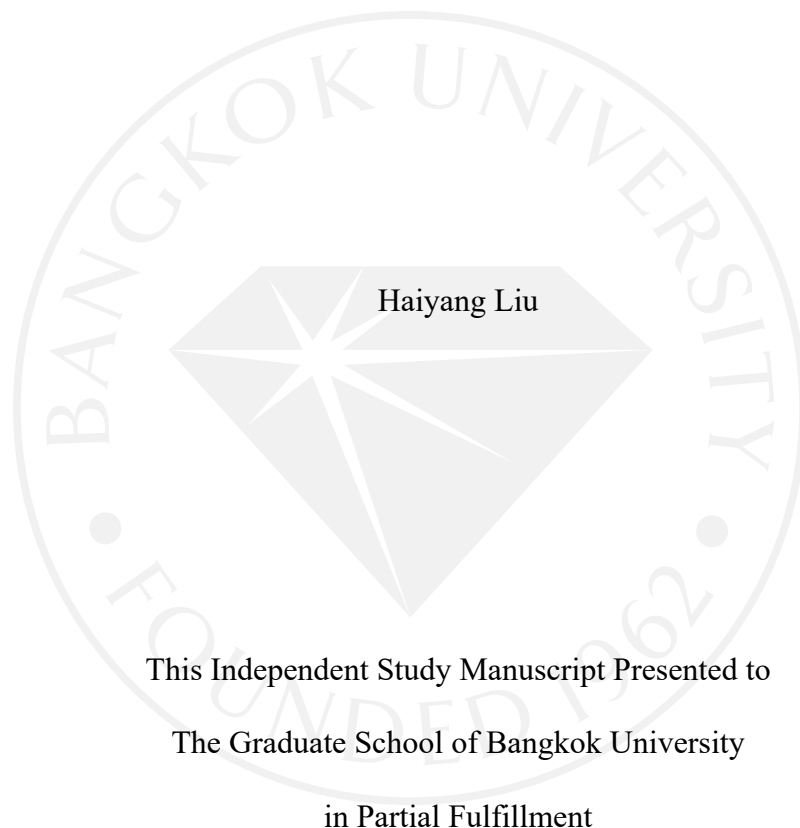# FACTORS POSITIVELY INFLUENCING CUSTOMER SATISFACTION

OF ONLINE FOOD DELIVERY SERVICES

OF CUSTOMERS IN BANGKOK AND ITS VICINITY

FACTORS POSITIVELY INFLUENCING CUSTOMER SATISFACTION

OF ONLINE FOOD DELIVERY SERVICES

OF CUSTOMERS IN BANGKOK AND ITS VICINITY

Haiyang Liu

This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

2019

This Independent Study has been approved by

the Graduate School

Bangkok University

Title: FACTORS POSITIVELY INFLUENCING CUSTOMER SATISFACTION OF
ONLINE FOOD DELIVERY SERVICES OF CUSTOMERS IN BANGKOK AND ITS
VICINITY
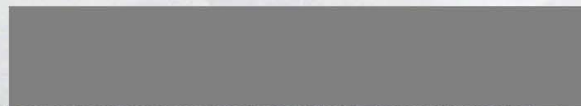
Author :   Mr. Haiyang Liu

Independent Study Committee:

Advisor

(Dr. Penjira Kanthawongs)

Field Specialist

(Dr. Nittana Tarnittanakorn)

(Mr. Virat Rattakorn)

Dean of the Graduate School

January 25, 2020

Liu, H.Y. M.B.A., January 2020, Graduate School, Bangkok University.

<u>Factors Positively Influencing Customer Satisfaction of Online Food Delivery</u>

<u>Services of Customers in Bangkok and its Vicinity</u> (90 pp.)

Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

The researcher studied the positive influence of hedonic motivations, price saving orientation, time saving orientation, prior online purchase experience, convenience motivation, usability, new experience, and influence of social networking sites towards customer satisfaction of online food delivery services of customers in Bangkok and its Vicinity. The samples of 231 respondents collected with survey questionnaires in Siam Center, Future Park, and Ekkamai, the respondents were working in Bangkok and its vicinity. The respondents of this survey, consisting of 61.9% females and 38.1% males, were aged between 22-35 years old. Most of them had bachelor's degrees, 63.4% of them were working in private companies, the range of their incomes was from 15,001 to 30,000 Baht. They had prior purchase experiences of meals from eating out, and generally spent 301-800 Baht on online food delivery services. Fast food platforms were used most, such as The Pizza Company 1112, McDelivery Thailand, and Pizza Hut delivery. The data sets were analyzed by descriptive statistics and multiple regression analysis. The researcher found that hedonic motivations ($\beta = 0.767$) and new experience ($\beta = 0.163$) were positively influenced towards customer satisfaction of online food delivery services of customers in Bangkok and its vicinity at the .01 level of significant.

However, price saving orientation, time saving orientation, prior online purchase experience, convenience motivation, usability, and influence of social networking sites were not significantly influenced towards the customer satisfaction of online food delivery services of customers in Bangkok and its vicinity.

Keywords: Online Food Delivery Services, Customer Satisfaction, Hedonic Motivations

ACKNOWLEDGEMENT

TABLE OF CONTENTS

page

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF FIGURES

Page

CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Online Food Delivery Services (OFD) was a process of placing food orders from local restaurants or food cooperatives though website pages or mobile applications, and then got the food delivered to doorstep or the certain place. Food producers were in a fast-growing demand of the Internet to improve competitiveness with the e-commerce surpassing its traditional definition, which therefore resulted in that consumers preferred shopping on e-commerce devices or platforms, a way of shopping, because they could do shopping at a comfortable way at their homes, as well as at their leisure time (Yeo, Goh, & Rezaei, 2017).

The trend of the online food delivery services was on the rise nowadays. People who were working in cities at present are living with faster pace. The number of people who often ordered food online increased critically in this decade, thus ordering food and getting the online delivery were widespread in the cities in Thailand, such as in Bangkok, in Chiang Mai, and even the whole world (Lichtenstein, Emborg, Hemmingsen, & Hansen, 2017).

In mid-2000 in Brazil, it was established the first online food delivery companies. This caused synchronously the rapid growth and improvement of Internet, and with the rising of related products and services in the global (Pigatto, Machado, Negreti, & Machado, 2017). The number of OFD services users by ordering on the website in the first half of 2018 was 363.87 million, up 20.49 million from 343.38 million at the end of 2017, the users on online food delivery in China yet reached

343.59 million in the first half of 2018, up 21.3 million from 322.29 million at the end of 2017 (EC, 2018). This was especially proof in the fast food delivery sector that provided and delivered to designated places or to homes. By June 2018, in China alone, the number of users on mobile Internet had arrived at 788 million, and the number of users in the first half of 2018 was 3.59 million, up 4.7 percent from 2017 (Eastmoney, 2018). As for online food ordering and delivery services, it found that almost 44% adults in the USA had placed orders of online food and nearly 23% of larger food supply chains provided delivering services (Yeo et al., 2017).

In Thailand, according to Kasikorn Research Center, the market's value of food delivery was expected to equal 33 to 35 billion Baht this year, up 15% from last year. It accounted for 8% of the market of Thai restaurant (Suchit, 2019).

Food delivery applications were another indication of digital disruption and were altering consumer behaviors, as well as the industry of food supply chains and the restaurants. Foodpanda, and Grab Food and Line Man among lots of other franchises and individual-owned restaurants now were serving fast and boutique food delivery services. It's estimated that food delivery applications and businesses would account for 8 percent of the total restaurant business in 2019 in Thailand. The findings showed that 63% of the respondents to a survey believed that the presence of food ordering applications had their food consumption behavior changed. People were increasingly ordering food by using online food platforms and eating out at restaurants less. The growing and burgeoning food delivery and the relating application business had raised the chance for food runners in food supply chains and restaurants sector, including big and small restaurants, to create more and more

income as they could cover new groups of diners and customers beyond their daily regular catchment of regular eaters (Newton, 2019).

Generally, with the development of computer and network, including the continuous popularization of mobile phone, people were getting more convenience through mobile phone, network, and so on. Factors that affected everyone's online services or shopping were the convenience it brings, online shopping experiences before, the belief in security of the Internet, cost-effectiveness, and time consumption compared with off-line shopping, as well as their personal feelings when purchase online (Machado & Pigatto, 2015). Most of what mentioned above will be discussed in this paper.

Nowadays, in Bangkok and its vicinity, this sector was mainly composed of fast food chain such as The Pizza Company 1112, McDonalds Thailand, Pizza Hut delivery, and of food platforms which were full of all kinds of foods as which can be ordered in the restaurants, such as UberEATS, foodpanda, LINE MAN, Ginja, ChefsXP, and Halalize etc.

By the kinds of online food supply, one pizza of online food delivery services and two normal food of online food services were selected and analyzed by SWOT analysis. Pizza Hut delivery was selected as an online food delivery service of pizza, other two online food delivery services, UberEATS and LINE MAN, were selected as normal food online food delivery services.

1.2 SWOT Analysis

Table 1.1: The following table shows SWOT analysis of Pizza Hut delivery, UberEATS, and LINE MAN

Item Name	Pizza Hut delivery	UberEATS	LINE MAN
Strength	1.The biggest strength of Pizza Hut was its name. It had been around for more than 50 years, and it was a well-known brand. 2.People had a positive perception of the brand which is their strength. 3.Its pizzas tasted great. 4.Pizza Hut served various types of pizza in its restaurants. People wanted to try new-flavor pizzas in Pizza Hut.	1.The company had fast food delivery service; customers could get their food delivered within 10 minutes. 2.Food was flexibility, from instant lunch or dinner deliveries for selected dishes or selected full-menu options from regular restaurants. 3.The company had separate drivers for handling UberEats deliveries to avoid	1.The company had very quick delivery. 2.The company trained people itself for making delivery. 3.The company had international understanding of business. 4.The company had better customer supports. 5.The company had wide coverage of restaurants for making delivery.

Table 1.1 (Continued): The following table shows SWOT analysis of Pizza Hut

delivery, UberEATS, and LINE MAN

Name Item	Pizza Hut delivery	UberEATS	LINE MAN
Strength (Continued)	5.The restaurants were very hygienic. Its service was great.	overlap with Uber drivers. 4.There was flat fee of delivery services without hidden fee.	3.The company had international understanding of business. 4.The company had better customer supports. 5.The company had wide coverage of restaurants.

(Continued)

Table 1.1 (Continued): The following table shows SWOT analysis of Pizza Hut delivery, UberEATS, and LINE MAN

Name Item	Pizza Hut delivery	UberEATS	LINE MAN
Weakness	1.The high cost was a weakness. Many people did not choose the restaurant because of high price pizzas, so people thought pizzas were expensive even use OFD services. 2.Another weakness was that there was a much taxes on pizzas and other desserts. People liked to eat low-cost pizzas and with less general sales tax.	1.There were limited selections of restaurants that had attributed to the company's growth. 2.Uber delivery menu items were prepared in advance and stored in the drivers' vehicles. Sometimes UberEats had few customers that drivers had to throw away food at day's end.	1.The order were only available from restaurants that located in the zone of the order placed. 2.The company required least-quantity for free delivery, sometimes, it was a bit more for one person. 3.The company had not yet covered all areas in a city.

(Continued)

Table 1.1 (Continued): The following table shows SWOT analysis of Pizza Hut delivery, UberEATS, and LINE MAN

Name Item	Pizza Hut delivery	UberEATS	LINE MAN
Opportunity	1.The opportunities were galore. Pizza Hut had an opportunity to discover new pizzas and flavors from all over the world, enhancing its attraction of people who want to try it by OFD services. 2.Pizza Hut could provide and introduce new meals with a lower cost. 3.Delivery fee is free was another opportunity which Pizza Hut could gain	1.The company was operating in 19 cities worldwide. 2. The company could learn from other market players' mistakes to innovate. 3.Customers could order in advance. This would assist UberEATS with estimating the demand movement for food from different restaurant.	1. The company had growing market for potential customers. 2. The company should create application with fun element. According to International Advertising Bureau, more than 69% of the people were ordering food online using mobile app and about 78% of the people would be happy with online discount to order.

(Continued)

Table 1.1 (Continued): The following table shows SWOT analysis of Pizza Hut

delivery, UberEATS, and LINE MAN

Name Item	Pizza Hut delivery	UberEATS	LINE MAN
Opportunity (Continued)	the loyalty of customers. 4.The company had opportunity to market in every country under the brand name.	4. The company could provide customers the flexibility to get their meal delivered at their convenient time.	
Threat	1.Pizza Hut had many competitors. Like The Pizza Company 1112. 2.Low-cost pizzas were offered by other brands.	1. The company was competitive in food delivery industry, UberEats was a new entrant.	1. The company's potential competitors were increasing. 2. The company had low customer at present.

