convenience	Mean	Std. Deviation
It is easy to order delivery food.	4.54	.636
It is time-saving to order delivery food.	4.34	.685
I order delivery food because I want to avoid road traffic problems.	4.37	.808
I order food delivery to avoid bad weather such as rain.	4.26	.780
The food delivered comes with all necessary dining utensils such as chopsticks, spoons, and forks.	3.95	.911

In the Descriptive Statistics for the Convenience, the highest mean is "It is easy to order delivery food" with the means of (4.54). The second highest is " I order delivery food because I want to avoid road traffic problems" with the mean of (4.37).

The third highest is "It is time-saving to order delivery food" with the mean of (4.34). These data show that people who ordered online delivery food agree the most with three of the statements above, the higher the mean, the more they agree with the statements. The data show people who ordered online food delivery agree the most that it is easy. Since Bangkok, Thailand has one of the worst traffic problems in the world, they also order online food delivery in order to avoid road traffic problems. In addition, they think that it is time-saving to order the delivery food.

Table 4.5 Descriptive statistics of service quality of food delivery

Service Quality of Food Delivery	Mean	Std. Deviation
The ordered food is accurate.	4.26	.726
The quality of ordered food is well-maintained.	4.07	.668
The food has sealing or ways to prevent contamination during delivery.	4.19	.713
The delivery time is appropriate and reasonable.	4.09	.652
The delivery time is reliable.	4.13	.725
It is easy to contact the delivery personnel in case of changing orders.	3.98	.897

In the Descriptive Statistics for the Service Quality of Food Delivery, the highest mean is "The ordered food is accurate" with the means of (4.26). The second highest is "The food has sealing or ways to prevent contamination during delivery" with the mean of (4.19). The third highest is "The delivery time is reliable" with the mean of

(4.13). These data show that people who ordered online delivery food agree the most with three of the statements above, the higher the mean, the more they agree with the statements. The data show people who ordered online food delivery agree that most of their ordered food is accurate. In addition, during the delivery, the food has sealing or ways to prevent the food from contamination. This is an important factor that not only it protects the contamination, it can also protect the food from spilling outside. Lastly, the customers agree that the delivery time is reliable, which means that they can believe that the delivery will come at a similar time that it has shown.

Table 4.6 Descriptive statistics of satisfaction of restaurants

Satisfaction of Restaurants	Mean	Std. Deviation
I satisfied with the food proportion.	4.34	.720
I satisfied with the food.	4.18	.678
I satisfied with the package from the restaurant.	4.22	.755
I satisfied with the overall prospect of the restaurants.	4.18	.661
I have a positive experience with the restaurant.	4.21	.652
The food from the restaurant is better than I expected.	4.05	.785

In the Descriptive Statistics for the Satisfaction of Restaurants, the highest mean is "I satisfied with the food proportion" with the means of (4.34). The second highest is "I am satisfied with the package from the restaurant" with the mean of (4.22). The third highest is "I have a positive experience with the restaurant" with the mean of

(4.21). These data show that people who ordered online delivery food agree the most with three of the statements above, the higher the mean, the more they agree with the statements. The data above show that people are satisfied with the food proportion that they received from the restaurants. They are also satisfied with the food package from the restaurants, and the customers mostly have a positive experience with the restaurants. This also shows that the restaurants are doing a good job providing quality food for the customers, and most of them are satisfied.

Table 4.7 Descriptive statistics of satisfaction of food delivery application

Satisfaction of Food Delivery Application	Mean	Std. Deviation
I satisfied with the interface of the food delivery application.	4.19	.720
I satisfied with the order process.	4.04	.626
I satisfied with the application performance.	4.13	.730
I satisfied with the refund policy of the food delivery application.	3.97	.780
Overall, I have a positive feeling of using food delivery application.	4.03	.642

In the Descriptive Statistics for the Satisfaction of Food Delivery Applications, the highest mean is "I satisfied with the interface of the food delivery application" with the means of (4.19). The second highest is "I satisfied with the application performance" with the mean of (4.13). The third highest is "I am satisfied with the order process" with the mean of (4.04). These data show that people who ordered online delivery food agree the most with three of the statements above, the

higher the mean, the more they agree with the statements. The data shows that people who used the food delivery application are satisfied with the interface. They also satisfied with the application performance. Lastly, they satisfied with the order process. Overall, it means that all the main features of the food delivery application are satisfying including the interface, the performance, and the order process.

Table 4.8 Descriptive statistics of repurchase intention

Repurchase Intention	Mean	Std. Deviation
I will definitely order online food delivery again.	4.38	.653
I will recommend to my friends about the application.	4.03	.676
I will recommend to my friends about the restaurant.	4.17	.761
I intend to order the menus that I not yet ordered.	4.01	.724
I will use the food delivery application again.	4.19	.691

In the Descriptive Statistics for the Repurchase Intention, the highest mean is "I will definitely order online food delivery again" with the means of (4.38). The second highest is "I will use the food delivery application again" with the mean of (4.19). The third highest is "I will recommend to my friends about the restaurant." with the mean of (4.17). These data show that people who ordered online delivery food agree the most with three of the statements above, the higher the mean, the more they agree with the statements. The data shows that people who ordered online food delivery agree that they will definitely order again. They also agree with the statement that they will use the food delivery

application again. In addition, they will recommend to their friends about the restaurant that impresses them.

4.2 Frequency

Table 4.9 Where people order from?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Food delivery application**	185	46.3	46.3	46.3
	Restaurant	82	20.5	20.5	66.8
	Both	133	33.3	33.3	100.0
	Total	400	100.0	100.0	

The Data above shows where people ordered their delivery food. The most of the respondents ordered from Food Delivery Application, with a total of 185 people, or 46.3%. The second highest is people who ordered from both Food Delivery Application, and Restaurants, with a total of 133 people, or 33.3%. Lastly, people who ordered from the Restaurants have the least amount with a total of 82 people, or 20.5%.

Table 4.10 Frequency of gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Male**	210	52.5	52.5	52.5
	Female	190	47.5	47.5	100.0
	Total	400	100.0	100.0	

The data above shows the gender of the respondents. Most of the respondents are male consisting of a total 210 people, or 52.5% of total respondents. On the other hand, female respondents consist of 190 people, or 47.5%.

Table 4.11 Frequency of age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**18-24**	65	16.3	16.3	16.3
	25-35	202	50.5	50.5	66.8
	36-45	103	25.8	25.8	92.5
	46+	30	7.5	7.5	100.0
	Total	400	100.0	100.0	

The data above shows the age group of the respondents. Most of the respondents are in the age 25-35, with a total of 202 people, or 50.5%. The second highest group is the age 36-45, with a total of 103 people, or 25.8%. The third highest group is the age 18-24, with a total of 65 people, or 16.3%. The group with the least amount of people is the age 46+, with a total of 30 people or 7.5%.

