

## Effects of Application Satisfaction, Promotions, Ease of Payment and Convenience on Intention to Repurchase Food Online

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**Abstract:** People's lifestyles in today's fast-changing world have led more consumers to try the new food ordering services via smartphone applications. The competition among food ordering service providers has become increasingly intense, and companies are struggling to retain customers who reuse their services. This study examined the effects of promotions, convenience, and ease of payment on the repurchase intentions of online food shoppers. A group of 416 Thai volunteers was recruited for a questionnaire survey on user intentions to make online purchases. The research goal of the current study was to investigate the influential factors affecting the intention to repurchase in the context of online food delivery services. The results indicated that application satisfaction, promotions, ease of payment, and convenience positively affected repurchase intentions. However, the element of convenience had no significant effect on users' satisfaction with the chosen food delivery application. The results are discussed in relation to published studies, and practical implications are provided with guidelines for online companies to improve their business performance.

**Keywords:** ease of payment, promotion, convenience, satisfaction with food delivery application, repurchase intention.

### 应用满意度、促销活动、支付便利性对网上购买食品的意向的影响

**摘要：**在当今快速变化的世界中，人们的生活方式使更多的消费者尝试通过智能手机应用程序的新订餐服务。订餐服务提供者之间的竞争变得越来越激烈，公司正在努力留住重复使用其服务的客户。本研究考察了促销活动、便利性和支付便利性对在线食品购物者的再购买意愿的影响。我们招募了 416 名泰国志愿者，对用户的网购意向进行了问卷调查。本研究的目标是调查在网上食品配送服务背景下影响再购买意向的影响因素。结果表明，应用满意度、促销活动、支付便利性和便利性对再购买意向有积极的影响。然而，便利性因素对用户对所选择的食品递送应用的满意度没有显著影响。研究结果与已发表的研究进行了讨论，并提供了实际意义，为网络公司提高其业务绩效提供了指导。

**关键词：**支付的便利性、促销、便利性、对送餐应用的满意度、回购意向。

## 1. Introduction

The food ordering business has grown significantly in Thailand over the past decade. With the changing lifestyle of people in recent years, this food ordering business is currently booming. New technology, especially the burgeoning smartphone use, has made choosing food and ordering online easier than ever

before. All the information, including the menu, is easily accessed by phone or tablet, the platform is quick and easy to use, and ordering is secure and simple. Revenue from food delivery in 2019 amounted to 33-35 billion baht, up 14% from the previous year [1]. Companies are hiring new people to serve the expanding customer base, and enterprising motorbike

riders are using the new development of applications available on smartphones and other platforms to expand their businesses. These statistics demonstrate that the phone apps are creating a new service development offering a crucial influence on Thailand's society by creating a flurry of new jobs and changing people's attitudes.

Thailand's food delivery industry has a vastly different style than other countries [2]. In Thailand, most people still prefer to order food from restaurants rather than from platforms such as mobile applications. However, Thailand's food delivery services will likely eventually follow the global trend where most users of online delivery services order through applications on various platforms. There are opportunities for Thailand's many restaurants to expand the kinds of services offered and adapt and prepare for the inevitable changes from adopting this new business model. Thailand's economy is still primarily based on sit-down dining at a restaurant, and relatively few people take online ordering and delivery seriously. The early adopters are poised to get all the advantages, and those business owners who are slow to act may find it difficult to attract customers later on. Currently, Thailand's revenue from the food delivery industry is very low compared to other countries and is about 200 times smaller than China's. The user penetration rate of Thailand is only 10% compared to the top penetration rate in countries such as the Netherlands, the United Kingdom, and Hong Kong, which is more than 30% [2]. However, this suggests the existence of a great opportunity for the food delivery market to develop a new customer base through innovative smartphone applications in the near future.