Source:

ubc.ca (2017). *UberEats – A New Food Delivery Service.* Retrieved from

     https://blogs.ubc.ca/irenez/2016/11/13/ubereats-a-new-food-delivery-service/

Haseeb (2016). The SWOT Analysis of Pizza Hut. *Marketing Dawn*. 2016. Retrieved

     from http://marketingdawn.com/the-swot-analysis-of-pizza-hut/

UKESSAY (2016). *SWOT Analysis of Pizza Hut Marketing Essay.* Retrieved from

      https://www.ukessays.com/essays/marketing/swot-analysis-of-pizza-hut-

      marketing-essay.php

Saravanan K. (2016). *Marketing Plan of Foodpanda. Presi*. Retrieved from

      https://prezi.com/kctxymkt22ov/marketing-plan-of-foodpanda/

Parvesh M. (2017). *FoodPanda Market Analysis. SlideShare*. Retrieved from

      https://www.slideshare.net/ParveshMourya/foodpanda-market-analysis

Yeo et al. (2017) found hedonic motivation was an important variable, which conformed with the study on gamification design to catch consumers' attention in the online shopping experience. And more people preferred to use online food delivery services, such as Pizza Hut Delivery, UberEATS, and LINE MAN. Usability that users could gain the benefits of speed in getting the results users searched (Pigatto et al., 2017). If people accessed online delivery applications and platforms in searching and in placing orders of the meals and found it quite hard to search out the useful information, they would not probably use the appliance anymore, or the online service would be poorly assessed. The web-design of food retailer should pay more attention in consumer need and requirements relating to easy-using and easy-control (Liang & Lim, 2011). Therefore, the researcher was interested in investigating the variables towards customer satisfaction of online food delivery services of customers in Bangkok and its vicinity.

1.3 Objectives of Study

The purpose of this study was to reveal positive affection of factors influencing customer satisfaction towards online food delivery services of customers in Bangkok and its vicinity. Those positive factors were hedonic motivations, time saving orientation, price saving orientation, prior online purchase experience, new experience, convenience motivation, usability, and influence of social networking sites towards customer satisfaction to use the online food delivery services.

1.4 Contribution of Study

The contributions of this study could offer benefits for restaurants and other food industries in respect of potential new markets of online purchase, the improvement of online strategy or investing decision for online food businesses in the immediate future on relative factors predicting the customer satisfaction towards online food delivery services.

This research expanded the theories on factors positively influencing customer satisfaction of OFD services, revealing the information on how hedonic motivations, time saving orientation, price saving orientation, new experience, prior online purchase experience, convenience motivation, usability, and influence of social networking sites influencing customer satisfaction of OFD services which would be helpful for future researches.

CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

2.1.1 Hedonic Motivations, purchasing services, goods or products had been widely as a reasonable consideration and process from a utility perspective (Yeo et al., 2017). Shopping had been treated as a rational behavior of getting products with a work mentality (Forsythe & Bailey, 1996). Hedonism was the contrast of rationality (to shop a product in an efficient way), which was defined to as the desire to be joyful and to have fun (Kang & Park-Poaps, 2010).

Hedonism referred to experience-based and esthetic joy from the way of purchase decision making; Both post purchase behavior and need recognition, which included consumption of the services or products (Mort & Rose, 2004). This practical view of hedonism took a wide method to the shopping and consumption pattern (Rezaei & Ghodsi, 2014).

Investigation of both behavioral intentions and customer satisfaction in the fast food industry found that utilitarian and hedonic values exerted remarkable influence towards customer satisfaction, thus influencing their behavioral intentions (Ryu, Han, & Jang, 2010).

2.1.2 Price Saving Orientation, a low price was attractive to consumers and managers (DelVecchio & Puligadda, 2012). Within the food industry, different groups of consumers tended to choose different standards of food quality and food price (Yeo et al., 2017). Consumers tended to more and more rational and made decisions

according to the most benefits that they could get from seeking for the lower

acceptable price (Ollila, 2011). Generally, consumers would also consider the value of

food nutrition and the food price. For example, an empirical study conducted by

Nakandala & Lau (2013) had shown that people preferred to spend more for food with

higher nutrition values, and vice versa. Not only take-away but also dine-in, lower

priced restaurants would obtain a greater possibility for buyers to choose and try them

(Parikh & Weseley, 2004).

Don (2000) proved that lower income group had widely considered the prices.

It revealed the price and benefits positively effecting purchase decision (Yang &

Kanthawongs, 2018).

2.1.3 Time Saving Orientation, with present fast-paced life, many citizens

cannot afford the time of eating out, or waiting in restaurants for food supply

(Euromonitor, 2015). Therefore, they made the food come to the door instead. It was

about using the less time to have food, thus plus a factor of time saving orientation. In

the US, one third of the meals was consumed away from home (Kara & Kaynak,

1997). As well as in recessionary periods, revenues of fast food franchises continued

to increase. In the UK, the delivery and take-away sectors had experienced a critical

growth from the 1980s. Both the take- away and delivery market were highly

fragmented, and had a numerous variety of food types (Alreck & Settle, 2002). Online

food delivery services also seemed to be favorable to diners because of its ease, speed,

and precision of orders (Verma, Dixon, & Kimes, 2009). A majority of food

deliveries were catered for the household industry, about 70% of orders was delivered

to homes. This percentage indicated that the market of food online orderings and deliveries was most on house-holds (Yeo et al., 2017).

2.1.4 Prior Online Purchase Experience, online shopping or online ordering could be defined as the purpose to buy goods and products online (Chen, Hsu, & Lin, 2010), which was a process involving an exchange of money, effort, as well as time through the online platforms (Wu, 2013). People considered that online purchases were still more risky than offline purchases, because of some certain elements such as lack of actual interaction with the product (Thamizhvanan & Xavier, 2013). Users who purchased online would take lower uncertainty, with higher intention to online purchase products or services. Furthermore, online shopping consumers who had shopped online before were more willing to shop more because of their confidence built (Yeo et al., 2017). People whose expectations obtained from past well-pleasing online purchases would also make repurchase decision (Shim, Gehrt, & Lotz, 2001).

2.1.5 Convenience Motivation, stated by Boyd, Hobbs, & Kerr (2003) the ease to request, spending for products online, and receiving them at the door was a core convenience of using e-commerce identified by the customers. Previous study (Yeo et al.,2017) found there was a positive influence between convenience and customer satisfaction.

With the development of the service segments had provided customers with choosing fast food more; and convenience designed and generated by the higher technology, that built the conditions which gave consumers to choose food and meals through delivery services of the fast foods, some people chose the delivery services

for consumption staying at their own home and without going outside (Machado & Pigatto, 2015).

Accessibility meant that time and energy spent by consumers, and it was correlated with service of convenience, the intention of purchase or service of utilization. The defination of customer satisfaction that obviously involved with the purchase of perceived value according to evaluative judgments. Furthermore, many researchers indicated the satisfaction played a significant role influencing on customer loyalty which would result in consumption intentions (Choakmongkoltawee &Kanthawongs, 2018) .

2.1.6 Usability, in regard to the "operation", it was required to access and log into the portal devices through a tablet or a mobile phone for identifying whether the interface and layout of the websites which fitted the tablet or the mobile phone format with no need to zoom in or zoom out. As for the "learnability" is as a search kits, accurate information, availability of chat, phone, and e-mail were studied for purpose of identify the company's readiness to support, if required. Intelligibility meant the presence of easily access with some links on the same page was identified without opening a new page in the searching for information on the applications (Pigatto et al., 2017).

According to Daim, Sasoglu, Gunay, Yildiz, & Gomez (2013), customers who chose to place order of online food believed that it was important to have websites that were easy to use with accurate, clear-enough information, and different links, making it easier and quicker to understand.

Delivery was also considered by using OFD services in usability, if delivery arrangements were well-served, customers were likely to have positive attitude towards online shopping (Kanthawongs, 2018).

2.1.7 New Experience, consumers could be divided into two kinds, namely, (1) adventurous and health-conscious consumers, (2) traditionalist consumers. Health-conscious and adventurous consumers were younger thinking, enjoyed tryng new things with a positive attitude towards the online purchase, were more probably to enjoy fresh things, spending time to browse and to buy specialty food,more than traditionalist consumers, at a higher frequency (Liang & Lim, 2011).

They preferred to accept the suggestions and the recommendations from others and friends when buying specialty food, took more time browsing specialty food websites and were more likely to purchase specialty food online compared to 'traditionalist' consumers (Liang & Lim, 2011).

2.1.8 Influence of Social Networking Sites, changing in consumption associated with facilities due to the adoption and appliance of high technology helped the establishment of various services of mobile applications and of mobile platforms based on the Internet; this caused that the data and information could be exchanged each other instantly, which influenced the interests of the companies in many sectors and industries, also in the food industries (Pigatto et al., 2017). Following the evolution of online self-service, such as self-online ordering, presented by Fitzsimmons & Fitzsimmons (2011), among lots of examples on e-services were the

online ordering, online food delivery, ,online shopping, pay-for-view and online

printing boarding pass.

The services were offered on mobile and Internet with different types. Stated

by Kim, Chan, & Gupta (2007), the services on Internet consisted of the following

aspects: trade, which covered everything such as the purchases of physical products;

the mobile banking services; communication, the services included the management

of e-mails and chats; and content, as say, the consumption of downloads and the

consumption of news. But for Reuver, Ongena, & Bouwman (2013), Internet services

were shown as follows: basic applications, such as e-mails, surfing the web, and

search engines; entertainment, including the content download of music and games, as

well as the adoption of mobile TV and so on; transactions, including booking rooms,

buying air tickets, and online check-in at hotels.

2.1.9 Customer Satisfaction, in marketing filed, customer satisfaction was one

of the most studied and examined constructs. Customer satisfaction played a

prominent role in competitiveness of e-commerce, because of its influencing on

keeping the old customers, on introducing the new customers. Satisfaction was a core

determinant in customer's decisions to stay with or leave without their association

with the products or services. In an online purchase including food purchase,

customer satisfaction was one of important keys, leading to the growing customer

retention, and maintain a long-term increase of online stores and intentions to

repurchase (Tandon, Kiran, & Sah, 2017).

The research indicated about the notion, customer satisfaction, which involved

well with perceived value in relation to evaluative judgments. moreover, more and

more researchers assured the customer satisfaction was a critical role in affecting customers' loyalty, which would enhance making purchase intentions (Garcia, Pieters, Zeelenberg, Bigne, & E., 2012).

2.2 Hypothesis

      2.2.1 There was a positive relationship between hedonic motivations and customer satisfaction.

      2.2.2 There was a positive relationship between price saving orientation and customer satisfaction.

      2.2.3 There was a positive relationship between time saving orientation and customer satisfaction.

      2.2.4 There was a positive relationship between both prior online purchase experience and customer satisfaction.

      2.2.5 There was a positive relationship between convenience motivation and customer satisfaction.

      2.2.6 There was a positive relationship between usability and customer satisfaction.

      2.2.7 There was a positive relationship between new experience and customer satisfaction.

      2.2.8 There was a positive relationship between influence of social networking sites and customer satisfaction.

      2.2.9 Hedonic motivations, time saving orientation, price saving orientation, prior online purchase experience, usability, convenience motivation, new experience,

and influence of social networking sites had positive influence towards customer satisfaction of online food delivery services in Bangkok and its vicinity.

2.3 Conceptual Framework

Independent Variables   Dependent Variable

| Hedonic Motivations |
| Price Saving Orientation |
| Time Saving Orientation |
| Prior Online Purchase Experience |
| Convenience Motivation |
| Usability |
| New Experience |
| Influence of Social Networking Sites |

Customer Satisfaction
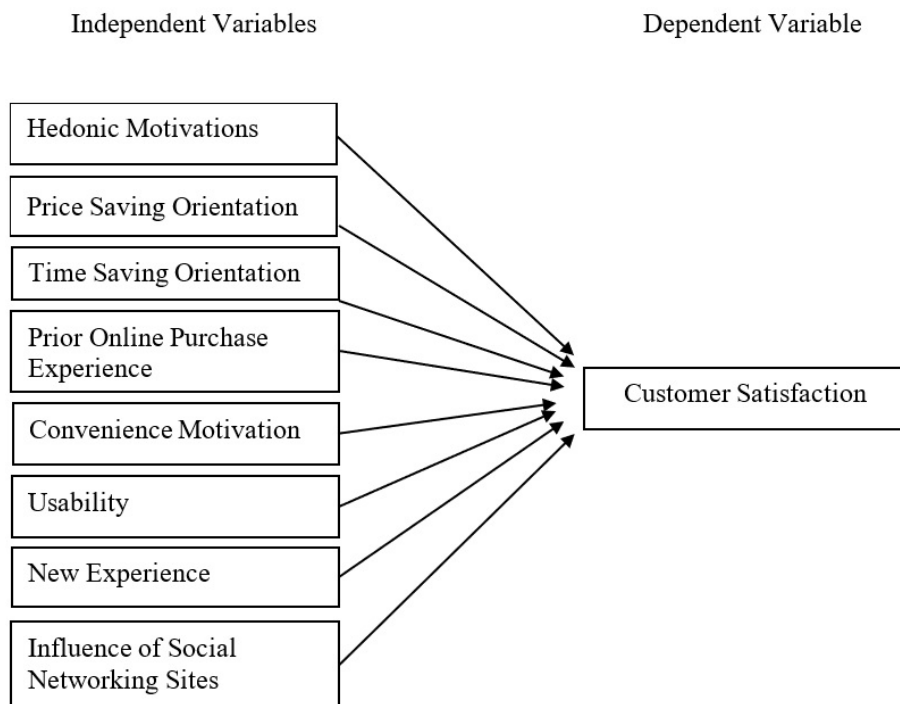
Figure 2.1 Theoretical framework for customer satisfaction

CHAPTER 3

METHODOLOGY

3.1 Research Design

This purpose of this study was about to study factors positively influencing customer satisfaction towards online food delivery services of customers in Bangkok and its vicinity. The quantitative approach was chosen as the methodology. Both the survey-method and data-collection within the questionnaires were used in this study.