Table 4.12 Frequency of income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000	16	4.0	4.0	4.0
	10000-20000	85	21.3	21.3	25.3
	20001-30000	144	36.0	36.0	61.3
	30001-50000	114	28.5	28.5	89.8
	50001+	41	10.3	10.3	100.0
	Total	400	100.0	100.0	

The data above shows the income of people monthly from 400 respondents. Most of the respondents had an income of 20,001-30,000 Baht, with a total of 144 people, or 36%. The second highest group has income of 30,001-50,000 Baht, with a total of 114 people or 28.5%. The third highest group has income of 10,000-20,000 Baht, with a total of 85 people or 21.3%. The next highest group has income of 50,001+ Baht, with a total of 41 people, or 10.3%. The least amount of respondents group has income of less than 10,000 people, with a total of 16 people, or 4%.

Table 4.13 What is the type of food people ordered the most?

Food_type		Percentage
1.	**Fast-food (e.g. Burger, fried chicken)**	**54.75%**
2.	**Thai food**	**49.50%**
3.	**Drink (e.g. Bubble tea, coffee, juice)**	**43.00%**
4.	**Thai e-san food (e.g. Chicken, Somtum, sticky rice)**	**42.00%**
5.	**Japanese food**	**30.75%**
6.	**International food**	**29.50%**
7.	**Dessert**	**27.25%**
8.	**Chinese food**	**9.50%**

The researcher collects the information of what the food type is the most popular among those who ordered delivery food. It turns out that the most popular food type is "Fast-food (e.g. Burger, fried chicken)" with 54.75% of the respondents choosing to be one of their top choices. The second best is "Thai Food" with 49.5% of the respondents choosing to be their top choices. The third best is "Drink (e.g. Bubble tea, coffee, juice)" with 43% of the respondents choosing to be their top choices. In addition, Chinese food is the least favourite choice with just only 9.5% of the total respondents.

Table 4.14 What period of time did people order the most?

Time_Ordered	Percentage

Table 4.14 What period of time did people order the most? (cont.)

Dinner 16.00 - 20.00	**61.50%**
Lunch 10.00 - 14.00	**59.00%**
Afternoon break 14.00 - 16.00	**48.25%**
Breakfast 5.00 - 10.00	**40.00%**
Before midnight 20.00 - 24.00	**24.25%**
After midnight 24.00 - 5.00	**8.75%**

The researcher collects information to specify when is the time that has the most traffic. The top three periods of time that people ordered the most is (Dinner 16.00 - 20.00) with 61.5%, (Lunch 10.00 - 14.00) with 59%, and (Afternoon break 14.00 - 16.00) with 48.25%. The time with the least traffic is "After midnight 24.00-5.00". This gives ideas when to apply marketing strategy and promotions. Although there is a period of time that has less traffic, from the researcher collecting information by observing. The researcher found out that the number of stores opening at night or in the morning is few in numbers. This shows that the competition in those time periods are easier, and the restaurants have the chances to fill in these market gaps.

4.3 T-Test

Table 4.15 Independent samples test of gender male and female

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	Sig. (2-tailed)
Satisfaction of Food Delivery Application, I satisfied with the interface of the food delivery application.	Equal variances assumed	2.379	.124	-3.229	.001
	Equal variances not assumed			-3.237	.001

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction of Food Delivery Application, I satisfied with the interface of the food delivery application.	Male	210	4.09	.727	.050
	Female	190	4.32	.694	.050

Conducting the T-test, with the gender male and female, the researcher found the difference in the Satisfaction of Food Delivery Application. It is the statement

"I satisfied with the interface of the food delivery application". T value is (-3.229), and Sig. (2-tailed) is (0.001). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that the female has a higher mean with (4.32) than the male which has (4.09). This shows that females are more satisfied with the interface of the food delivery application.

4.4 One-way Anova

Table 4.16 One-way Anova of age group and menu variety

		Sum of Squares	df	Mean Square	F	Sig.
Menu Variety, I prefer a restaurant that has many types of food I can choose.	**Between Groups**	6.701	3	2.234	3.556	.014
	Within Groups	248.737	396	.628		
	Total	255.438	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound

Table 4.16 One-way Anova of age group (cont.)

Menu Variety, I prefer a restaurant that has many types of food I can choose.	25-35	36-45	.256	.096	.048	.00	.51

This One-way Anova analyses the age group of people who ordered delivery food, which consist of "18-24", "25-35", "36-45", and "46+". The statement "I prefer a restaurant that has many types of food I can choose" has Sig (0.014). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which is people with the age 25-35 give more attention to the statement than the people with the age 36-45, with the mean difference of (0.256).

Table 4.17 One-way Anova of age group and promotion

		Sum of Squares	df	Mean Square	F	Sig.
Promotion, There are always promotions provided in food online delivery applications.	Between Groups	5.053	3	1.684	3.346	.019
	Within Groups	199.307	396	.503		
	Total	204.360	399			

Post Hoc Tests

Multiple Comparisons

Table 4.17 One-way Anova of age group and promotion (cont.)

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Promotion, There are always promotions provided in food online delivery applications.	18-24	36-45	.330*	.112	.021	.03	.63

This One-way Anova analyses the age group of people who ordered delivery food, which consist of "18-24", "25-35", "36-45", and "46+". The statement "There are always promotions provided in food online delivery applications" has Sig (0.019). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which is people with the age 18-24 give more attention to the statement than the people with the age 36-45, with the mean difference of (0.330).

Table 4.18 One-way Anova of age group and convenience

		Sum of Squares	df	Mean Square	F	Sig.
Convenience, It is time-saving to order delivery food.	**Between Groups**	6.396	3	2.132	4.672	.003
	Within Groups	180.714	396	.456		

Table 4.18 One-way Anova of age group and convenience (cont.)

Total	187.110	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Convenience, It is time-saving to order delivery food.	18-24	25-35	-.270	.096	.032	-.53	-.01
		36-45	-.399	.107	.001	-.68	-.12

This One-way Anova analyses the age group of people who ordered delivery food, which consist of "18-24", "25-35", "36-45", and "46+". The statement "It is time-saving to order delivery food" has Sig (0.003). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between groups which are people with the age 18-24 give less importance to the statement than the people with the age 25-35, with the mean difference of (-0.270). In addition, people with the age 18-24 also give less importance to the statement than the people with the age 36-45, with the mean difference of (-0.399).