Several food delivery service providers have mobile applications in Thailand, and three key players dominate the market, namely LineMan, Grabfood, and Foodpanda [3]. To provide some background, Foodpanda is known to be one of the first online food delivery providers since its first operations in 2012, pioneering the markets with the slow build-up of its customer base. Currently, with greater than 5,500 restaurants and more than 2,000 delivery personnel [3] with the headquarters in Germany. In addition, the company offers its services in many countries and on five continents [4].

In addition, LineMan has been considered another major player in Thailand since 2016 [3]. With its customer base from the popular social messaging application known as Line. The company has more than 1.5 application users. Furthermore, it has continued to build a partnership with other related applications, such as Wongnai, which is the application recommending popular restaurants for any location in the country. In other words, LineMan's strength arrived

from their strategic partnership [5]. The third important application is GrabFood, regarded as one of the fastest-growing applications since 2017 [3]. There are also other food delivery applications, including Go-Jek and Get [3]. However, most Thai people still prefer to call a restaurant directly rather than order food delivery from an online platform.

This study focused on the three main factors: ease of payment, convenience, and promotion. The main advantage of ordering food online is convenience, as suggested by the study [6] on why people use online food delivery applications. The next most important factor, ease of payment, also provides customers with a sense of convenience. As found in [7], online payment ease and safety were considered important for customer repurchase intentions. Actually, all the functions on the food delivery application are designed and connected to provide convenience for the customers. Another factor is promotion. This one is more of a means of attracting customers and stealing their competitors' market share. It is now more common to see promotions in food delivery applications than not. There is also research such as [8], which focuses mainly on promotion and marketing strategies to attract customers. The results showed that people often choose a particular platform because of better promotions.

The objectives of this paper were intended to offer a detailed investigation of the relationships among the key factors affecting user satisfaction with a particular food delivery application and to determine which elements of app design could best motivate a user's repurchase intentions. Accordingly, the authors drafted and distributed a quantitative questionnaire to gather data about these variables in line with the three factors discussed above. The resulting analysis and interpretation provide practical information that platform managers of food delivery applications can use as a guide, to which factors they need to focus on to improve user satisfaction and increase the likelihood that they will continue to use the service regularly.

## 2. Literature Review

### 2.1. Ease of Payment

Ease of payment reflected the customers' feelings about the convenience and safety of making an online purchase when ordering food for delivery [9]. However, different users have different preferences concerning payment methods, and a few still are afraid of making any online purchases. In addition, the customers who were resistant to switching traditional payment methods to online transactions were unlikely to change unless their old ways of purchasing could not be used to complete the desired purchase. Moreover, the payment process had a crucial influence on the

customers' willingness to pay for their products or services [10]. In this regard, understanding the impact of ease of payment on the repurchase intention offers insights for practitioners to improve their payment process.

In this study, ease of payment meant that consumers were able to choose their preferred payment method, and research shows that one of the desirable advantages of food delivery applications is that they provide the customer flexibility regarding the modes of payment [9]. Credit cards are popular and convenient options for online e-commerce purchases, but there are several others. Of all the cashless payment methods used in Thailand, credit cards were adopted as the main payment method for consumers by approximately 30% [11]. Another method of payment that is popular for those who do not have a credit card is the application wallet. The application wallets can be directly connected to a saving account, which is much easier for Thai users. Customers can also choose to pay cash on delivery, but the process might face inconveniences from difficulty making change.

Some studies, such as [12], found that ease of payment significantly improved online user satisfaction with food delivery applications. This finding led to the first hypothesis:

*H1: Ease of payment positively affects satisfaction with a food delivery application.*

Researchers also found that ease of payment stimulated repurchase intentions [13]. This finding led to the second hypothesis of this study:

*H2: Ease of payment significantly influences repurchase intention.*

## 2.2. Promotion

Promotional campaigns are often used to stimulate selling on a short-term basis. They might have a different effect if the promotion was continued for too long, as customers' perceptions and attitudes change over time. Prices that are always discounted become perceived as the norm and are no longer an effective stimulus. As stated in [14], promotion is considered an effective communication that an organization uses to influence their customers by offering their products on sale—but only for a limited time.