3.2 Population and Sample Selection

The target population in this research was the customers of online food delivery services who were working around Siam Center, Future Park, and Ekkamai in Bangkok and its vicinity. Siam Center in Siam area, the center of Bangkok, there were the most companies located, as well as the most customers worked nearby, more than 180,000-200,000 visitors here per day in 2017 (The Nation, 2017). Future Park, in Bangkok's vicinity, had 120,000 shoppers on weekdays and 150,000 on weekends, most of them were working near Future Park (Wikipedia, 2019). Ekkamai area connects Sukhumvit Road in Phra Khanong Nuea Subdistrict, was busy area full of the customers (Wikipedia, 2019). These three areas were full of customers who were living nearby, as the target population of this research.

The sample size of 40 pilot survey questionnaires was calculated by applying G*power, software version was 3.1.9.2, which was established by Faul, Erdfelder, Buchner, & Lang (2009). The process was inputting Power (1-β) of 0.92, Alpha (α) of 0.08, Number of Test Predictor was 8, Effect Size of 0.0942595, (computed by Partial

R^2 of 0.08614). Based on G*power calculation, the minimal sample size was 201 (Cohen, 1977). Thus, more than size of 201 sets was qualified, then, total 231 sets of the survey questionnaire would be studied from the participants.

Sample respondents were selected by using Convenience Sampling method. Convenience sampling (also known as availability sampling) was a specific type of non-probability sampling method relying on data collection from population members who were conveniently available to participate in study. Convenience sampling method could be applied by stopping random people on at the target areas and asking questionnaire questions (Research-Methodology.Net, 2019).

The questionnaires were dispensed and collected at business districts, especially at offices where the most customers of online food delivery services who were working around Siam Center, Future Park, and Ekkamai in Bangkok and its vicinity. All the questionnaire surveys were filled during January and February 2018. The 300 questionnaires were dispensed and the 150 were received around Siam Center. In Future Park, the 160 questionnaires were dispensed, and 63 were received. In Ekkamai, the 100 copies were dispensed, and the 37 meaningful copies were received. The total received were 250, accounted for 54% of the total dispensed 460 questionnaires.

3.3 Research Instrument and Content Validity

3.3.1 Reading previous journals and some articles on research websites, such as EMERALDINSIGHT, SCIENCEDIRECT which related to online purchase, online food ordering and customer satisfaction, etc.

3.3.2 Preparing questionnaire forms chosen from journals and articles to be approved by advisor.

3.3.3 Asking for help from experts to check the completed questionnaire. Two experts had rich experiences on OFD services, one was as Business Manager of NOW.com and the other one was an Operating Manager of Honestbee. NOW.com was fast, reliable and convenient, Now was an on-demand food delivery service provider founded in Vietnam with many-year operation. Honestbee launched their online food delivery service in February 2017. At first in Singapore, and then rolled out in Malaysia, Taiwan, Hongkong, Japan, Philippines, and Thailand. In May 2018, they've in Singapore, become an exclusive partner of MOS Burger. Both were full of experience in food delivery services. They gave much professional advises on the making of Form to Expert, and on the forming of questionnaire, then, finalizing questionnaire based on the comments from the experts, and to guidance from the advisor.

3.3.4 Collecting 40 sets of pilot testing of questionnaires first. Then the researcher examined the reliability test for each of the variables in usability by Cronbach's Alpha Coefficient. Value was range of $0 \leq \alpha \leq 1$, the higher value meant higher reliability, and close to the related of a section.

3.3.5 Completing the reliability testing from the 40 sets of pilot testing of survey questionnaires to confirm the grouping of the questions and the consistency from the factors conforming with theories.

The questionnaire form was divided into 3 parts with total 46 questions plus a recommend.

Part 1 That 10 questions which 6 closed-ended questions on general information and demographics, such as Age, Occupation, Gender, Status, Monthly income, and Education. Which 4 questions were about respondent's prior experience, such as Prior purchase experiences of meals from? Choose one of the app of online food delivery services? How much spent each meal when ordering? What kind of food and/or beverage order most?

Part 2 Closed-ended questions on "Factors Positively Influencing customer satisfaction towards online food delivery services of customers in Bangkok and its vicinity". The questions consisted of:

Hedonic Motivations	2 Questions
Price Saving Orientation	3 Questions
Time Saving Orientation	3 Questions
Prior Online Purchase Experience	3 Questions
Convenience Motivation	3 Questions
Usability	2 Questions
New Experience	2 Questions
Influence of Social Networking Sites	3 Questions
Customer Satisfaction	2 Questions

This section was assessed from interval scale via applying a five-point scale from 5 (highest agreeable level) to 1 (lowest agreeable level).

Part 3 Open-ended questionnaire recommending for respondents to give out any other factors that might impact customer satisfaction of online food delivery services in Bangkok and its vicinity.

3.4 Testing Research Instrument

The researcher tested the validity, also tested the appropriateness of per question with 3 experts by using an IOC, Index of item-Objective Congruence. Then reviewed survey questionnaires conformed to experts recommended. Finally, the 40 pilots survey questionnaires were well formed. The Cronbach's Alpha Coefficient of each factor was processed, computed value was from 0.729 to 0.864 which more than 0.65 in regard to the suggested level (Nunnally, 1978).

Table 3.1: 40 pilots testing of questionnaires using Cronbach's Alpha Coefficient

Questionnaire	n = 40	n = 231
Dependent Variable Factors		
Hedonic Motivations (HM)	.858	.837
Price Saving Orientation (PS)	.770	.747
Time Saving Orientation (TS)	.729	.739
Prior Online Purchase Experience (PE)	.785	.765
Convenience Motivation (CM)	.864	.848
Usability (US)	.765	.744
New Experience (NE)	.836	.834
Influence of Social Networking Sites (SN)	.736	.698
Independent Variable Factor		
Customer Satisfaction (CS)	.819	.807

The researcher applied factor analysis technique to examine the construct validity, and studied the factor loading value of each factor. And, factor loading value outcome should not less than 0.3 (Kline, 2002) to support the reliable component of questions.

Factor analysis was used from these factors: Hedonic Motivations (HM), Price Saving Orientation (PS), Time Saving Orientation (TS), Prior Online Purchase Experience (PE), Convenience Motivation (CM), Usability (US), New Experience (NE), and Influence of Social Networking Sites (SN) at n = 231.

Table 3.2: Loading values for Factor Analysis of Pilot Instrument

Item	HM	PS	TS	PE	CM	US	NE	SN	CS
HM1	.203								
HM2	.639								
HM3	.219								
HM4	.609								
PS1		.250							
PS2		.243							
PS3		.293							
PS4		.259							
TS1			.138						
TS2			.282						
TS3			.238						
TS4			.231						
PE1				.240					
PE2				.496					
PE3				.368					

(Continued)

Table 3.2(Continued): Loading values for Factor Analysis of Pilot Instrument

Item	HM	PS	TS	PE	CM	US	NE	SN	CS
PE4				.400					
CM1					.232				
CM2					.465				
CM3					.381				
CM4					.385				
US1						.152			
US2						.331			
US3						.139			
US4						.311			
NE1							.260		
NE2							.445		
NE3							.408		
NE4							.322		
SN1								.255	
SN2								.450	
SN3								.311	
SN4								.436	
CS1									.164
CS2									.608
CS3									.221
CS4									.590

3.5 Statistics for Data Analysis

The data of survey questionnaires were studied by conducting SPSS v23, statistical analysis software.

Applying descriptive statistics analysis, for example, general information, demographic, and respondent's answers were measured vis conducting Frequency and Percentage; the ranking scale as hedonic motivations, time saving orientation, price saving orientation, new experience, prior online purchase experience, convenience motivation, usability, and influence of social networking sites and customer satisfaction were tested via applying Mean ($\bar{x}$) and S.D (Standard Deviation). Moreover, Both Multiple Regression Analysis and Pearson's Correlation Coefficient were applied for Inferential Statistic Analysis to assess the independent variables.

CHAPTER 4

RESEARCH RESULTS

The purpose of the paper studied factors positively influencing customer satisfaction towards online food delivery services in Bangkok and its vicinity, Thailand. The survey data was obtained from 231 participants by filling the survey questionnaire, the data analysis was computed by SPSS v23. By using Cronbach's Alpha Coefficient, each factor was calculated with the values from 0.709 to 0.946, shown in table 3.1, that meant all alpha coefficient conformed to the suggested level (Nunnally, 1978) , which had been reliable.

4.1 Summary of Demographic Data

The total of 231 respondents of this survey, consisting of 61.9% females and 38.1% males, were aged between 22-35 years old. The single was 51.1% and the married was 42.9%, and the majority in the population had bachelor's degree for 81.4%. Most were working and serving in private firms and companies, the range of income was from 15,001 to 30,000 Baht with ratio 53.2%. Fast food platforms were used most, such as The Pizza Company 1112, McDelivery Thailand etc., and of 36.8% chose the platforms i.e. UberEATS, foodpanda etc. 49.4% of the respondents spent 301-800 Baht per time, ordering fast food with 61.5% between fast foods and beverages.

4.2 Results of Research Variables

Between the dependent variable and independent variables, the correlation

analysis using Pearson's Correlation Coefficient of hedonic motivations, time saving

orientation, price saving orientation, prior online purchase experience, convenience

motivation, usability, new experience, and influence of social networking sites that

positively influencing customer satisfaction towards the online food delivery services.

Table 4.1: Using Pearson's Correlation Coefficient, analysis of correlation between

independent variable and the dependent variable.

(Descriptive Statistic)

Variable	Mean	S.D.	N
Hedonic Motivations (HM)	3.5195	0.91167	231
Price Saving Orientation (PS)	3.3824	0.75149	231
Time Saving Orientation (TS)	3.1674	0.85515	231
Prior Online Purchase Experience (PE)	3.5729	0.91649	231
Convenience Motivation (CM)	3.6710	0.80606	231
Usability (US)	3.8961	0.84957	231
New Experience (NE)	3.1190	1.01505	231
Influence of Social Networking Sites (SN)	3.1804	0.91297	231
Customer Satisfaction (CS)	3.5411	0.88799	231

Table 4.2: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of independent variables (hedonic motivations, price saving orientation, time saving orientation, prior online purchase experience, convenience motivation, usability, new experience, and influence of social networking sites) that positively influencing customer satisfaction towards online food delivery services in Bangkok and its vicinity.

Variable	HM	PS	TS	PE	CM	US	NE	SN	CS
Hedonic Motivations (HM)	1								
Price Saving Orientation (PS)	-.002	1							
Time Saving Orientation (TS)	.071	-.213**	1						
Prior Online Purchase Experience (PE)	.481**	.146*	-.008	1					
Convenience Motivation (CM)	.170**	-.107	.009	.286**	1				
Usability (US)	.257**	-.236**	-.072	-.142*	.094	1			
New Experience (NE)	.106	-.173**	.286**	-.043	-.058	.253**	1		
Influence of Social Networking Sites (SN)	.294**	.301**	-.109	-.044	-.057	-.246**	-.008	1	
Customer Satisfaction (CS)	.638**	.019	.206**	.305**	.109	-.084	.178**	.267**	1

** Correlation is significant at the .01 level
* Correlation is significant at the .05 level

Shown in table 4.2, Hypothesis could be explained as:

Hypothesis 1, hedonic motivations had a positive relationship towards customer satisfaction or not. The outcome found that hedonic motivations had a positive relationship towards customer satisfaction (Pearson's Correlation = 0.638) at .01 significant level.

Hypothesis 2, price saving orientation had a positive relationship towards customer satisfaction or not. The analysis found that price saving orientation had no positive relationship towards customer satisfaction (Pearson's Correlation = 0.019) at .01 significant level.

Hypothesis 3, time saving orientation had a positive relationship towards customer satisfaction or not. The analysis indicated that time saving orientation had a positive relationship towards customer satisfaction (Pearson's Correlation = 0.206) at .01 significant level.