Table 4.19 One-way Anova of age group and convenience 2

		Sum of Squares	df	Mean Square	F	Sig.
Convenience, I order food delivery to avoid bad weather such as rain.	**Between Groups**	5.492	3	1.831	3.059	.028
	Within Groups	236.986	396	.598		
	Total	242.478	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

						95% Confidence Interval	
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Convenience, I order food delivery to avoid bad weather such as rain.	25-35	36-45	-.283	.094	.016	-.53	-.03

This One-way Anova analyses the age group of people who ordered delivery food, which consist of "18-24", "25-35", "36-45", and "46+". The statement "I order food delivery to avoid bad weather such as rain" has Sig (0.028). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between

groups which are people with the age 25-35 give less important to the statement than the people with the age 36-45, with the mean difference of (-0.283).

Table 4.20 One-way Anova of age group and service quality of food delivery

		Sum of Squares	df	Mean Square	F	Sig.
Service Quality of Food Delivery, The food has sealing or ways to prevent contamination during delivery.	**Between Groups**	6.620	3	2.207	4.455	.004
	Within Groups	196.170	396	.495		
	Total	202.790	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Service Quality of Food Delivery, The food has sealing or ways to prevent contamination during delivery.	18-24	25-35	-.276·	.100	.038	-.54	-.01
	25-35	36-45	.254·	.085	.018	.03	.48

This One-way Anova analyses the age group of people who ordered delivery food, which consist of "18-24", "25-35", "36-45", and "46+". The statement "The food

has sealing or ways to prevent contamination during delivery" has Sig (0.004). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between groups which are people with the age 18-24 give less importance to the statement than the people with the age 25-35, with the mean difference of (-0.276). In addition, people with the age 25-35 also give more important to the statement than the people with the age 36-45, with the mean difference of (0.254).

Table 4.21 One-way Anova of age group and satisfaction of food delivery application

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction of Food Delivery Application, I satisfied with the interface of the food delivery application.	Between Groups	5.050	3	1.683	3.304	.020
	Within Groups	201.740	396	.509		
	Total	206.790	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Satisfaction of Food Delivery Application, I satisfied with the interface of the food delivery application.	18-24	36-45	.338	.113	.018	.04	.64

This One-way Anova analyses the age group of people who ordered delivery food, which consist of "18-24", "25-35", "36-45", and "46+". The statement "I satisfied with the interface of the food delivery application" has Sig (0.020). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which are people with the age 18-24 give more importance to the statement than the people with the age 36-45, with the mean difference of (0.338).

Table 4.22 One-way Anova of age group and repurchase intention

		Sum of Squares	df	Mean Square	F	Sig.
Repurchase Intention, I will definitely order online food delivery again.	Between Groups	4.488	3	1.496	3.574	.014
	Within Groups	165.752	396	.419		
	Total	170.240	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound		Upper Bound
Repurchase Intention, I will definitely order online food delivery again.	25-35	36-45	.247	.078	.011	.04		.45

This One-way Anova analyses the age group of people who ordered delivery food, which consist of "18-24", "25-35", "36-45", and "46+". The statement "I will definitely order online food delivery again" has Sig (0.014). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which are people with the age 25-35 give more important to the statement than the people with the age 36-45, with the mean difference of (0.247).

Table 4.23 One-way Anova of income group and ease of payment

		Sum of Squares	df	Mean Square	F	Sig.
Ease of Payment, I can use my most preferred payment method for ordering food online.	Between Groups	5.493	4	1.373	2.841	.024
	Within Groups	190.944	395	.483		
	Total	196.438	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval

Table 4.23 One-way Anova of income group and ease of payment (cont.)

						Lower Bound	Upper Bound
Ease of Payment, I can use my most preferred payment method for ordering food online.	Less than 10,000	20001-30000	-.542·	.183	.033	-1.06	-.02
		50001+	-.605·	.205	.033	-1.18	-.03

    This One-way Anova analyses the income group of people who ordered delivery food, which consist of "less than 10,000", "10,000-20,000", "20,001-30,000", "30,001-50,000", and "50,001+". The statement "I can use my most preferred payment method for ordering food online" has Sig (0.024). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between income groups. Firstly, the income group of less than 10,000 gives less importance to the statement than the income group of 20,001-30,000, with the mean difference of (-0.542). Secondly, people with the income group of less than 10,000, also give less importance to the statement than the income group of 50,001+, with the mean difference of (-0.605).

Table 4.24 One-way Anova of income group and convenience

		Sum of Squares	df	Mean Square	F	Sig.
Convenience, It is time-saving to order delivery food.	Between Groups	7.517	4	1.879	4.133	.003

Table 4.24 One-way Anova of income group and convenience (cont.)

Within Groups	179.593	395	.455			
Total	187.110	399				

Post Hoc Test

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Convenience, It is time-saving to order delivery food.	Less than 10,000	50001+	-.721·	.199	.003	-1.28	-.16
	10000-20000	50001+	-.411·	.128	.014	-.77	-.05

This One-way Anova analyses the income group of people who ordered delivery food, which consist of "less than 10,000", "10,000-20,000", "20,001-30,000", "30,001-50,000", and "50,001+". The statement "It is time-saving to order delivery food (0.003). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between income groups. Firstly, the income group of less than 10,000 gives less importance to the statement than the income group of 50,001+, with the mean difference of (-0.721). Secondly, people with the income group of 10,000-

20,000, also give less importance to the statement than the income group of 50,001+, with the mean difference of (-0.411).

Table 4.25 One-way Anova of income group and repurchase intention

		Sum of Squares	df	Mean Square	F	Sig.
Repurchase Intention, I will use the food delivery application again.	**Between Groups**	**6.925**	**4**	**1.731**	**3.719**	**.006**
	Within Groups	**183.865**	**395**	**.465**		
	Total	**190.790**	**399**			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Repurchase Intention, I will use the food delivery application again.	Less than 10,000	50001+	-.700.	.201	.006	-1.27	-.13
	10000-20000	50001+	-.383.	.130	.034	-.75	-.02

This One-way Anova analyses the income group of people who ordered delivery food, which consist of "less than 10,000", "10,000-20,000", "20,001-30,000", "30,001-50,000", and "50,001+". The statement "I will use the food delivery application again (0.006). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between income groups. Firstly, the income group of less than 10,000 gives less importance to the statement than the income group of 50,001+, with the mean difference of (-0.700). Secondly, people with the income group of 10,000-20,000, also give less importance to the statement than the income group of 50,001+, with the mean difference of (-0.383).

Table 4.26 One-way Anova of where people ordered and promotion

		Sum of Squares	df	Mean Square	F	Sig.
Promotion, There are always promotions provided in food online delivery applications.	**Between Groups**	7.419	2	3.710	7.478	.001
	Within Groups	196.941	397	.496		
	Total	204.360	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Table 4.26 One-way Anova of where people ordered and promotion (cont.)