Furthermore, promotion can be categorized as a monetary and non-monetary promotion, according to [15]. For online delivery platforms, two promotions often can be stacked together, those related to the food delivery application and those from the restaurants themselves. Restaurant promotions are available to all customers, but those from the online delivery service may only apply to certain customers separate from restaurant promotions. The promotions from online food delivery applications can be regarded as subsidies

for the customers when they purchase the products or services. This can be a good incentive for the customers to facilitate their purchasing decisions.

Furthermore, one of the main characteristics of sales promotion is to encourage and promote brand switching [16], meaning the customers may consider switching from one brand to another due to the promotion. In food delivery services, this type of promotion is generally used as one of the most important methods to attract online users to switch to a competing food delivery application or order from a different restaurant. In this research, promotion means a short-term discount campaign to stimulate customers to buy products immediately. Previous investigations proved that promotions could influence a user's satisfaction with a particular food delivery application [17] and [18]. This finding led to the third hypothesis:

*H3: Promotion has a positive effect on satisfaction with food delivery applications.*

In an earlier paper, it was reported that promotional offers could also improve repurchase intention [19], thus leading to the next hypothesis:

*H4: Promotion has a positive effect on repurchase intention.*

## 2.3. Convenience

The perception of convenience and efficiency in using an online service is a powerful driver for consumers to choose one online food delivery service over another. At present, consumers can order food delivery using a smartphone. Busy people who have no time to go to a restaurant or do not wish to sit in rush-hour traffic or drive in bad weather are strongly motivated to order food delivered to their homes. As claimed in [20], the main benefit of improved transportation was to save time. Now consumers do not need to travel to get a meal. By using the mobile phone application or websites, in some cases, the customers can conveniently wait for the food to be delivered within minutes, without having to get dressed and drive to the restaurants. In this survey, convenience is represented by easy, quick, and less complicated actions. There have been several reports in which convenience was given as the primary reason why people chose to use online food ordering in the first place [21]. This finding led to Hypothesis 5:

*H5: Convenience has a significant positive effect on satisfaction with a food delivery application.*

There have also been some studies showing that convenience influenced repurchase intentions [17]; [22], which resulted in Hypothesis 6:

*H6: Convenience has a positive relationship with repurchase intentions.*

### 2.4. Satisfaction with Food Delivery Applications

Food delivery applications are one of the main channels that people nowadays choose to buy food. There are many features in food delivery applications that can affect customer satisfaction. For example, advancements in technology to ensure the safety and ease of mobile banking, which provides a simple means to make the payment, can improve a user's satisfaction with an application, as stated by [12]. Furthermore, many food delivery services use promotions and discounts to compete with each other. These deals can alter the attitude and behavior of the customers, based on [18] and [17]. In addition, one of the main reasons why the customers adopted food delivery applications for ordering food is because they found it convenient, and the more convenient it is, the more satisfied they are with the overall features of the food delivery application. As the degree of satisfaction influences the decision to repurchase, satisfaction with the food delivery application will be the key factor motivating customers to use the service again, based on the work of [18], [23]-[25]. This finding led to Hypothesis 7:

*H7: Satisfaction with the food delivery application positively affects repurchase intentions.*

### 2.5. Repurchase Intentions

Repurchase intention can be defined as the inclination of the consumer's decision to purchase the same products or services again from the same business or company [26]. Repurchase intention is considered the crucial factor that both online and offline businesses investigated and attempted to understand in more detail how other factors can influence this factor, including in the context of online food delivery service applications. Customer satisfaction with the delivery service can also translate to repurchase intentions from the associated restaurants, thus ensuring them a continuous source of revenue. Many reports demonstrate that when ordering products online, the customers need to have a high level of trust in the services and products [27]. From this, it follows that online food delivery service repurchase intentions might be closely influenced by perceptions of quality control and overall satisfaction. Furthermore, satisfaction significantly affected the repurchase intentions of the customers who adopted the online food delivery service application [28]. Additionally, there was a very strong positive relationship between satisfaction and repurchase intention in similar studies in food services [29]. Therefore, in this study, repurchase intention can be defined as the decision or intention of the customers of the food delivery service application to reorder their food by using the same services from the same restaurants they already had

experienced at least one time. To summarize the relationship, the model of the current study is presented in Figure 1.