Hypothesis 4, prior online purchase experience had a positive impact on customer satisfaction or not. The analysis found that prior online purchase experience had a positive relationship towards customer satisfaction (Pearson's Correlation = 0.305) at .01 significant level.

Hypothesis 5, convenience motivation had a positive effect towards customer satisfaction or not. The analysis found that convenience motivation had no positive relationship towards customer satisfaction (Pearson's Correlation = 0.109) at .01 significant level.

Hypothesis 6, usability had a positive relationship towards customer satisfaction or not. The analysis found that usability had no positive influence towards customer satisfaction (Pearson's Correlation = -0.084) at .01 significant level.

Hypothesis 7, new experience had a positive relationship towards customer satisfaction or not. The analysis found that new experience had a positive influence towards customer satisfaction (Pearson's Correlation = 0.178) at .01 significant level.

Hypothesis 8, influence of social networking sites had a positive relationship towards customer satisfaction or not. The analysis found that influence of social networking sites had a positive effect towards customer satisfaction (Pearson's Correlation = 0.267) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: ANOVA (Analysis of variance) of the independent variables (hedonic motivations, time saving orientation, price saving orientation, prior online purchase experience, convenience motivation, usability, new experience, and influence of social networking sites) that positively influencing customer satisfaction to use the online food delivery services in Bangkok and its vicinity.

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	94.357	8	11.795	30.096	0.000[b]
1	Residual	87.002	223	.392		
	Total	181.359	231			

From above, table 4.3, ANOVA analysis proved that independent factors (consisted of hedonic motivations, price saving orientation, time saving orientation, prior online purchase experience, convenience motivation, usability, new experience, and influence of social networking sites) had influences on customer satisfaction factor, thus, Sig. of the equation aligned with 0.000 at .01 significant level.

Table 4.4: MRA, Multiple Regression Analysis

Dependent Variable : Customer satisfaction, R = 0.721 , R^2 = 0.520 , Constant(a) = 1.870						
Independent Variables	β	Std Error	T	Sig	Tolerance	VIF
(Constant)		0.492	3.801	0.000		
Hedonic Motivations (HM)	0.767**	0.067	11.159	0.000	0.457	2.188
Price Saving Orientation (PS)	0.021	0.062	0.401	0.689	0.789	1.267
Time Saving Orientation (TS)	0.078	0.054	1.516	0.131	0.811	1.233
Prior Online Purchase Experience (PE)	-0.126	0.063	-1.952	0.052	0.517	1.933

(Continued)

Table 4.4 (Continued): MRA, Multiple Regression Analysis

Convenience Motivation (CM)	0.055	0.055	1.110	0.268	0.871	1.148
Usability (US)	-0.344	0.064	-5.644	0.000	0.580	1.723
New Experience (NE)	0.163**	0.045	3.158	0.002	0.816	1.226
Influence of Social Networking Sites (SN)	-0.042	0.059	-0.692	0.490	0.595	1.681

**significant at the .01 level

From above, table 4.4, MRA (Multiple Regression Analysis) results could be divided into three independent variables, they were hedonic motivations (Sig =0.000), new experience (Sig =0.002) and usability (Sig=0.000). Otherwise, another five independent variables had no positively influencing to the customer satisfaction which were price saving orientation (Sig =0.689), time saving orientation (Sig =0.131), prior online purchase experience (Sig = 0.052), convenience motivation (Sig = 0.268), and influence of social networking sites (Sig = 0.490). Thus five IVs (independent variables) were not critical predictor of customer satisfaction.

However, usability's standardized beta coefficient (β = -0.344) was a negative value, which made usability be a suppressor variable. Suppressor variable in this research was the uncorrelated variable. The result of suppressor in this research was to increase the whole prediction by restraining errors in the other factors (Pandey & Elliott, 2010). Hence, the result was that usability had no positive impact on customer satisfaction at

statistically significant level of .01 and could not be used as a predictor towards customer satisfaction in this study.

Finally, the powerful predictive two independent variables were hedonic motivations (β = 0.767) and new experience (β =0.163), which had statistically positive influence towards customer satisfaction at significant level of .01., both could be shown the positively influencing on customer satisfaction of OFD services at 52%, the rest 48% were affected by other independent variables which were not used in this study. The standard error was ±0.492 calculated by the equation

Y (customer satisfaction) = 1.870+0.767 (hedonic motivations)

+0.163 (new experience)

From the equation

If hedonic motivations increased by 1 point whilst other factors remained, customer satisfaction would be up by 0.767 points.

If new experience raised by 1 point whilst other factors remained, customer satisfaction would be increased by 0.163 points.

From table 4.4 above used to examine the hypothesis 9.

Hypothesis 9, by using MRA. The result showed that hedonic motivations and new experience had positive influence on customer satisfaction at statistically significant level of .01.

In statistics, the definition of Multicollinearity was, among all the independent variables, a circumstance of a very positive relationship (StatisticSolutions, 2017). Higher multicollinearity proved the higher degree of correlation among independent variables which might occur the deviation away from the true value. Equally, multicollinearity should not appear as it could lead to incorrect interpreting of MRA results.

Multicollinearity could be tested by VIF (Variance Inflation Factor) value or Tolerance value. VIF value should not be more than 4 and Tolerance value should be more than 0.2 (Miles & Shevlin, 2001).

The result shown in table 4.4 revealed that Tolerance value of each independent variables were higher than 0.2 with the Tolerance was 0.457. Moreover, VIF value of each independent variable value was not higher than 4, and 2.188 was the highest value.

In a word, Multicollinearity was not existed in the independent variables.

4.4 Summary of Hypothesis Testing

Result of MRA found that hedonic motivations and new experience had positive influencing towards customer satisfaction of OFD services of customers in Bangkok and its vicinity Thailand, at statistic significant level of .01, whereas time saving orientation, price saving orientation, usability, prior online purchase experience, convenience motivation, and influence of social networking sites had no positive influence on customer satisfaction of OFD services of customers in Bangkok and its vicinity as Figure 4.1 below
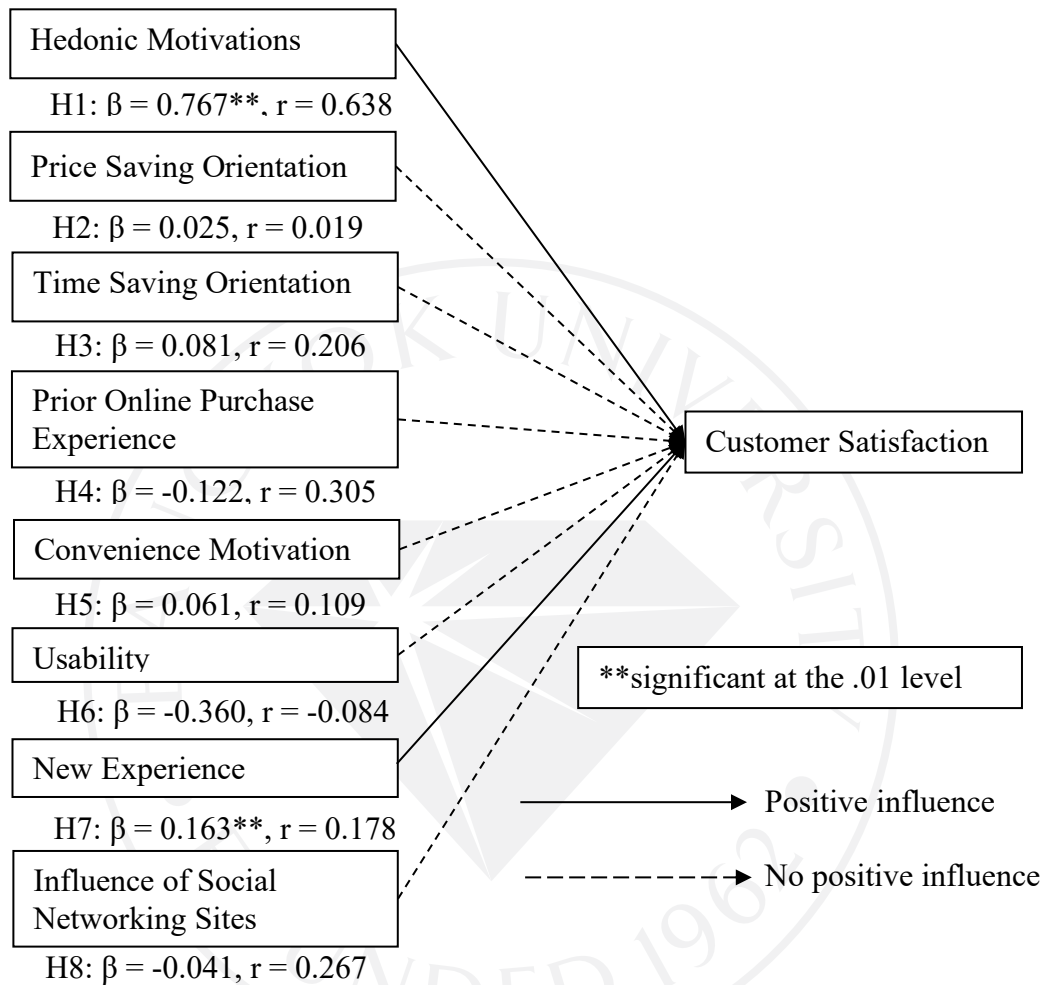
Figure 4.1: Result of MRA from scope research

CHAPTER 5

DISCUSSION

This study was to examine the positive influence factors of hedonic motivations, time saving orientation, price saving orientation, new experience, prior online purchase experience, convenience motivation, usability, and influence of social networking sites towards customer satisfaction to the OFD services of customers in the city of Bangkok and its vicinity, Thailand. Using a quantitative research method in this study, which collected data via questionnaires surveys.

The survey populations were collected from 231 respondents those who lived in Bangkok and its vicinity, Thailand. The data was computed by statistic software, SPSS version 23.

5.1 Research Findings and Conclusion

The majorities of participants were females aged 22-35 years old, with bachelor's degree, they worked and served in private firms and companies, with the range of income from 10,001 to 30,000 Baht every month. Participants of 51.9% chose fast food platforms such as The Pizza Company 1112, McDelivery Thailand etc. and of 36.8% chose the platforms i.e. UberEATS, foodpanda etc. About 49.4% of the participants spent 301-800 Baht per time, with ordering fast food with 61.5%.

The results of the hypothesis-based analysis could be summarized as follows: there were two accepted hypotheses, the most predictive independent variables were

hedonic motivations ($\beta = 0.767$), new experience ($\beta = 0.163$). Hedonic motivations and new experience could be shown the positively influencing on customer satisfaction of OFD services of customers in Bangkok and its vicinity at 52%, the rest 48% were affected by any other variables, these variables were not used in this paper. The result of VIF value was not more than 4 and Tolerance value exceeded 0.2, indicating that there was not Multicollinearity existed in the independent variables. Thus, the standard error equaled ±0.492, the calculation as:

Y (customer satisfaction) = 1.870+0.767 (hedonic motivations)

+0.163 (new experience)

5.2 Discussion

The study was to describe the factors positively influencing customer satisfaction towards the OFD services of customers in Bangkok and its vicinity, Thailand; including hedonic motivations, time saving orientation, price saving orientation, usability, prior online purchase experience, convenience motivation, new experience, and influence of social networking sites. According to the recommended sample size by (Cohen, 1977), 231 people were to finish the data with method of survey questionnaire. The data was computed by SPSS v23 and found out the following.

Outcome of MRA revealed that hedonic motivations and new experience had positively influenced on customer satisfaction of OFD services in the city, Bangkok and its vicinity, at statistic significant level of .01, whereas price saving orientation, time

saving orientation, convenience motivation, prior online purchase experience, usability, and influence of social networking sites had no positive effect on customer satisfaction of online food delivery services in Bangkok and its vicinity.

Hypothesis 1, hedonic motivations had a positive impact on customer satisfaction. The result from Pearson's Correlation analysis revealed that hedonic motivations had a positive impact on customer satisfaction (Pearson's Correlation = 0.767) at .01 significant level. Experientially, hedonism took a broad method of the purchasing and consumption (Rezaei & Ghodsi, 2014). Shopping for services or products had been widely regarded as a reasonable process from a perspective of utilitarian (Yeo et al., 2017). Investigation of both customer satisfaction and behavioral intentions in the fast restaurant industry revealed that hedonic as well as utilitarian values had significant influence on customer satisfaction, and consequently influenced behavioral intentions (Ryu et al., 2010).

Hypothesis 2, price saving orientation had no positive relationship towards customer satisfaction or not. The result from Pearson's Correlation analysis revealed that price saving orientation had no positive relationship towards customer satisfaction (Pearson's Correlation = 0.019) at .01 significant level. A lower price was attracting to managers as well as to consumers (DelVecchio & Puligadda, 2012). Consumers preferred to rationalize and made decisions according to the most benefit that they could get from that deal by seeking for the cheapest acceptable price (Ollila, 2011), Yeo et al. (2017) found there was a positive influence between price saving orientation and customer satisfaction, but it did work here.