Dependent Variable	(I) Ordered_where	(J) Ordered_where	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Promotion, There are always promotions provided in food online delivery applications.	Food delivery application	Restaurant	.316	.093	.002	.09	.54
	Restaurant	Both	-.359	.099	.001	-.60	-.12

This One-way Anova analyses the grouping of where people ordered delivery food, which consist of Food Delivery Application, Restaurants, and Both. The statement "There are always promotions provided in food online delivery applications" has Sig (0.001). This means that there is a significant difference between groups. After knowing that there is significant difference, the researcher moved on to Post Hoc Tests, which shows that people who order delivery food from Food Delivery Application place more importance to the statement more than people who ordered from the Restaurants, with the mean difference of (0.316). Furthermore, people who ordered from the Restaurants place less importance to the statement than people who ordered from Both places, with the mean difference of (-0.359).

Table 4.27 One-way Anova of where people ordered and promotion

		Sum of Squares	df	Mean Square	F	Sig.
Promotion, The promotion is attractive and motivates me to order food.	Between Groups	3.780	2	1.890	3.522	.030

Table 4.27 One-way Anova of where people ordered and promotion (cont.)

Within Groups	213.018	397	.537
Total	216.797	399	

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Ordered_where	(J) Ordered_where	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Promotion, The promotion is attractive and motivates me to order food.	Food delivery application	Both	-.217	.083	.028	-.42	-.02

This One-way Anova analyses the grouping of where people ordered delivery food, which consist of Food Delivery Application, Restaurants, and Both. The statement "The promotion is attractive and motivates me to order food" has Sig (0.030). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which are people who ordered from Food Delivery

Application pay less attention to the statement than the people who ordered from Both restaurants and food delivery application, with the mean difference of (-0.217).

Table 4.28 One-way Anova of where people ordered and promotion 2

		Sum of Squares	df	Mean Square	F	Sig.
Promotion, The promotion from the restaurant helps increase the attractiveness of that particular restaurant.	Between Groups	3.517	2	1.759	3.200	.042
	Within Groups	218.160	397	.550		
	Total	221.677	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Ordered_where	(J) Ordered_where	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Promotion, The promotion from the restaurant helps increase the attractiveness of that particular restaurant.	Restaurant	Both	-.258	.104	.040	-.51	-.01

This One-way Anova analyses the grouping of where people ordered delivery food, which consist of Food Delivery Application, Restaurants, and Both. The statement "The promotion from the restaurant helps increase the attractiveness of that particular restaurant" has Sig (0.042). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which are people who ordered from Both places pay less attention to the statement than the people who ordered from Restaurants, with the mean difference of (-0.258).

Table 4.29 One-way Anova of where people ordered and convenience

		Sum of Squares	df	Mean Square	F	Sig.
Convenience, It is time-saving to order delivery food.	**Between Groups**	5.709	2	2.855	6.248	.002
	Within Groups	181.401	397	.457		
	Total	187.110	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Ordered_where	(J) Ordered_where	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval

Table 4.29 One-way Anova of where people ordered and convenience (cont.)

						Lower Bound	Upper Bound
Convenience, It is time-saving to order delivery food.	**Food delivery application**	**Restaurant**	-.316	.090	.001	-.53	-.10

This One-way Anova analyses the grouping of where people ordered delivery food, which consist of Food Delivery Application, Restaurants, and Both. The statement "It is time-saving to order delivery food" has Sig (0.002). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which are people who ordered from Food Delivery Application pay less attention to the statement than the people who ordered from Restaurants, with the mean difference of (-0.316).

Table 4.30 One-way Anova of where people ordered and convenience 2

		Sum of Squares	df	Mean Square	F	Sig.
Convenience, I order food delivery to avoid bad weather such as rain.	**Between Groups**	7.782	2	3.891	6.582	.002
	Within Groups	234.696	397	.591		
	Total	242.477	399			

Post Hoc Tests

Table 4.30 One-way Anova of where people ordered and convenience 2 (cont.)

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Ordered_where	(J) Ordered_where	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Convenience, I order food delivery to avoid bad weather such as rain.	Food delivery application	Restaurant	-.338	.102	.003	-.58	-.09
		Both	-.225	.087	.031	-.43	-.01

This One-way Anova analyses the grouping of where people ordered delivery food, which consist of Food Delivery Application, Restaurants, and Both. The statement "I order food delivery to avoid bad weather such as rain" has Sig (0.002). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between groups which are people who ordered from Food Delivery Application pay less attention to the statement than the people who ordered from Restaurants, with the mean difference of (-0.338). In addition, the people who ordered food from Food Delivery Application also pay less attention to the statement than people who ordered from Both places, with the mean difference of (-0.225).

Table 4.31 One-way Anova of place ordered and satisfaction of restaurants

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction of Restaurants, I satisfied with the food proportion.	Between Groups	7.931	2	3.965	7.904	.000
	Within Groups	199.179	397	.502		
	Total	207.110	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Ordered_where	(J) Ordered_where	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Satisfaction of Restaurants, I satisfied with the food proportion.	Food delivery application	Restaurant	-.354	.094	.001	-.58	-.13
		Both	-.204	.081	.035	-.40	-.01

This One-way Anova analyzes the grouping of where people ordered delivery food, which consist of Food Delivery Application, Restaurants, and Both. The statement "I am satisfied with the food proportion" has Sig (0.000). This means that there is a significant difference between groups. After knowing that there is a significant

difference, the researcher moved on to Post Hoc Tests. There are two differences between groups which are people who ordered from Food Delivery Application pay less attention to the statement than the people who ordered from Restaurants, with the mean difference of (-0.354). In addition, the people who ordered food from Food Delivery Application also pay less attention to the statement than people who ordered from Both places, with the mean difference of (-0.204).

Table 4.32 One-way Anova of place ordered and satisfaction of restaurants 2

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction of Restaurants, I satisfied with the food.	**Between Groups**	7.052	2	3.526	7.925	.000
	Within Groups	176.625	397	.445		
	Total	183.678	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

						95% Confidence Interval	
Dependent Variable	(I) Ordered_where	(J) Ordered_where	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound

Table 4.32 One-way Anova of place ordered and satisfaction of restaurants 2 (cont.)

Satisfaction of Restaurants, I satisfied with the food.	Food delivery application	Restaurant	-.347.	.088	.000	-.56	-.13
	Restaurant	Both	.289.	.094	.007	.06	.51

This One-way Anova analyses the grouping of where people ordered delivery food, which consist of Food Delivery Application, Restaurants, and Both. The statement "I am satisfied with the food" has Sig (0.000). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There are two differences between groups which are people who ordered from Food Delivery Application pay less attention to the statement than the people who ordered from Restaurants, with the mean difference of (-0.347). In addition, the people who ordered food from Restaurants pay more attention to the statement than people who ordered from Both places, with the mean difference of (0.289).