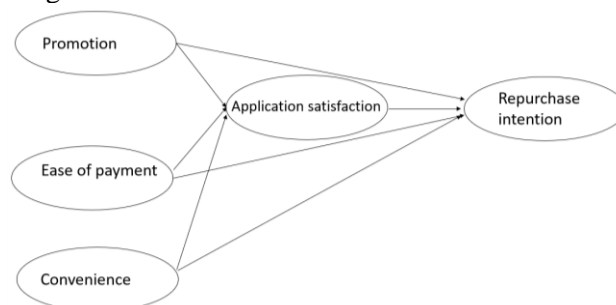


Fig. 1 The proposed model

## 3. Methodology

### 3.1. Population and Samples

In this study, the population was Thai people who had experience using a food delivery services application at least once within the past six months. We used a six-month time period for measuring repurchase intentions to ensure that customers participating in the survey had sufficient experience with food delivery applications and that their responses would provide useful information. The sample size of this study was 416 people, and there were 400 respondents, aged 18 and above, who lived in the Bangkok Metropolitan Region, including Bangkok and the provinces surrounding Bangkok. We chose this region because most of the application-driven food delivery activities occurred here.

### 3.2. Data Collection from the Questionnaire Survey

Data collection in the current study was conducted online via various online channels to reach the large and various groups of users or customers of food delivery service applications. In addition, the authors applied some of the reverse questions to avoid potential errors in the responses to the survey. The authors also used several screening questions to recruit only the customers with real online food delivery services who meet the requirements to measure the repurchase intentions to ensure that the data had a good quality prior to the data analysis process. Furthermore, a five-point Likert scale was adopted to measure the level of agreement from (1) strongly disagree to (5) strongly agree. Moreover, demographic information, such as age, gender, and income, was also collected to indicate the well-distributed characteristics of the data. The next section is to present the results and data analysis.

## 4. Results and Data Analysis

Structural equation modeling was adopted as the main technique for quantitative analysis of the variables affecting food delivery service customer

satisfaction and repurchase intentions. The total usable sample size was 416. The majority of respondents were male (51.70%), and the largest age group was 25-35 years of age (30.70%), followed by 36-45 years old (25.50%). The largest group among the various income levels was in the 20,001-30,000 baht per month range (35.60%), followed by 30,001-40,000 baht per month

(28.80%) and 10,001-20,000 baht per month (21.40%) (Table 1).

For the model testing, the findings showed the standardized loading, Average Variance Extracted (AVE), Composite reliability, and Cronbach's alpha, as given in Table 1.

Table 1 Item loadings for related factors

Items	Standardized loading	AVE	Composite Reliability	Cronbach's alpha
<b>Promo</b>	<b>F1</b>	<b>0.664</b>	<b>0.708</b>	<b>0.875</b>
Promo 1	0.870			
Promo 2	0.834			
Promo 3	0.798			
Promo 4	0.798			
Promo 5	0.772			
<b>EP</b>	<b>F2</b>	<b>0.664</b>	<b>0.707</b>	<b>0.877</b>
EP1	0.855			
EP2	0.773			
<b>CONV</b>	<b>F3</b>	<b>0.672</b>	<b>0.714</b>	<b>0.912</b>
CONV1	0.787			
CONV2	0.857			
CONV3	0.815			
<b>APPSAT</b>	<b>F4</b>	<b>0.667</b>	<b>0.710</b>	<b>0.907</b>
APPSAT1	0.813			
APPSAT2	0.833			
APPSAT3	0.789			
APPSAT4	0.816			
APPSAT5	0.832			
<b>REP</b>	<b>F5</b>	<b>0.669</b>	<b>0.712</b>	<b>0.911</b>
REP1	0.823			
REP2	0.803			
REP3	0.869			
REP4	0.793			
REP5	0.802			