Hypothesis 3, time saving orientation had a positive relationship towards customer satisfaction or not. The result from Pearson's Correlation analysis revealed that time saving orientation had a positive relation towards customer satisfaction (Pearson's Correlation = 0.206) at .01 significant level. Online food delivery services also preferable to customers, because of ease, the speed, the fun and precision of orders (Verma et al., 2009). The online food delivery market was increasingly divided and had a huge various choices and types of food (Alreck & Settle, 2002). Yeo et al. (2017) found there was a positive influence between time saving orientation and customer satisfaction. According to the analysis above, time saving orientation had a positive impact on customer satisfaction in this research.

Hypothesis 4, prior online purchase experience had a positive relation towards customer satisfaction or not. The result from Pearson's Correlation analysis revealed that prior online purchase experience had a relationship towards customer satisfaction (Pearson's Correlation = 0.305) at .01 significant level. Online shopping could be described as the intention of person to shop products online (Chen et al., 2010). The online shopping was a process that involved an exchange of effort, time, and money via the online medium or online platform (Wu, 2013). Expectations obtained from past well-pleasing online purchases would also lead to make repurchase decision in the future shopping (Shim et al., 2001). People's online purchase experiences would be considered a critical factor that effected customer satisfaction (Yeo et al., 2017). Nevertheless, prior online purchase experience did not affect customer satisfaction.

Hypothesis 5, convenience motivation had a positive relation towards customer satisfaction or not. The result from Pearson's Correlation analysis revealed that convenience motivation did not have positive relationship towards customer satisfaction (Pearson's Correlation = 0.109) at .01 significant level. The increasing and the developing of the service industry had provided costumers to choose fast food; and the ease-use and convenience created by the Internet technology, IT formed the conditions which provided consumers to select their food and meals by the way of delivery service, and fast-served food, some people choose the delivering service for consumption at home as well as without going outside (Machado & Pigatto, 2015). Previous study (Yeo et al.,2017) found there was a positive relation between convenience and customer satisfaction, but there was not in this research.

Hypothesis 6, usability had a positive impact on customer satisfaction or not. The result from Pearson's Correlation analysis revealed that usability had no positive relation towards customer satisfaction (Pearson's Correlation = -0.084) at .01 significant level. Stated by (Daim et al., 2013), people who had ordered online fast food believed that it was critical that there was easy-using of websites or application that had accurate and articulate information via different links to make it easier and quicker to understand. As for the "intelligibility" parameter, the presence of simply accessible links was identified with no need to swith to new pages to search for the information on the websites and applications (Pigatto et al., 2017). Delivery was also considered by using OFD services in usability, if delivery arrangements were well-served, customers were likely to have positive attitude towards online shopping (Kanthawongs, 2018).

Hypothesis 7, new experience had a positive relation towards customer satisfaction or not. The result from Pearson's Correlation analysis revealed that new experience had a positive relation towards customer satisfaction (Pearson's Correlation = 0.178) at .01 significant level. Adventurous and health-conscious consumers. adventurous and health-conscious customers enjoyed new things, were younger, and had a bright attitude towards the online shopping of specialty food, were more possible to enjoy trying fresh things, spending time and browsing specialty food websites, and often bought specialty food than traditionalist consumers did (Liang & Lim, 2011).

Hypothesis 8, influence of social networking sites had a positive relation towards customer satisfaction or not. The result from Pearson's Correlation analysis revealed that influence of social networking sites had a positive relation towards customer satisfaction (Pearson's Correlation = 0.267) at .01 significant level. Following the evolution of self-online ordering service, presented by Fitzsimmons & Fitzsimmons (2011), social networking sites, such as the online ordering and delivery, online shopping, pay-for-view and online printing boarding pass had influenced people commonly. Pigatto et al. (2017) stated that customers who chose to order online belivered that influence of social networking sites had a positive relation towards customer satisfaction, but by MRA, it did not influence customer satisfaction in this research.

Hypothesis 9, showing by MRA, Multiple Regression Analysis, there were two factors influencing customer satisfaction of online food delivery services of customers in Bangkok and its vicinity, which were hedonic motivations and new experience at statistically significant level of .01. Investigation of both customer satisfaction and

behavioral intentions in the fast restaurant sector found that both hedonic and utilitarian values had significant impact on customer satisfaction, and customer satisfaction consequently influence behavioral intentions (Ryu, Han, & Jang, 2010). As to new experience, they were preferable to accept the friends' recommendations when buying specialty food, spending less time and browsing specialty food websites, and were more posibble to buy specialty food online compared to traditionalist consumers did (Liang & Lim, 2011).

In an online purchase including food purchase, customer satisfaction was one of critical keys, impact to the improving customer accumulation, and long-term rising of online shops and decision to repurchase (Tandon, Kiran, & Sah, 2017).

According to research, perceived hedonic value had positive relationship to customer purchase behavior (Jelison, 2017). Another research found both hedonic and utilitarian values had significant effect on customer satisfaction, and customer satisfaction consequently influenced behavioral intentions (Ryu et al., 2010).

Thus, in this research, hedonic motivations and new experience could influence the customer satisfaction to purchase the OFD services of customers in Bangkok and its vicinity.

5.3 Recommendation for Managerial Implication

The purpose of this study was to reveal positive factors influencing customer satisfaction towards online food delivery services of customers in Bangkok and its vicinity. This study can offer benefits for restaurants and other food industry in respect of

potential new markets of online purchase, online strategy improvement or investment decision for online food business in the future in regard to factors predicting the customer satisfaction towards online food delivery services.

Hedonic motivations referred to the influence of a people's pain and pleasure on their thinking and willingness to move towards a purpose or away from a danger. Customers expected happiness from their online food ordering and online food purchasing progress when they needed food. For this reason, online food platforms should focus on the fun of online ordering system, such as app, website, etc. in order to boost sales from the online selling channel regarding with customers' expectation. Moreover, the application or website should be enjoyable, like playing a game, these would attract more customers.

New experience had a positive relationship, great interface of app and website was an important part for customers to order food online via a new way, they should be spent more on interface building and able to make customers more satisfaction in the whole progress of online purchase. When customers entered into a website or application with new pattern of menu, with fresh pictures of food show, and more some interesting services and interactions, they would like the new experience as a wise method in getting food online.

Restaurant with the online platform should appropriately promote the benefit for online food delivery services which influenced on the customer's motivations. Often, restaurant platforms could give some posters which could show the new and interesting way when customers chose the online channel to purchse food in the app or website.

Most of the customers preferred to feel hedonic, to expect full of fun, restaurant owners should build a way to express their hedonic motivations, to bring customers happy experiences. Updating the the app and website regularly, to add or change the contents and pattern of inferface, to make it fun and new, would improve service standard to obtain the present and existing buyers and diners as well as to attract potentially new customers in the future.

5.4 Recommendation for Future Research

This study was mainly to find out factors positively influencing customer satisfaction towards the services of online food delivery services in Bangkok and its vicinity. The data was formed and collected from 231 respondents who worked in Bangkok and its vicinity, and majorities of them were females who aged 22-35 with bachelor's degree. They worked and served in private firms and companies, with the range of income between 10,001 to 30,000 Baht each month. Participants of 51.9% chose fast food platforms such as The Pizza Company 1112, McDelivery Thailand etc. and of 36.8% chose the platforms i.e. UberEATS, foodpanda etc. About 49.4% of the participants spent 301-800 Baht per time, with ordering fast food with 61.5%. The independent variance was hedonic motivations, time saving orientation, price saving orientation, new experience, prior online purchase experience, usability, convenience motivation, and influence of social networking sites, and only hedonic motivations and new experience had the positive influencing to customer satisfaction to use OFD services.

This research identified some limitations that might restrict the result of collected data set, findings and analysis, and the time constraint and other factors. Some of these limitations were intentionally set so as to confine the research scope, some of them might be only drop-in respondents which who were not the potential one we expected, this would result in an inaccurate study. So, in the future study should be expanded the scale of populations in order to remove the error occurred by this as possible as we could. To study more accurate of positive factors that influenced customer satisfaction by using online food delivery services in Bangkok and its vicinity, Thailand.

Factor analysis, in this study revealed that, some of the questions with factor loading value lower than 0.3, which should not be included in the group or by using confirmatory factor analysis in next future study. Some of these questions were (HM1) I found that shopping by online food delivery services through websites or applications was fun. (HM3) I found that online food delivery ordering was like playing a game. (PS1) I could save money by using online food delivery services. (TS1) I believed that using online food delivery services was very useful in food purchasing process. (PE1) I felt comfortable of using online food delivery services. (CM1) I found doing online food ordering and web-based transactions on food delivery services was easy. (US1) I could learn to shop by online food delivery services easily. (NE1) I loved to try new recipes through online food delivery services. (SN1) I surfed at social networking sites often, such as Line, Facebook or Instagram. To see all of the questions like this in Chapter 3.

In addition, the food taste and the environment pollution of the plastic or paper wrapping box for online food delivery should also be conducted in the further studies

because the pollution of wrapping materials compared with the hedonic motivations and new experience might have a key influencing on customer satisfaction of customers to choose and purchase via online food delivery services. As a result, this research would be a step of analyzing the positive factors influencing customer satisfaction to use the services of online food delivery services in Bangkok and its vicinity in the future.

BIBLIOGRAPHY

Alreck, P. L., & Settle, R. B. (2002). The hurried consumer: time-saving perceptions of Internet and catalogue shopping. *J. Database Mark. Cust. Strategy Manag, 10*(1), 25–35.

Boyd, S. L., Hobbs, J. E., & Kerr, W. A. (2003). The impact of customs procedures on business to consumer e-commerce in food products. S*upply Chain Management: An International Journal, 8*(3), 195-200.

Chen, Y.-H., Hsu, I.-C., & Lin, C.-C. (2010). Website attributes that increase consumer purchase intention: a conjoint analysis. *Int. J. Hosp. Manag, 43*, 1007–1014.

Choakmongkoltawee, T., & Kanthawongs, P. (2018). Factors positively impacting future intentios to use the services of fitness studios' customers in bangkok. The 54th Kasetsart University Annual Conference: Education, Economics and Business Administration, Humanities and Social Sciences.

Cohen, J. (1977). The Concepts of Power Analysis Statistical Power Analysis for the Behavioral Sciences (Revised Edition), 1-17.

Daim, T. U., Sasoglu, A. N., Gunay, D., Yildiz, C., & Gomez, F. (2013). Exploring technology acceptance for online food services. *International Journal of Business Information Systems, 12*(4), 383-403.

DelVecchio, D., & Puligadda, S. (2012). The effects of lower prices on perceptions of brand quality: a choice task perspective. *J. Prod. Brand Manag, 21*(6), 465–474.

Eastmoney. (2018). *Data analysis of Internet development in China in the first half of 2018: the number of Internet users exceeded 800 million.* Retrieved from https://baijiahao.baidu.com/s?id=1609373065764217945&wfr=spider&for=pc

EC. (2018). *the development of Chinese takeaway market.* Retrieved from http://www.ec.com.cn/article/otoo/201810/33263_1.html

Euromonitor. (2015). 100% Home Delivery/Takeaway in Malaysia. *Euromonitor.* Retrieved from https://www.euromonitor.com/100-home-delivery-takeaway-in-malaysia/report

Faul, F., Erdfelder, E., Buchner, A., & Lang, A. G. (2009). Statistical power analyses using G* Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods, 41*(4), 12.

Fitzsimmons, J. A., & Fitzsimmons, M. J. (2011). Administração de serviços: operações, estratégias e tecnologia da informação. Bookman, Porto Alegre.

Forsythe, S., & Bailey, A. W. (1996). Shopping enjoyment, perceived time poverty, and time spent shopping. *Cloth. Text. Res. J, 14*(3), 185-191.

Garcia, S. I., Pieters, R., Zeelenberg, M., Bigne, & E. (2012). When satisfied consumers do not return: variety seeking's effect on short- and long-term intentions. *Psychology and Marketing, 29*(1), 15-24.

Jelison, G. J. (2017). *Factors Positively Affecting Purchase Behavior of Coffee Consumoers in Wattana District in Bangkok. Bangkok University.* Retrieved from http://dspace.bu.ac.th/jspui/handle/123456789/2733

Kang, J., & Park-Poaps, H. (2010). Hedonic and utilitarian shopping motivations of fashion leadership. *ournal Fash. Mark. Manag.: Int. J., 14*(2), 312–328.

Kara, A., & Kaynak, E. (1997). Marketing strategies for fast-food restaurants: a customer view. *Int. J. Contemp. Hosp. Manag*, 7(4), 16–22.

Khajehzadeh, S., Oppewal, H., & Tojib, D. (2014). Consumer responses to mobile coupons: the roles of shopping motivation and regulatory fit. *J. Bus. Res, 67*(11), 2447–2455.

Kim, H., Chan, H., & Gupta, S. (2007). Value-based adoption of mobile Internet: an empirical investigation. *Decision Support Systems*, *43*(1), 111-126.