Table 4.33 One-way Anova of place ordered and satisfaction of restaurants 3

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction of Restaurants, I am satisfied with the overall prospect of the restaurants.	Between Groups	3.241	2	1.620	3.758	.024
	Within Groups	171.157	397	.431		
	Total	174.398	399			

Post Hoc Tests

Table 4.33 One-way Anova of place ordered and satisfaction of restaurants 3 (cont.)

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Ordered_where	(J) Ordered_where	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Satisfaction of Restaurants, I am satisfied with the overall prospect of the restaurants.	Food delivery application	Restaurant	-.239	.087	.019	-.45	-.03

This One-way Anova analyses the grouping of where people ordered delivery food, which consist of Food Delivery Application, Restaurants, and Both. The statement "I am satisfied with the overall prospect of the restaurants" has Sig (0.024). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which is people who ordered from Food Delivery Application pay less attention to the statement than the people who ordered from Restaurants, with the mean difference of (-0.239).

Table 4.34 One-way Anova of place ordered and satisfaction of restaurants 4

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction of Restaurants, The food from the restaurant is better than I expected.	Between Groups	9.352	2	4.676	7.848	.000
	Within Groups	236.545	397	.596		
	Total	245.898	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Ordered_where	(J) Ordered_where	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Satisfaction of Restaurants, The food from the restaurant is better than I expected.	Food delivery application	Restaurant	-.397	.102	.000	-.64	-.15

This One-way Anova analyses the grouping of where people ordered delivery food, which consist of Food Delivery Application, Restaurants, and Both. The

statement "The food from the restaurant is better than I expected" has Sig (0.000). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which are people who ordered from Food Delivery Application pay less attention to the statement than the people who ordered from Restaurants, with the mean difference of (-0.397).

Table 4.35 One-way Anova of place ordered and satisfaction of application

		Sum of Squares	df	Mean Square	F	Sig.
Satisfaction of Food Delivery Application, I satisfied with the application performance.	Between Groups	4.512	2	2.256	4.306	.014
	Within Groups	207.986	397	.524		
	Total	212.498	399			

Post Hoc Tests

Multiple Comparisons

Bonferroni

						95% Confidence Interval	
Dependent Variable	(I) Ordered_where	(J) Ordered_where	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound

Table 4.35 One-way Anova of place ordered and satisfaction of application (cont.)

Satisfaction of Food Delivery Application, I satisfied with the application performance.	Food delivery application	Restaurant	.269	.096	.016	.04	.50

This One-way Anova analyses the grouping of where people ordered delivery food, which consist of Food Delivery Application, Restaurants, and Both. The statement "I am satisfied with the application performance" has Sig (0.014). This means that there is a significant difference between groups. After knowing that there is a significant difference, the researcher moved on to Post Hoc Tests. There is one difference between groups which are people who ordered from Food Delivery Application pay less attention to the statement than the people who ordered from Restaurants, with the mean difference of (-0.269).

4.5 Regression

Table 4.36 Regression model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680[a]	.463	.456	.37965

ANOVA[a]

Table 4.36 Regression model 1 (cont.)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.887	5	9.777	67.837	.000[b]
	Residual	56.788	394	.144		
	Total	105.675	399			

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.792	.188		4.215	.000
	Ease of Payment	.241	.049	.253	4.920	.000
	Menu Variety	-.006	.046	-.006	-.121	.904
	Promotion	.112	.046	.125	2.437	.015
	Convenience	.226	.046	.231	4.953	.000
	Service Quality of Food Delivery	.241	.048	.248	5.011	.000

From the above date, F value is 67.837. Sig value is 0.00, This indicates that the regression model is usable. R Square is 46.3%, which means, all independent variables can explain the dependent variable (Satisfaction of Restaurants) for 46.3%.

There is one independent variable, Menu Variety, which has more than 0.05 Sig., This means that it has no significant influence over the Satisfaction of Restaurants, and people have no concern over Menu variety. On the other hand, there are four independent variables which have significant influence on the Satisfaction of Restaurants, those four are the Ease of Payment, Convenience, Service Quality of Food Delivery, and Promotion. These four independent variables all have less than 0.05 Sig. Then the next step is to look at the Standardized Coefficients beta in order to know which one has the highest influence. From this table, the independent variables that have the highest influence are the Ease of Payment (0.253), followed by Service Quality of Food Delivery (0.248), Convenience (0.231), and then Promotion (0.125).

Table 4.37 Regression model 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670ᵃ	.449	.442	.38799

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.

Table 4.37 Regression model 2 (cont.)

1	Regression	48.374	5	9.675	64.269	.000ᵇ
	Residual	59.312	394	.151		
	Total	107.686	399			

		Coefficientsᵃ				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.932	.192		4.852	.000
	Ease of Payment	.171	.050	.178	3.419	.001
	Menu Variety	.087	.047	.098	1.873	.062
	Promotion	.233	.047	.257	4.954	.000
	Convenience	-.005	.047	-.005	-.111	.912
	Service Quality of Food Delivery	.277	.049	.281	5.624	.000

From the above date, F value is 64.269. Sig value is 0.00, This indicates that the regression model is usable. R Square is 44.9%, which means, all independent

variables can explain the dependent variable (Satisfaction of Food Delivery Application) for 44.9%.

There are two independent variables, Menu Variety, and Convenience which have more than 0.05 Sig., This means that they have no significant influence over the Satisfaction of Food Delivery Applications. On the other hand, there are three independent variables which have significant influence on the Satisfaction of Food Delivery Applications, those three are the Ease of Payment, Service Quality of Food Delivery, and Promotion. These three independent variables all have less than 0.05 Sig. The next step is to look at the Standardized Coefficients beta in order to know which one has the highest influence. From this table, the independent variables that have the highest influence are the Service Quality of Food Delivery (0.281), followed by Promotion (0.257), and then Ease of Payment (0.178).

Table 4.38 Regression model 3

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701ª	.491	.482	.37488

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.175	7	7.596	54.053	.000ᵇ

Table 4.38 Regression model 3 (cont.)

Residual	55.091	392	.141		
Total	108.266	399			

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.612	.194		3.161	.002
Ease of Payment	.060	.050	.062	1.190	.235
Menu Variety	.032	.045	.036	.703	.482
Promotion	.145	.047	.159	3.092	.002
Convenience	.183	.047	.184	3.928	.000
Service Quality of Food Delivery	.165	.050	.168	3.284	.001
Satisfaction of Restaurants	-.064	.051	-.064	-1.267	.206
Satisfaction of Food Delivery Application	.338	.050	.337	6.790	.000

From the above date, F value is 54.053. Sig value is 0.00, This indicates that the regression model is usable. R Square is 49.1%, which means, all independent variables can explain the dependent variable (Repurchase Intention) for 49.1%.