Notes: (F1) Promo - promotion; (F2) EP - ease of payment; (F3) CONV - convenience; (F4) APPSAT - application satisfaction; (F5) REP - repurchase intention

Regarding the validity tests, the results showed that the model achieved acceptable convergent validity because AVE values were greater than 0.5 (Table 1). The research results showed an acceptable level of standards for discriminant validity to ensure that each construct can be considered different from the others. The square roots of the AVEs of all the constructs were greater than the squared correlations. In addition to the measurement model, the authors performed validity tests on the data to ensure that the collected data were appropriate for the structural equation modeling technique. The model proved acceptable for further analysis given the following fit indices: CFI = 0.964, RMSEA = 0.057, NFI = 0.939, IFI = 0.964 and NNFI = 0.957. According to [30], convergent validity refers to the ability of some measures to be highly correlated with different measures of similar constructs. As suggested in [31], good convergent validity exists when the standardized factor loadings of each item exceed 0.60.

All constructs exceeded the recommended Cronbach's alpha criteria for testing the reliability

coefficients. The lowest Cronbach's alpha among all constructs was 0.875. Regarding structural model testing, the fit indices, CFI, NFI, NNFI, and IFI, were higher than the cutting-point criteria of 0.900. The RMSEA was below 0.08, thereby confirming the acceptable fit of the proposed model [30]. In addition, the values of the AVEs were  $> 0.50$ , with factor loadings  $> 0.6$ , thereby demonstrating a good level of convergent validity [31], [32], [30]. Furthermore, based on the results from the discriminant validity tests, the square roots of the AVEs showed values above the squared correlation of each relationship between the constructs, indicating an acceptable level for discriminant validity [33]. Table 2 shows the correlation coefficients of the constructs and the square roots of the AVEs. All AVE square roots of each construct were greater than the correlation coefficients of all the factors.

Table 2 Correlation coefficient matrix and the square roots of AVEs

Items	F1	F2	F3	F4	F5
F1	0.815				
F2	0.354	0.815			

Continuation of Table 2					
F3	0.270	0.555	0.820		
F4	0.516	0.240	0.139	0.816	
F5	0.489	0.370	0.248	0.596	0.818

Table 3 shows the fit indices of the model, which were all greater than the criteria indicated in the right column of the table.

Table 3 The model fit indices

Fit Index	Value	Criteria
Chi-squared/df (345.602/160)	2.348	< 3
Normed Fit Index (NFI)	0.939	> 0.900
Non-Normed Fit Index (NNFI)	0.957	> 0.900
Comparative Fit Index (CFI)	0.964	> 0.900
Incremental Fit Index (IFI)	0.964	> 0.900
Root Mean Square Error of Approximation (RMSEA)	0.057	< 0.08

Figure 2 below provides the structural model results with the coefficients, and \* indicates the 95% significance level. All the constructs showed significant relationships, except for convenience, which had no significant influence on application satisfaction.

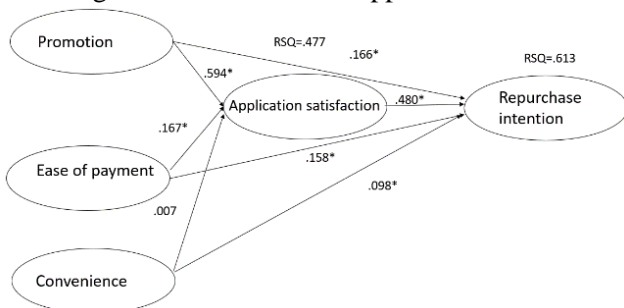


Fig. 2 The structural model and coefficients  
Note: RSQ - R-squared

## 5. Discussion

*H1: Ease of payment positively affects satisfaction with a food delivery application.*

Our results supported a significant relationship between ease of payment and satisfaction with food delivery applications. This finding was in agreement with the data of [12]. In today's high-tech environment, many payment methods are available, and people like to have payment options. Therefore, it is essential that food delivery applications provide a variety of payment methods so that customers can choose the one they are most comfortable with, as this affects their satisfaction with the food delivery application.