Kline, P. (2002). An easy guide to factor analysis: London Routledge.

Liang, A. R.-D., & Lim, W. M. (2011). Exploring the online buying behavior of specialty food shoppers. *International Journal of Hospitality Management*, *30*(4), 855-865. http://doi.org/10.1016/j.ijhm.2011.01.006

Lichtenstein, M. B., Emborg, B., Hemmingsen, S. D., & Hansen, N. B. (2017). Is exercise addiction in fitness centers a socially accepted behavior? Addictive Behaviors Reports, 6, 102-105. doi:10.1016/j.abrep.2017.09.002

Machado, J. G. C. F., & Pigatto, G. (2015). Inovação de marketing para serviços de alimentação", in Zuin, L.F.S. and Queiroz, T.R. (Eds). São Paulo: Saraiva.

Miles, J., & Shevlin, M. (2001). Applying regression and correlation: A guide for students and researchers. London: Sage.

Mort, G. S., & Rose, T. (2004). The effect of product type on value linkages in the means-end chain implications for theory and method. *J. Consum. Behav, 3*(3), 221–234.

Nakandala, D., & Lau, H. C. W. (2013). An application of a fuzzy-based optimisation model for selecting food products based on cost and nutrition. *J. Res. Consum, 24*(15-21).

Newton, T. (2019). *Thailand's food delivery business up 14% in 2019. The Thaiger.* Retrieved from https://thethaiger.com/news/national/thailands-food-delivery-business-up-14-in-2019

Nunnally, J. C. (1978). *Psychometric Theory.* New York NY: McGraw-Hill Book Company.

Ollila, S. (2011). *Consumers' Attitudes Towards Food Prices. Department of Economics and Management.* Helsinki: University of Helsinki.

Pandey, S., & Elliott, W. (2010). Suppressor variables in social work research: Ways to identify in multiple regression models. *Journal of the Society for Social Work and Research, 1*(1), 28-40.

Parikh, A., & Weseley, A. J. (2004). The Effect of price level and price type on perceptions of a restaurant. *J. Res. Consum, 7*(1-9).

Kanthawongs, P. (2018). *The Positive Impact of eWOM (Electronic Word-Of-Mouth) Source and Delivery Arrangements on Attitude towards Online Shopping.* Paper presented at the The 9th International Science, Social Science, Engineering and Energy Conference's e-Proceeding.

Pigatto, G., Machado, J. G. d. C. F., Negreti, A. d. S., & Machado, L. M. (2017). Have you chosen your request? Analysis of online food delivery companies in Brazil. *British Food Journal, 119*(3), 639-657. doi:10.1108/bfj-05-2016-0207

Research-Mothdology.Net. (2019). *Convinience Sampling.* Retrieved from https://research-methodology.net/sampling-in-primary-data-collection/convenience-sampling/

Reuver, M., Ongena, G., & Bouwman, H. (2013). Should mobile Internet be an extension to the fixed web? Fixed-mobile reinforcement as mediator between context of use and future use. *Telematics and Informatics, 30*(2), 111-120.

Rezaei, S., & Ghodsi, S. S. (2014). Does value matters in playing online game? An empirical study among massively multiplayer online role-playing games (MMORPGs). *Comput. Hum. Behav, 35*, 252–266.

Ryu, K., Han, H., & Jang, S. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management, 22*(3), 416-432. doi:10.1108/09596111011035981

Shim, S., Gehrt, K., & Lotz, S. (2001). Export implications for the Japanese fruit market: fruit-specific lifestyle segments. *Int. J. Retail Distrib. Manag, 29*(6), 298–314.

Statistics Solutions. (2017). *Multicollinearity.* Retrieved from http://www.statisticssolutions.com/multicollinearity/

Suchit, N. (2019). Food delivery gets creative. *Bangkok Post*. Retrieved from https://www.bangkokpost.com/business/1742999/food-delivery-gets-creative

Tandon, U., Kiran, R., & Sah, A. (2017). Analyzing customer satisfaction: users

     perspective towards online shopping. *Nankai Business Review International, 8*(3),

     266-288. doi:10.1108/nbri-04-2016-0012

Thamizhvanan, A., & Xavier, M. J. (2013). Determinants of customers' online purchase

     intention: an empirical study in India. *J. Indian Bus. Res, 5*(1), 17–32.

The Nation (2017). Tourist numbers soaring at Siam Piwat malls. *The Nation Thailand*.

     Retrieved from https://www.nationthailand.com/Corporate/30334819

Verma, R., Dixon, M., & Kimes, S. (2009). Customer preferences and use of technology

     based innovations in Restaurants: a best-worst choice analysis. Cornell Hosp. Q.

Wikipedia (2019). Future Park Rangsit. *Wikipedia*. Retrieved from

     https://en.wikipedia.org/wiki/Future_Park_Rangsit

Wikipedia (2019). Ekkamai Road. *Wikipedia*. Retrieved from

     https://en.wikipedia.org/wiki/Ekkamai_Road

Wu, I.-L. (2013). The antecedents of customer satisfaction and its link to complaint

     intentions in online shopping: an integration of justice, technology, and trust. Int.

     J. Inf. Manag, 33(1), 166–176.

Yang, P., & Kanthawongs, P. (2018). Factors positively affecting custormer's fresh

     vegetable purchase decision on retail outlets in Kunming city in China. The 54th

     Kasetsart University Annual Conference: Education, Economics and Business

     Administration, Humanities and Social Sciences.

Yeo, V. C. S., Goh, S.-K., & Rezaei, S. (2017). Consumer experiences, attitude and

     behavioral intention towards online food delivery services. *Journal of Retailing*

and Consumer Services, 35(Supplement C), 150-162.

http://doi.org/10.1016/j.jretconser.2016.12.013

APPENDIX

APPENDIX A

Survey Questions (English)
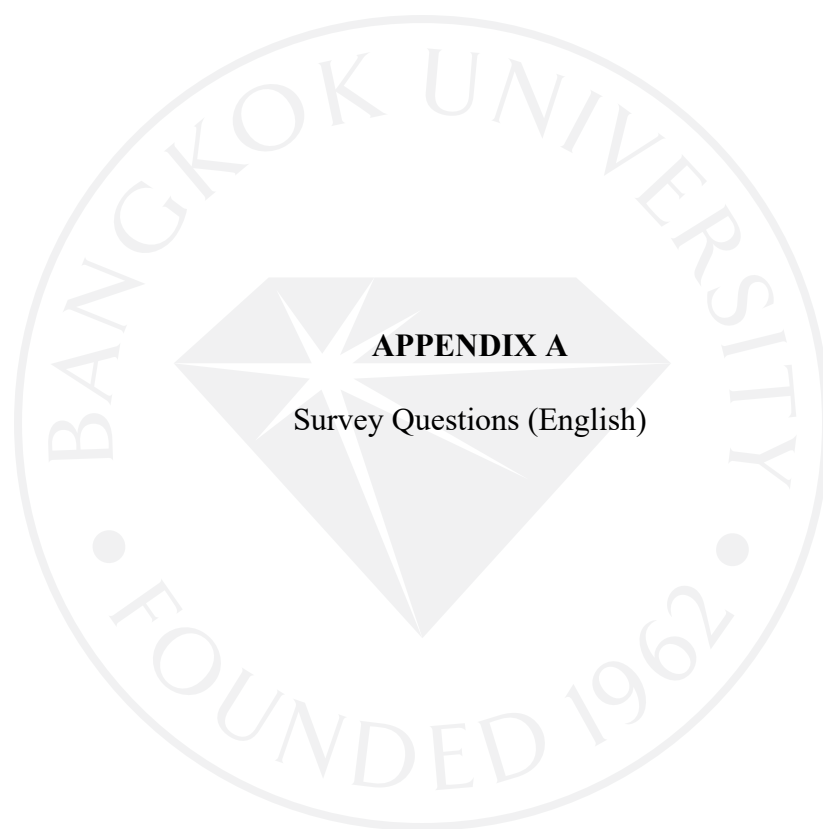
Knowledge Sheet

Online Food Delivery Services, OFD services, is a process of ordering food from local
restaurants or food cooperatives through a web page or mobile application, then
the food will be delivered to doorstep. There're some companies which providing
online food delivery services in Bangkok and its vicinity.

The Pizza Company 1112

McDelivery Thailand

Pizza Hut delivery

UberEATS

foodpanda

LINE MAN

Ginja

ChefsXP

Halalize

มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO..........

Questionnaire

on

Factors Positively Influencing Customer Satisfaction of Online Food Delivery

Services of customers in Bangkok and its Vicinity

Instruction:

Objective of this survey is to collected data for use in Master of Business

Administration research, Bangkok University. The result of this research will be benefit

to online catering industry. In this regard, cooperation from the respondents are needed. I,

Haiyang Liu, MBA student from Bangkok University is thankful for your cooperation.

Please answer the following question and put √ in □ that matches you most.

1. Gender

    □ 1) Male   □ 2) Female

2. Age

    □ 1) Under 22 years old   □ 2) 22–35 years old

    □ 3) 36–45 years old   □ 4) 46–55 years old

☐ 5) Over 56 years old

3. Status

☐ 1) Single   ☐ 2) Married

☐ 3) Divorced/ Widowed/ Separated

4. Level of Education

☐ 1) Under Bachelor's Degree   ☐ 2) Bachelor's Degree

☐ 3) Master's Degree   ☐ 4) Doctorate Degree

☐ 5) Others_____

5. Monthly Income

☐ 1) Less than 5,000 baht   ☐ 2) 5,001–15,000 baht

☐ 3) 15,001–30,000 baht   ☐ 4) 30,001–50,000 baht

☐ 5) 50,001–100,000 baht   ☐ 6) More than 100,000 baht

6. Occupation

☐ 1) State enterprise employee   ☐ 2) Private employee

☐ 3) Self-Employed   ☐ 4) Others_____

7. Prior Purchase Experiences of Meals from

☐ 1) Home-made/Self-made   ☐ 2) Eating out

☐ 3) Take-away   ☐ 4) Order via telephone call

☐ 5) Others_____

8. Choose one(s) below you used

☐ 1) The Pizza Company 1112, McDelivery Thailand, Pizza Hut delivery

☐ 2) UberEATS, foodpanda, LINE MAN, Ginja, ChefsXP, Halalize

☐ 3) Others_____

9. How much you spend each time when you order food?

    ☐ 1) Less than 300 baht   ☐ 2) 301–800 baht

    ☐ 3) 801–2,000 baht   ☐ 4) 2,001–5,000 baht

    ☐ 5) More than 5,000 baht

10. What kind of food you order most?

    ☐ 1) Beverages   ☐ 2) Desserts

    ☐ 3) Fast foods   ☐ 4) Meals

    ☐ 5) Others_____
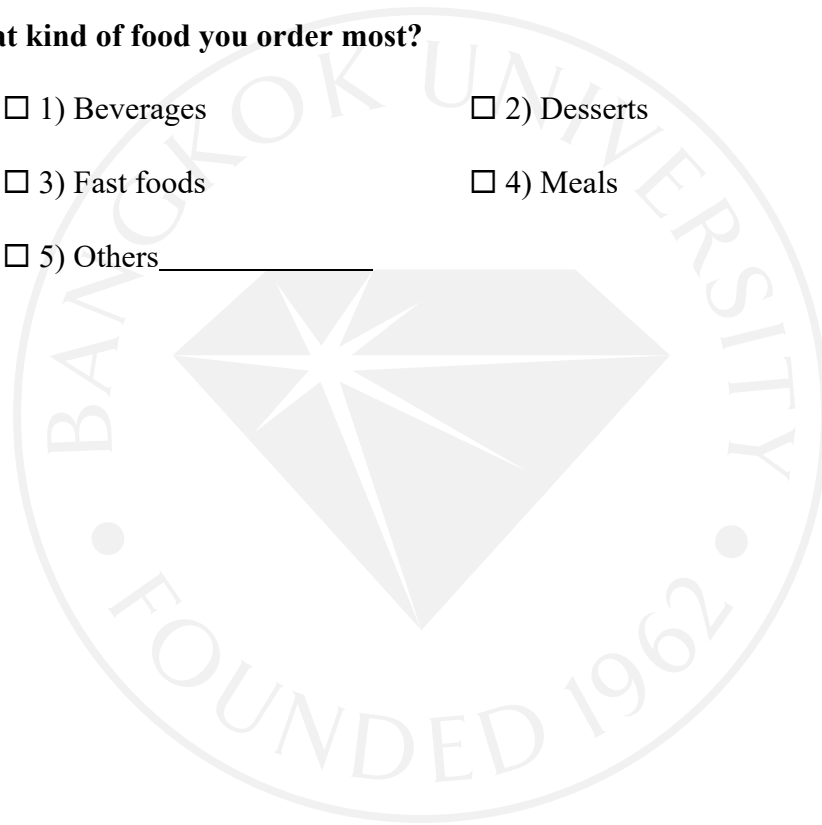
Please mark every question with only one √ in the box that most corresponds to your

comments.