There are three independent variables, Ease of Payment, Menu Variety, and Satisfaction of Restaurants which have more than 0.05 Sig., This means that they have no significant influence over the Repurchase Intention of the customers. On the other hand, there are four independent variables which have a significant influence on the Repurchase Intention, those four are the Convenience, Service Quality of Food Delivery, Promotion, and Satisfaction of Food Delivery Application. These four independent variables all have less than 0.05 Sig. Then the next step is to look at the Standardized Coefficients beta in order to know which one has the highest influence. From this table, the independent variables that have the highest influence are the Satisfaction of Food Delivery Application (0.337), followed by Convenience (0.184), then Service Quality of Food Delivery (0.168), and lastly Promotion (0.159).

Table 4.39 Regression model 4

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697ᵃ	.486	.478	.37185

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.

Table 4.39 Regression model 4 (cont.)

1	Regression	51.335	6	8.556	61.878	.000ᵇ
	Residual	54.340	393	.138		
	Total	105.675	399			

		Coefficientsª				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.603	.190		3.181	.002
	Ease of Payment	.207	.049	.216	4.236	.000
	Menu Variety	-.023	.045	-.026	-.518	.605
	Promotion	.065	.047	.072	1.396	.164
	Convenience	.227	.045	.232	5.081	.000
	Service Quality of Food Delivery	.185	.049	.190	3.775	.000
	Satisfaction of Food Delivery Application	.203	.048	.205	4.208	.000

From the above date, F value is 61.878. Sig value is 0.00, This indicates that the regression model is usable. R Square is 48.6%, which means, all independent variables can explain the dependent variable (Satisfaction of Restaurants) for 48.6%.

There are two independent variables, Promotion, and Menu Variety which have more than 0.05 Sig., This means that they have no significant influence over the Satisfaction of Restaurants for the customers. On the other hand, there are four independent variables which have significant influences on the Satisfaction of Restaurants, those four are the Convenience, Service Quality of Food Delivery, Ease of Payment, and Satisfaction of Food Delivery Application. These four independent variables all have less than 0.05 Sig. The next step is to look at the Standardized Coefficients beta in order to know which one has the highest influence. From this table, the independent variables that have the highest influence are the Convenience (0.232), followed by Ease of Payment (0.216), then Satisfaction of Food Delivery Application (0.205), and lastly Service Quality of Food Delivery (0.190).

CHAPTER V
DISCUSSION

5.1 Gender

The study uses T-test to test the difference of gender on each variable. The study shows that the gender has no significant influence in all the variables, which was supported by the study from (Hamza & Shah, 2014), (Gamliel & Herstein, 2011), (Ndubisi, 2005), (Harrington et al., 2011), (Laroche et al., 2005), (Huffman et al., 1996), and (Ilias et al., 2008). The only exception is one factor in the Satisfaction of Food Delivery Application. It is the statement "I am satisfied with the interface of the food delivery application". T value is (-3.229), and Sig. (2-tailed) is (0.001). This means that different genders have a different perspective on this statement. In addition, the researcher confirms the result with the Group Statistics and found out that the female has a higher mean with (4.32) than the male which has (4.09). This shows that females are more satisfied with the interface of the food delivery application.

5.2 Age

In menu variety variable, the study found that there is one difference between groups which is people with the age 25-35 give more attention to the statement "I prefer a restaurant that has many types of food I can choose" than the people with the age 36-45. This was supported by study from (Worsley et al., 2003) which show the different consumption of food from different age groups. The different consumption thus affects the need of people to choose different types of menu. This makes the age difference have different opinions on menu variety. Another significant result is from the promotion where people with the age 18-24 always expect food delivery applications to have promotions than the people with the age 36-45. This result is consistent with the finding from (Licata et al., 1998), where the study shows that the age of the consumer has a significant interaction with the behavior from promotion. This

means that different age groups respond differently to the promotion. Another positive found is the convenience variable where people with the age 36-45 put more attention to than the other age groups. One of the reasons is that they believe that it is time-saving to order delivery food, this was supported by the study from (Ailawadi et al., 2001), which said that different age groups face different pressure on time. Therefore it can be interpreted that people in the age 36-45 put more value in the time-saving when they order delivery food. Another significant difference is the service quality of food delivery where there are differences between age groups. People with the age 25- 35 agree the most that their food had sealing or ways to prevent food from contamination during the delivery. This can be supported by the study from (Sharma et al., 2012), which explains that there is a positive difference for age and service quality. Apart from this, the study also shows the significant difference in the satisfaction of food delivery application interface. The study from (Morris & Venkatesh 2000) is consistent with the result, and shows that age has influence on technology adoption. In addition, there is significant between groups in repurchase intention. People with the age group of 25-35 agree that they will definitely order online food delivery again, which is more than other age groups. The study from (Chung & Lee, 2003), and (Fang et al., 2016) support the result, as the studies show that the age has a significantly different effect on repurchase intention.

5.3 Income Group

The study found significant differences between income groups. In ease of payment statement "I can use my most preferred payment method for ordering food online", the income group of less than 10,000 gives less importance to the statement than the income group of 20,001-30,000, with the mean difference of (-0.542). Secondly, people with the income group of less than 10,000, also give less importance to the statement than the income group of 50,001+, with the mean difference of (-0.605). This results can be supported by the study of (Garrett et al., 2014), where it shows that there is a difference in income groups of people who adopt mobile payment. This can be interpreted that high income groups have more choices of payments, and their most

preferred payment method is available when they order food online. Another finding of significant difference between groups is in the convenience variable, where a high income group of 50,000+, put more importance to convenience than other income groups. This was supported by the study from (Benoit et al., 2017), where it shows that those who value convenience the most are the high-income group of people. Another significant difference between income groups is found in the repurchase intention, where high income groups agree that they will use the food delivery application again. This results was supported by the finding of (Chung & Lee, 2003), where the finding shows that the higher the income, the higher the repurchase intention.

5.4 Factors Affecting the Satisfaction of Restaurants

For the factors affecting the satisfaction of restaurants, the research study found that the menu variety has no positive influence on the satisfaction of restaurants (β= -0.006, Sig= 0.904), which was supported by the finding of (Pettijohn et al., 1997). Therefore, this confirms that menu variety variable has no effect on the satisfaction of restaurants, and people have no concern over Menu variety.

On the other hand, the positive significance is found in the ease of payment on satisfaction of restaurants (β= 0.241, Sig= 0.000). The finding is consistent with the study from (Amiri & Faghani, 2012), and (Rahman et al., 2017). It can, therefore, be interpreted as that if the customers like the payment method, then they will be satisfied with the restaurants.