*H2: Ease of payment significantly relationship influences repurchase intention.*

This hypothesis was proven to be positively significant. The ability to pay for the food purchase quickly and safely had a decidedly positive effect on a customer's motivation to use the same service again.

Conversely, when a user cannot find an easy payment method, their satisfaction wanes and their intentions to return to the service provider quickly fade away. Therefore, providing the best payment methods is essential for promoting repurchase intentions. Similar conclusions were drawn by Hussain et al. [13], who found that the types of payment methods available significantly influenced online purchases.

*H3: Promotion positively affects satisfaction with a food delivery application.*

This hypothesis proves to be positively significant. This means that promotion has a significant relationship with the satisfaction of food delivery applications. Similar results are shown in [17] and [18] studies. It is now very competitive in the food delivery application business. Many food delivery applications are providing their own style of promotion. The customers are used to having a promotion, and without promotion, or less attractive promotion will result in a drop in customer satisfaction toward the food delivery applications.

*H4: Promotion has a positive effect on repurchase intentions.*

This hypothesis proves to be positively significant, and promotion has a significant relationship with repurchase intention. The promotion is very important to the food delivery business, as it is highly competitive. As many food delivery applications are using them, better promotion can attract customers to have repurchase intentions. Furthermore, [17] and [18] also show the importance of promotion on repurchase intentions.

*H5: Convenience significantly influences satisfaction with a food delivery application.*

Although this hypothesis was supported by [21], our results showed the hypothesis to be negative, meaning that convenience was not significantly related to satisfaction. Research from [18] also found a significant relationship between convenience and satisfaction with the food delivery service. Customers know the difference between eating at a restaurant and ordering food through food delivery applications. They expected online ordering to be more convenient, so it had no real impact on their satisfaction with the food delivery application.

*H6: Convenience has a positive effect on repurchase intention.*

This hypothesis proved to be significant, and the result was in line with the conclusions of [17], [22], and [34]. Although convenience did not significantly influence customer satisfaction, it positively affected their choice to reuse the service. This is probably because, although the customers expected the food delivery application to be convenient, it was still essential that it be convenient or else they would not

use the service again. If the customers feel that the ordering process is too complicated and inconvenient, they will be less likely to use it again.

*H7: Satisfaction with the food delivery application positively affects repurchase intention.*

This hypothesis was supported. Satisfaction and repurchase intention have always been viewed as connected, and many studies have found the same results [18], [23], [25], and [24]. Food delivery applications need to make customers feel satisfied with the service, which they can do through promotions and enhanced payment options. Thus, they will make customers want to repurchase.

The result of the current study found both significant and non-significant influences on customer satisfaction with online food delivery platforms. Therefore, the promotion had the greatest effect and should be considered a priority by platform managers who need to focus more on it. The second highest influence was on ease of payment. In contrast, the study found no significant influence of convenience on satisfaction. Thus, convenience should be the lowest concern of food delivery managers, but that does not mean it should be disregarded. Although it has little effect on satisfaction, the results show a significant positive effect on repurchase intentions.

The current study used four factors to determine the significance of relationships to repurchase intentions, and the results all turned out to be significant. The greatest influence was exerted by satisfaction with food delivery application, which was most important for repeat business. The second highest influence was a promotion, which affects both repurchase intentions and satisfaction, and thus should be considered a priority. Ease of payment was the third most important influencer and an essential factor for maintaining loyalty. The fourth highest factor was convenience, which was a little surprising as it had no effect on user satisfaction with the food delivery application but did promote repurchase intention. Convenience is not the first priority, but it should certainly be part of the mix.