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		5	4	3	2	1
Hedonic Motivations						
1	HM1 I find that using online food delivery services through websites or applications is fun.					
2	HM2 I enjoy using online food delivery services.					
3	HM3 I find that online food delivery ordering is like playing a game.					
4	HM4 I like using online food delivery ordering to buy specialty food.					
Price Saving Orientation						
1	PS1 I can save money by using online food delivery services.					
2	PS2 I can collect points from online food delivery services in order to get free dishes or free meals in the future orders.					
3	PS3 I like to search for cheap food deals in different restaurants through online food delivery services.					
4	PS4 Online food delivery services offer better values for my money.					
Time Saving Orientation						
1	TS1 I believe that using online food delivery services is very useful in food purchasing process.					
2	TS2 I believe that using online food delivery services helps me accomplish things more quickly in food purchasing process.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		5	4	3	2	1
3	TS3 I believe that I can save time by using online food delivery services in food purchasing process.					
4	TS4 It is important for me that purchase of food should be done as quickly as possible.					
Prior Online Purchase Experience						
1	PE1 I feel comfortable of using online food delivery services.					
2	PE2 I am experienced with the use of the online food delivery services.					
3	PE3 I feel competent of using online food delivery services.					
4	PE4 I can check more details if I use online food delivery services and be able to make better decisions.					
Convenience Motivation						
1	CM1 I find doing online food shopping and web-based transactions on food delivery services is easy.					
2	CM2 I find interaction with web pages of online food delivery services is clear and understandable.					
3	CM3 I find it easy to become skillful at navigating through online food delivery services.					
4	CM4 Overall, using online food delivery services is easy for me.					
Usability						
1	US1 I can learn to use online food delivery services easily.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		5	4	3	2	1
2	US2 I can trust that online food delivery services can deliver food from restaurants that I want.					
3	US3 I can successfully receive food from online food delivery services without going out my house.					
4	US4 I can give reviews or comments on the online food delivery services easily.					
New Experience						
1	NE1 I love to try new recipes through online food delivery services.					
2	NE2 I try many kinds of food by using online food delivery services.					
3	NE3 Ordering from new restaurants through online food delivery services is interesting for me.					
4	NE4 I think using online food delivery services is a wise method in getting food nowadays.					
Influence of Social Networking Sites						
1	SN1 I use social networking sites often such as Facebook, Line or Instagram.					
2	SN2 I believe recommendations about online food delivery services through social networking sites.					
3	SN3 I often watch ads through social networking sites.					
4	SN4 I often view comments through social networking sites.					
Customer Satisfaction						

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		5	4	3	2	1
1	CS1 I am satisfied with product range offered by online food delivery services.					
2	CS2 I am satisfied with the quality of products offered through online food delivery services.					
3	CS3 I would continue to purchase online food delivery services.					
4	CS4 I recommend online food delivery services to other people.					

Please recommend for other factors that might affect customer satisfaction of online food delivery services.

_____

_____

_____

_____

_____

_____

Thank you for your cooperation

Mr. Haiyang Liu

E–Mail: cnhy@outlook.com

APPENDIX B

Survey Questions (Thai)
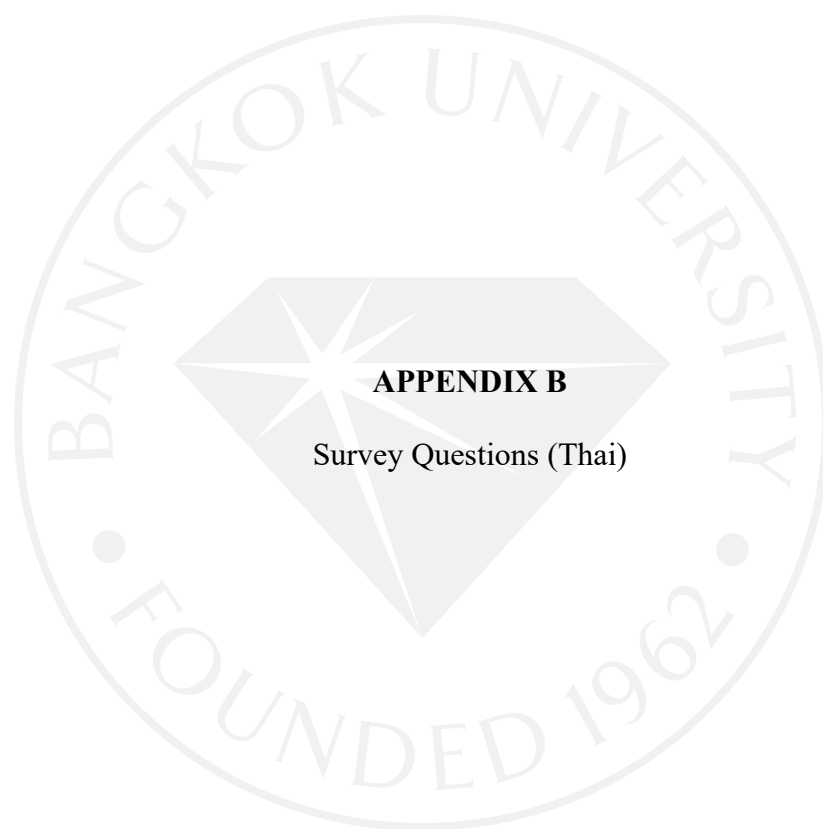
ใบความรู้

บริการการสั่งอาหารออนไลน์ เป็นขั้นตอนการสั่งอาหารจากร้านค้าในท้องถิ่นหรือสหกรณ์อาหาร

ผ่านเว็บไซต์หรือแอพลีเคชั่นมือถือต่อจากนั้นอาหารก็จะส่งถึงหน้าประตูของคุณในกรุงเทพมหานคร

มีบริษัทมากมายที่ให้บริการสั่งอาหารออนไลน์

The Pizza Company 1112

McDelivery Thailand

Pizza Hut delivery

UberEATS

foodpanda

LINE MAN

Ginja

ChefsXP

Halalize

NO..........

แบบสอบถาม

เรื่อง

ปัจจัยที่มีอิทธิพลบวกต่อความพึงพอใจการสั่งซื้ออาหารออนไลน์(Online Food Delivery

Service)**ในกรุงเทพมหานคร**

คำชี้แจง:

แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับปริญญาโท

บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ

และสามารถนำผลการวิจัยไปใช้ประโยชน์ได้อย่างมีประสิทธิภาพต่อธุรกิจยานยนต์

ดังนั้นจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุ

ด โอกาสนี้ผู้ศึกษาวิจัยนาย Haiyang Liu นักศึกษาปริญญาโท สาขาวิชาเอกบริหารธุรกิจ

คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

โปรดทำเครื่องหมาย √

ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้

ครบทุกข้อ

1. เพศ

☐ 1) ชาย   ☐ 2) หญิง

2. อายุ

☐ 1) ต่ำกว่า 22 ปี   ☐ 2) 22–35 ปี

☐ 3) 36–45 ปี   ☐ 4) 46–55 ปี

☐ 5) 56 ปีขึ้นไป

3. สถานภาพ

☐ 1) โสด   ☐ 2) สมรส

☐ 3) หย่าร้าง/หม้าย/แยกกันอยู่

4.ระดับการศึกษา

☐ 1) ต่ำกว่าปริญญาตรี   ☐ 2) ปริญญาตรี

☐ 3) ปริญญาโท   ☐ 4) ปริญญาเอก

☐ 5) อื่นๆ โปรดระบุ.......................................

5.รายได้ต่อเดือน

☐ 1) ต่ำกว่า 5,000 บาท   ☐ 2) 5,001–15,000 บาท

☐ 3) 15,001–30,000 บาท   ☐ 4) 30,001–50,000 บาท

□ 5) 50,001–100,000 บาท ☐ 6) 100,000 บาท ขึ้นไป

6.อาชีพ

☐ 1) พนักงานรัฐวิสาหกิจ/รับราชการ

☐ 2) พนักงานบริษัทเอกชน/ รับจ้าง

☐ 3) ธุรกิจส่วนตัว/ ค้าขาย

☐ 4) อื่นๆ..........................

7. ประสบการณ์สั่งซื้ออาหารก่อนหน้า

☐ 1) ทำกินเอง ☐ 2) กินนอกบ้าน

☐ 3) สั่งกลับบ้าน ☐ 4) สั่งผ่านโทรศัพท์

☐ 5) อื่นๆ...................................

8. คุณเคยใช้บริการการสั่งซื้ออาหารออนไลน์ต่อไปนี้หรือไม่

☐ 1) The Pizza Company 1112, McDelivery Thailand, Pizza Hut delivery

☐ 2) UberEATS, foodpanda, LINE MAN, Ginja, ChefsXP, Halalize

☐ 3) อื่นๆ.................................

9. คุณใช้เวลาประมาณเท่าไหร่ในการสั่งอาหารต่อครั้ง

☐ 1) ต่ำกว่า 300 บาท ☐ 2) 301–800 บาท

☐ 3) 801–2,000 บาท ☐ 4) 2,001–5,000 บาท

☐ 5) 5,000 บาท ขึ้นไป

10. คุณสั่งอาหารประเภทไหนเยอะที่สุด

☐ 1) เครื่องดื่ม ☐ 2) ของหวาน

☐ 3) อาหารฟาสต์ฟู้ด ☐ 4) อาหาร

☐ 5) อื่นๆ.....................................

โปรดทำเครื่องหมาย √

ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

	ระดับความเห็นด้วย				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
	5	4	3	2	1
แรงจูงใจทางด้านความสุขความสบาย (Hedonic Motivations)					
1 HM1 ฉันพบว่าการใช้บริการจัดส่งอาหารออนไลน์ผ่านเว็บไซต์หรือแอปพลิเคชันนั้นให้ความสนุก					
2 HM2 ฉันชอบใช้บริการจัดส่งอาหารออนไลน์					
3 HM3 ฉันพบว่าการสั่งซื้ออาหารออนไลน์นั้นเหมือนกับการเล่นเกม					
4 HM4 ฉันใช้บริการจัดส่งอาหารออนไลน์เพื่อชื้ออาหารพิเศษ					
เงื่อนไงเรื่องราคาประหยัด (Price Saving Orientation)					
1 PS1 การบริการจัดส่งอาหารออนไลน์ทำให้ฉันสามารถประหยัดเงิน					
2 PS2 ฉันสามารถสะสมคะแนนจากบริการจัดส่งอาหารออนไลน์เพื่อรับอาหารฟรีเมื่อสั่งซื้อในอนาคต					
3 PS3 ฉันชอบค้นหาอาหารราคาไม่แพงในร้านอาหารต่างๆ ผ่านช่องทางบริการจัดส่งอาหารออนไลน์					
4 PS4 บริการจัดส่งอาหารออนไลน์เสนอคุณค่าที่คุ้มค่าสำหรับเงินของฉัน					
เงื่อนไงในเรื่องการประหยัดเวลา (Time Saving Orientation)					

		ระดับความเห็นด้วย				
		มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
		5	4	3	2	1
1	TS1 ฉันเชื่อว่าการใช้บริการจัดส่งอาหารออนไลน์เป็นประโยชน์อย่างมากในขั้นตอนการสั่งซื้ออาหาร					
2	TS2 ฉันเชื่อว่าการใช้บริการจัดส่งอาหารออนไลน์ช่วยให้ฉันดำเนินการสั่งซื้ออาหารได้เร็วขึ้น					
3	TS3 ขั้นตอนการสั่งซื้อของบริการจัดส่งอาหารออนไลน์ ทำให้ฉันสามารถประหยัดเวลา					
4	TS4 ฉันคิดว่ามันสำคัญมากในการใช้บริการจัดส่งอาหารออนไลน์ ต้องทำให้เร็วเท่าที่จะเร็วได้					
ประสบการณ์การในการสั่งซื้อออนไลน์ (Prior Online Purchase Experience)						
1	PE1 ฉันรู้สึกสบายใจในการใช้บริการจัดส่งอาหารออนไลน์					
2	PE2 ฉันมีประสบการณ์ในการใช้บริการจัดส่งอาหารออนไลน์					
3	PE3 ฉันรู้สึกมีความสามารถในการใช้บริการจัดส่งอาหารออนไลน์					
4	PE4 ฉันสามารถตรวจสอบรายละเอียดได้มากถ้าฉันใช้บริการจัดส่งอาหารออนไลน์และจะช่วยให้ฉันตัดสินใจได้ง่ายขึ้น					
แรงจูงใจในเรื่องความสะดวกสบาย (Convenience Motivation)						
1	CM1 ฉันคิดว่าการซื้ออาหารและการทำธุรกรรมผ่านเว็บบริการจัดส่งอาหารออนไลน์นั้นเป็นเรื่องง่าย					
2	CM2 ฉันคิดว่าการโต้ตอบผ่านหน้าเว็บบริการจัดส่งอาหารออนไลน์นั้นชัดเจนและเข้าได้ง่าย					