The study also found convenience to have a positive influence on the satisfaction of restaurants (β= 0.226, Sig= 0.000). This was supported by the finding from (Yeo et al., 2017), (Kim et al., 2006), and (Pettijohn et al., 1997), where the study shows the significant influence of convenience to the satisfaction of restaurants. This shows that the customers look at the convenience factors which have a direct effect on the satisfaction of restaurants.

Another positive finding is in the service quality of food delivery (β= 0.241, Sig= 0.000). The result was supported by the finding from (Ladhari et al., 2008), (Gagic et al, 2013), (Ghezelbash & Khodadadi, 2017), and (Ryu, 2010). This shows that with

the good service quality of food delivery, customers will be satisfied with the restaurants.

The interesting finding is the positive significant influence of promotion on satisfaction of restaurants (β= 0.112, Sig= 0.015), which was supported by the study of (Yeo et al., 2017), and (Prabowo & Nugroho, 2019). This shows that the promotion helps the customers satisfied with the restaurants. The interesting part is when the researcher includes the satisfaction of the food delivery application into the regression model, the promotion becomes insignificant to the satisfaction of restaurants, which another study from (Xu et al., 2015) found similar results where monetary sacrifices do not affect satisfaction. This means that, when the customers order online food delivery through the food delivery application, the promotion variable no longer affects the satisfaction of the restaurants.

Apart from this, the study also found that the satisfaction of food delivery applications has a significant influence on the satisfaction of restaurants (β= 0.203, Sig= 0.000), which in consistent with the study from (Liat et al., 2017), where the corporate image has significant relationship to the customer satisfaction. This can be interpreted that people who are satisfied with the food delivery application will also like the restaurants.

5.5 Factors Affecting the Satisfaction of Food Delivery Application

For factors that affect the satisfaction of food delivery application, the study found that menu variety again has no significant influence on the satisfaction of food delivery application (β= 0.087, Sig= 0.062). This is consistent with the finding of (Pettijohn et al., 1997), which show no significant relationship between satisfaction and menu variety. Thus confirms that menu variety variable has no effect on satisfaction of food delivery application

Another negative finding is convenience which has no significant influence on the satisfaction of food delivery application (β= -0.005, Sig= 0.912). This was supported by the study from (Prabowo & Nugroho, 2019), where the convenience has no significant relationship to the satisfaction. This means that convenience has no effect

when people order it from a food delivery application. The possibility is that it is an expectation the customers already expected to get from the food delivery application.

On the other hand, the positive significance is found in the ease of payment on satisfaction of food delivery application (β= 0.171, Sig= 0.001), which was supported by the study from (Amiri & Faghani, 2012), and (Rahman et al., 2017), where the ease of payment has significant influence on the satisfaction. This can be interpreted as that if the customers like the payment method, they will also like the food delivery application.

Another positive finding is the service quality of food delivery on satisfaction of food delivery application (β= 0.277, Sig= 0.000). This is consistent with the finding of (Ladhari et al., 2008), (Gagic et al, 2013), (Ghezelbash & Khodadadi, 2017), and (Ryu, 2010), where they show the significant relationship between service quality and satisfaction. Therefore, it can be interpreted that with the good service quality of food delivery, customers will be satisfied with the food delivery application.

In addition, there is the positive significant influence of promotion on satisfaction of food delivery application (β= 0.233, Sig= 0.000). This was supported by the study of (Yeo et al., 2017), and (Prabowo & Nugroho, 2019), where the study shows the significance between promotion and satisfaction. This shows that the promotion helps the customers satisfied with the food delivery application

5.6 Factors Affecting Repurchase Intention

For the repurchase intention, the researcher tested a total of 7 variables including the satisfaction of restaurants, and satisfaction of food delivery applications. The researcher found that ease of payment has no significant influence on the repurchase intention (β= 0.061, Sig= 0.235). With the combination supported from the studies of (Amiri & Faghani, 2012), (Rahman et al., 2017), and (Ryu & Han 2010). This means that ease of payment has no direct effect in the repurchase intention, but it still affects the satisfaction of customers towards the food delivery application, which then later leads to repurchase intention.

The study found that the menu variety has no positive influence on repurchase intention (β= 0.032, Sig= 0.482), which is consistent with the study of (Pettijohn et al., 1997). Therefore, this means that the menu variety has no direct effect on repurchase intention.

Another negative result is satisfaction of restaurants, which has no significant influence on repurchase intention (B -0.064, Sig= 0.206). Normally, other studies such as (Prabowo & Nugroho, 2019), (Huang, 2014), (Xu et al., 2015), and (Suhartanto et al., 2017) show that satisfaction has a significant influence on repurchase intention. In this case, the customers who order food delivery who are not satisfied with the restaurants, but satisfied with the food delivery application still have repurchase intention. The customers repurchase from the food delivery application, but will choose different restaurants.

For the positive finding, the study found convenience to have a positive influence on the repurchase intention (β= 0.183, Sig= 0.000), which is consistent with the finding from (Yeo et al., 2017), (Kim et al., 2006), and (Pettijohn et al., 1997), where the studies show the relationship between convenience and repurchase intention. This means that the convenience have direct effect on repurchase intention.

Another positive finding is the service quality of food delivery on repurchase intention (β= 0.165, Sig= 0.001). This was supported by the finding from (Ladhari et al., 2008), (Gagic et al, 2013), (Ghezelbash & Khodadadi, 2017), and (Ryu, 2010). It shows that with the good service quality of food delivery, customers will have repurchase intentions.

The next significant influence variable is found in promotion (β= 0.145, Sig= 0.002), which was supported by the study of (Yeo et al., 2017), and (Prabowo & Nugroho, 2019), where the studies show the relationship between promotion and repurchase intention. This shows that the promotion has a direct impact on repurchase intention.

In addition, the study found that satisfaction of food delivery application has significant influence on repurchase intention (β= 0.338, Sig= 0.000), which was supported by the study from (Prabowo & Nugroho, 2019), (Huang et al., 2014), (Xu et al., 2015), and (Suhartanto et al., 2017). This means that the satisfaction of food delivery application affects the repurchase intention.

CHAPTER VI
CONCLUSION

6.1 Conclusion

In conclusion, the researcher has 3 main objectives for this study. All of the objectives have been identified and answered, which make this study become successful. The first objective is to identify the factors affecting the satisfaction of restaurants. The results show that there are four variables affecting the satisfaction of restaurants, which are ease of payment, convenience, service quality of food delivery application, and promotion. These four variables have a significant influence on the satisfaction of restaurants. If the significant variables are fully utilized, they can provide advantages for the restaurants. In addition, the satisfaction of the food delivery application has a positive influence on the satisfaction of restaurants, which make the customers who like the food delivery application will also like the restaurants.