Table 4 summarizes the hypothesis testing and shows that six of the seven hypotheses were supported. Only H5 was negated with no significant effect of convenience on satisfaction with food delivery applications.

Table 4 Summary of hypothesis testing

Hypothesis	Findings
<i>H1: Ease of payment positively affects the satisfaction of food delivery applications.</i>	Supported
<i>H2: Ease of payment significantly influences repurchase intention.</i>	Supported
<i>H3: Promotion positively affects satisfaction with food delivery applications.</i>	Supported
<i>H4: Promotion has a positive effect on repurchase intention.</i>	Supported

Continuation of Table 4

<i>H5: Convenience significantly influences satisfaction with food delivery applications.</i>	Not Supported
<i>H6: Convenience has a positive effect on repurchase intention.</i>	Supported
<i>H7: Satisfaction of food delivery application positively affects repurchase intention.</i>	Supported

## 6. Conclusions and Recommendations

The study accomplished its goals and met its objectives by showing that promotion and ease of payment were the most important determinants of application satisfaction, while convenience showed no significant effect on satisfaction. Secondly, the results revealed that promotion, ease of payment, and convenience significantly influenced repurchase intention. In practical terms, the study suggests that restaurant managers should focus on promotional campaigns since they have the greatest influence on both satisfaction and repurchase intention. A customer's ability to make quick and easy payments was also essential for satisfaction, which had the most effect on repurchase intention, followed by promotion, ease of payment, and convenience, respectively. In practice, managers should offer promotional packages through online applications and other channels, including social media. Interestingly, ease of payment showed strong positive effects on application satisfaction and repurchase intention. Therefore, restaurant managers and food delivery managers need to provide a good variety of fast and simple payment options on their platforms, including credit cards, debit cards, electronic wallets, mobile banking applications, and cash.

In addition, regarding the scientific novelty of the current research, several past studies in online food delivery tend to focus more on the food product quality, taste, and other characteristics of the food product. However, in this study, the authors demonstrated that the quality of the food delivery application and the satisfaction of the food ordering application were highly important to the intention to repurchase the food for the customers. This reflected that the customers tend to continue to use the food delivery applications that they are happy and satisfied with using, given that these customers already have had their experiences with the food and the restaurants of their choices. Therefore, this finding represented the novelty in this field of research in food product, restaurant management, and food delivery application management. Furthermore, this study provided new evidence for the fastest growing sector (e.g, online food service) in the food industry. The new findings from the current research can be used as future guidelines and references for new research in the related fields.

Regarding the limitation of the study, despite its



new findings and academic contributions, the research is not without limitations. By the nature of the study, the first limitation was the overall generalization of the study. This may be limited by its cross-sectional approach, even though the findings highlighted the importance of many factors and relationships in customers' intention to repurchase in online food delivery. However, in the long run, the findings may not be able to explain the future online food delivery business due to the potential changes in the food industry. For this reason, longitudinal research might be recommended to be further conducted to provide insights into the nature of application satisfaction and repurchase intention over the long run. Another limitation was that even though the current study focused on the most popular food delivery applications available in the market, the barriers to entry into this online food market were low. For this reason, newly developed food delivery applications are possibly and continuously being introduced to the online food delivery market. Therefore, future studies should broaden their inclusion of new applications to determine how customers respond to innovative changes in the new features and services.

For future research and research perspectives, the researchers in the field of online food delivery studies should include additional relevant factors that potentially impact the intention to repurchase, such as brand awareness or brand equity of food delivery applications and risk dimensions related to online food delivery services. Additionally, the researchers may conduct a qualitative investigation to provide an in-depth understanding of the reasoning process in intention to repurchase or customer loyalty towards food delivery applications.

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