The second objective is to identify the factors affecting the satisfaction of food delivery applications. To understand what makes people satisfied with the food delivery application, you need to look at the three variables. The independent variables that have the highest influence on the satisfaction of food delivery application are the service quality of food delivery, followed by promotion, and then ease of payment. By knowing these significant variables, both the partner restaurants and food delivery application can better understand the bigger pictures and know how to improve their products and services to better satisfy the customers.

The third objective is to identify the factors affecting the repurchase intention. The results of this study verified that the satisfaction of food delivery applications have significant influence towards repurchase intention, but the satisfaction of restaurants has no significance. From this, it implies that the satisfaction of food delivery application is the variable to focus on. People who are not satisfied with the restaurants can still repurchase if they are satisfied with the food delivery application. Apart from the important satisfaction of food delivery application, few other variables

are also important and have significant influence such as convenience, service quality of food delivery, and promotion.

In addition, the researcher also researches the significant difference between demographic groups including gender, age, and income on each variable. The significant difference between genders is found in the satisfaction of food delivery application. For age groups, there are few significant differences in variables including menu variety, promotion, convenience, service quality of food delivery, and satisfaction of food delivery applications. For income groups, there are significant differences found in the ease of payment, convenience, and repurchase intention.

6.2 Recommendation for Restaurant Owners

For those who have the restaurants or plan to open one. They may want to focus on the satisfaction of restaurants, there are four variables that need to be focused on, which are ease of payment, convenience, service quality of food delivery application, and promotion. These four variables have a significant influence on the satisfaction of restaurants. In the ease of payment variable, the study also found the difference between groups in income groups, therefore it is recommended to segment based on the income groups. This study also clarifies that people want to have many payment options, with one of them being their most preferred choice, and the amount paid needs to be accurate. If they find that the payment lacks those characteristics the satisfaction of restaurants will drop even before they try the food.

For convenience variables, the study shows that there are both significant differences between groups in both ages, and income, so there is the need to segment the market based on both age, and income. Furthermore, for convenience, customers want food ordering to be easy, time-saving, and also help them to avoid road traffic problems. With these, customers will have convenience which has a significant influence on the satisfaction of restaurants.

In contrast, service quality of food delivery, and promotion only have significant differences between age groups, which means segmenting based on only age groups is recommended.

The analysis also shows that the service quality of food delivery that customers want, is to have accurate ordered food, also the time delivery needs to be reliable, and while transporting, the food needs to have sealings. Those things will affect the satisfaction of the restaurants.

On the promotion side, the analysis shows that people want the application to always have promotions, and there should be a special promotion to attract new users or retain existing customers. They also believe that the promotion from the restaurants helps increase the attractiveness of that particular restaurant.

Extra recommendation is for ordering time of online food delivery, and popular food choices. From the study, it shows that the top three ordering time periods are dinner, lunch, and afternoon break. The recommendation from the researcher is not that top period of time, but in the morning, breakfast period at around 5.00 am - 10.00 am. There are around 40% of respondents who ordered from that time, which is considered to have high customers, and it is also the rush hour period where people want to save time and might encounter road traffic. The top choice of consumer of online food delivery is also consistent with this timing which is the fast-food category. It is the category that can help increase the convenience, time-saving, and easy to eat. Convenience is also the variable that has significant influence toward satisfaction of restaurants, and repurchase intention. Interestingly, most of the shops in Thailand do not operate at those hours, but tend to open in the late morning. This can be the potential gaps in the market for the restaurant's owners to consider, and utilize.

6.3 Recommendation for Food Delivery Applications

To understand what makes people satisfied with the food delivery application, people need to look at the three variables. The independent variables that have the highest influence on the satisfaction of food delivery application are the service quality of food delivery, followed by promotion, and then ease of payment.

Service quality of food delivery is significantly different between age groups, so the researcher recommends segmenting the market based on different age groups. Service quality of food delivery is where the customers look at the accuracy of the ordered food, the sealing of the food packaging, and the reliable delivery time.

The study also found the significance between age groups on promotion, thus this is another variable that should be segmented based on age groups. For promotion, people expect promotions provided at all times, with sometimes special promotions, and sometimes promotion from the restaurants themselves.

On the other hand, ease of payment has no significant difference between age groups but has significant differences between income groups. Therefore, ease of payment should be segmented based on income groups. When talking about ease of payment, people are looking for the accuracy of the payment, the options provided, and their most preferred payment method.

Furthermore, there is also the difference between genders on the satisfaction of food delivery application. Women are more satisfied with the interface of the food delivery application, thus the researcher recommends to also segmenting the food delivery application interface based on genders. It can be theme customization based on genders or maybe a special upgrade version the customers can download.

6.4 Limitation and Option for Future Research

The researcher has few limitations of this study. The first one is that the questionnaire is conducted in Thai language, which is made specially for Thai users living in Bangkok. This makes the foreigners who use or are willing to use online food delivery unable to participate in the study. Since Thailand is one of the top destinations in the world, missing on the data from the foreigners is not good because it means missing one large part of potential customers. Another limitation from the questionnaire is from the respondents which are only people in Bangkok. In Thailand, online food delivery is now expanding to many cities, not just Bangkok. People in different cities might have different perspectives on online food delivery. This study cannot be applied to all the markets in Thailand because the respondents only represent the population in Bangkok. The sample size is also another limitation, which from researcher view, 400 respondents are too few to represent the population of users in Bangkok. With just 400 samples, some of the data might be biased. The study also failed to include the data of the spending of the customers, which the researcher believed to be important information needed. The information can be used to apply average spending of different

demographic information of the customers, with the segmenting the market, or with other significant variables. In addition, food delivery applications in Thailand are only booming a few years back. The change of technology is very fast, and the future of online food delivery might change from motorbike transportation to other types of transportation such as flying drones. Another change might also be found in the interface where showing the picture of the food is no longer enough for the consumers. There might be a need for new research to conduct and apply with the use of new major technology.

For the opportunity for future research, the potential topic is about researching the interface of the food delivery application on how it can be upgraded with the new technology to better satisfy customers' needs. At present, there is intense competition in online food delivery applications not just in Thailand, but all over the world. With the advancing technology, the first mover will be the one with the advantages to win the business competition. Take for example, virtual reality technology might be able to apply and upgrade the interface, so that the users can be able to see the food in 3-dimension form, not just simple pictures anymore. The research might be expanded to include other e-commerce applications because they are using similar interface and technology. The hotel reservation application such as Booking.com, or Expedia, the customers might need to look at the actual hotel rooms in 3 dimensions to better understand the real hotel rooms. The popular online shopping websites such as Lazada, Alibaba, and Amazon might use it to help customers make purchase intentions. The future competition in e-commerce and application will be more intense, as people will be moving toward the direction. Research in that area also has the possibility to expand even further in many directions, to better satisfy the needs of the customers, and to compete in the big market of e-commerce.

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