	ระดับความเห็นด้วย				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
	5	4	3	2	1
3	CM3 ฉันสามารถมีทักษะในการโต้ตอบกับบริการจัดส่งอากหารออนไลน์ได้ง่าย					
4	CM4 โดยรวมแล้วในการใช้บริการจัดส่งอาหารออนไลน์เป็นเรื่องง่ายสำหรับฉัน					
ความสามารถในการใช้งาน (Usability)					
1	EU1 ฉันสามารถเรียนรู้ที่จะใช้บริการจัดส่งอาหารออนไลน์ได้อย่างง่ายดาย					
2	EU2 ฉันสามารถไว้วางใจว่าบริการจัดส่งอาหารออนไลน์จะสามารถจัดส่งอาหารจากร้านอาหารที่ฉันต้องการได้					
3	EU3 ฉันสามารถได้รับอาหารสำเร็จจากบริการจัดส่งอาหารออนไลน์โดยฉันไม่ต้องออกจากบ้าน					
4	EU4 ฉันสามารถให้ความเห็นหรือแสดงความคิดเห็นเกี่ยวกับบริการจัดส่งอาหารออนไลน์ได้อย่างง่ายดาย					
ประสบการณ์ใหม่ (New Experience)					
1	NE1 ฉันชอบลองเมนูใหม่ ๆ จากบริการจัดส่งอาหารออนไลน์					
2	NE2 ฉันลองอาหารหลายชนิดผ่านทางบริการจัดส่งอาหารออนไลน์					
3	NE3 การสั่งอาหารจากร้านอาหารใหม่ ๆผ่านการบริการจัดส่งอาหารออนไลน์เป็นเรื่องน่าสนใจสำหรับฉัน					

		ระดับความเห็นด้วย				
		มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
		5	4	3	2	1
4	NE4 ฉันคิดว่าการใช้บริการจัดส่งอาหารแบบออนไลน์เป็นวิธีฉลาดในการส่งอาหารในยุคปัจจุบัน					
อิทธิพลของเครือข่ายสังคม (Influence of Social Networking Sites)						
1	SN1 ฉันใช้ออนไลน์เครือข่ายสังคม เช่น Facebook, Line หรือ Instagram					
2	SN2 ฉันเชื่อคำแนะนำเกี่ยวกับบริการจัดส่งอาหารออนไลน์ผ่านทางออนไลน์เครือข่ายสังคม					
3	SN3 ฉันมักจะดูโฆษณาผ่านทางออนไลน์เครือข่ายสังคม					
4	SN4 ฉันมักดูความคิดเห็นผ่านทางออนไลน์เครือข่ายสังคม					
ความพึงพอใจของลูกค้า (Customer Satisfaction)						
1	CS1 ฉันพอใจกับผลิตภัณฑ์ที่นำเสนอโดยบริการจัดส่งอาหารออนไลน์					
2	CS2 ฉันพอใจกับคุณภาพของผลิตภัณฑ์ที่นำเสนอผ่านบริการจัดส่งอาหารออนไลน์					
3	CS3 ฉันจะยังคงซื้อบริการจัดส่งอาหารออนไลน์					
4	CS4 ฉันแนะนำบริการจัดส่งอาหารออนไลน์แก่ผู้อื่น					

ขอให้ท่านแนะนำปัจจัยอื่น ๆ

ที่อาจมีผลกระทบต่อความพึงพอใจของลูกค้าในการบริการสั่งอาหารออนไลน์

_____

_____

_____

_____

โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นาย Haiyang Liu

E–Mail: cnhy@outlook.com
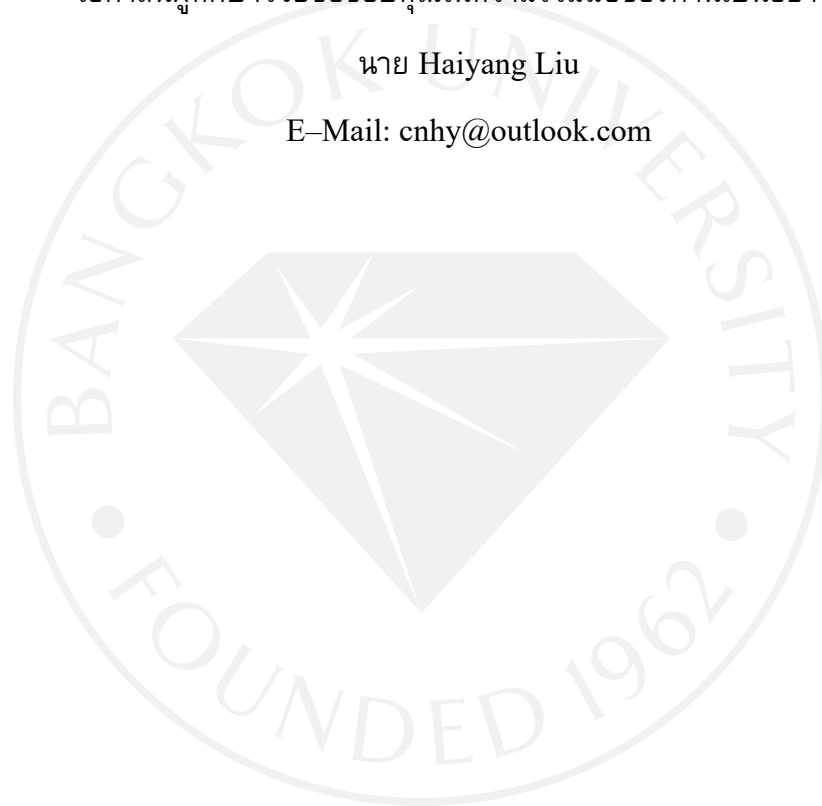
APPENDIX C

Form to Expert Letter

119 Rama 4 Road, Phra Khanong,

Klong Toei, Bangkok 10110, Thailand

Tel. 098-346-2085

E-mail: cnsteve.h@gmail.com

January 8, 2018

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University.

To   Dr. Penjira Kanthawongs

         Advisor

         Graduate School, Bangkok University

         I, Haiyang Liu, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Influencing Customer Satisfaction of Online Food Delivery (OFD) Services of Employees in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.............................   Signature ....

         (Dr. Penjira Kanthawongs)   (Haiyang Liu)

               Advisor   Researcher

1

119 Rama 4 Road, Phra Khanong,

Klong Toei, Bangkok 10110, Thailand

Tel. 098-346-2085

E-mail: cnsteve.h@gmail.com

January 8, 2018

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University.

To   Mr. Puttdkhun Raksaphet

        Business Manager

        NOW/Now Delivery Co, Ltd.

        I, Haiyang Liu, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Influencing Customer Satisfaction of Online Food Delivery (OFD) Services of Employees in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.................................   Signature.................................

        (Mr. Puttdkhun Raksaphet)   (Haiyang Liu)
        Expert   Researcher

1

119 Rama 4 Road, Phra Khanong,

Klong Toei, Bangkok 10110, Thailand

Tel. 098-346-2085

E-mail: cnsteve.h@gmail.com

January 8, 2018

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of

Independent Study of M.B.A student at Bangkok University.

To   Ms Nimmanee Supanuch

        Operating Manager

        Honestbee / Honestbee Pte.Ltd

        I, Haiyang Liu, a Master of Business Administration's student majoring in Business Administration

at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively

Influencing Customer Satisfaction of Online Food Delivery (OFD) Services of Employees in Bangkok. Due

to your expertise in your business, I would like to ask you to review the questionnaire items in terms of

wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as

comprehensible, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly

appreciated your kind assistance.

Best Regards,

Signature...   Signature...

        (Ms Nimmanee Supanuch)   (Haiyang Liu)
              Expert   Researcher

1

Factors	Original English Version	Adjusted English Version	Adjusted Thai Version	IOC	Comments from the expert	Total points
Hedonic Motivations (HM) (Yeo et al., 2017), (Liang & Lim, 2011)	HM1 I find that using OFD services is fun.	HM1 I find that using online food delivery services through websites or applications is fun.	HM1 ฉันพบว่าการใช้บริการจัดส่งอาหารออนไลน์ผ่านเว็บไซต์หรือแอปพลิเคชันนั้นให้ความสนุก			
	HM2 I find that using OFD Services is enjoyable.	HM2 I enjoy using online food delivery services.	HM2 ฉันชอบใช้บริการจัดส่งอาหารออนไลน์			
	HM3 Using OFD services is very entertaining.	HM3 I find that online food delivery ordering is like playing a game.	HM3 ฉันพบว่าการสั่งซื้ออาหารออนไลน์นั้นเหมือนกับการเล่นเกม			
	HM4 I like using the Internet to buy specialty food.	HM4 I like using online food delivery ordering to buy specialty food.	HM4 ฉันใช้บริการจัดส่งอาหารออนไลน์เพื่อซื้ออาหารพิเศษ			
Price Saving Orientation (PS) (Yeo et al., 2017)	PS1 I can save money by using prices of different	PS1 I can save money by using online food	PS1 การบริการจัดส่งอาหารออนไลน์ทำ			

Factors	Original English Version	Adjusted English Version	Adjusted Thai Version	IOC	Comments from the expert	Total points
	online OFD services.	delivery services.	ให้ฉันสามารถประหยัดเงิน			
	PS2 Accumulating points get meal freely.	PS2 I can collect points from online food delivery services in order to get free dishes or free meals in the future orders.	PS2 ฉันสามารถสะสมคะแนนจากบริการจัดส่งอาหารออนไลน์เพื่อรับอาหารฟรีเมื่อสั่งซื้อในอนาคต			
	PS3 I like to search for cheap food deals in different online food retailers' websites.	PS3 I like to search for cheap food deals in different restaurants through online food delivery services.	PS3 ฉันชอบค้นหาอาหารราคาไม่แพงในร้านอาหารต่าง ๆ ผ่านช่องทางบริการจัดส่งอาหารออนไลน์			
	PS4 Online food retailers offer better value for my money.	PS4 Online food delivery services offer better values for my money.	PS4 บริการจัดส่งอาหารออนไลน์เสนอคุณค่าที่คุ้มค่าสำหรับเงินของฉัน			

Factors	**Original English Version**	**Adjusted English Version**	**Adjusted Thai Version**	**IOC**	**Comments from the expert**	**Total points**
Time Saving Orientation (TS) (Yeo et al., 2017)	TS1 I believe that using OFD services is very useful in the purchasing process.	TS1 I believe that using online food delivery services is very useful in food purchasing process.	TS1 ฉันเชื่อว่าการใช้บริการจัดส่งอาหารออนไลน์เป็นประโยชน์อย่างมากในขั้นตอนการสั่งซื้ออาหาร			
	TS2 I believe that using OFD services helps me accomplish things more quickly in the purchasing process.	TS2 I believe that using online food delivery services helps me accomplish things more quickly in food purchasing process.	TS2 ฉันเชื่อว่าการใช้บริการจัดส่งอาหารออนไลน์ช่วยให้ฉันดำเนินการสั่งซื้ออาหารได้เร็วขึ้น			
	TS3 I believe that I can save time by using OFD services in the purchasing process.	TS3 I believe that I can save time by using online food delivery services in food purchasing process.	TS3 ขั้นตอนการสั่งซื้อของบริการจัดส่งอาหารออนไลน์ ทำให้ฉันสามารถประหยัดเวลา			

Factors	**Original English Version**	**Adjusted English Version**	**Adjusted Thai Version**	**IOC**	**Comments from the expert**	**Total points**
	TS4 It is important for me that purchase of food is done as quickly as possible using OFD services.	TS4 It is important for me that purchase of food should be done as quickly as possible.	TS4 ฉันคิดว่ามันสำคัญมากในการใช้บริการจัดส่งอาหารออนไลน์ ต้องทำให้เร็วเท่าที่จะเร็วได้			
Prior Online Purchase Experience (PE) (Yeo et al., 2017)	PE1 I feel comfortable of using the OFD services.	PE1 I feel comfortable of using online food delivery services.	PE1 ฉันรู้สึกสบายใจในการใช้บริการจัดส่งอาหารออนไลน์			
	PE2 I am experienced with the use of the OFD services.	PE2 I am experienced with the use of the online food delivery services.	PE2 ฉันมีประสบการณ์ในการใช้บริการจัดส่งอาหารออนไลน์			
	PE3 I feel competent of using the OFD services.	PE3 I feel competent of using online food delivery services.	PE3 ฉันรู้สึกมีความสามารถในการใช้บริการจัดส่งอาหารออนไลน์			
	PE4 Online is more accurate.	PE4 I can check more details if I	PE4 ฉันสามารถตรวจสอบร			

Factors	Original English Version	Adjusted English Version	Adjusted Thai Version	IOC	Comments from the expert	Total points
		use online food delivery services and be able to make better decisions.	ายละเอียดไ ด้มากถ้าฉัน ใช้บริการจั ดส่งอาหาร ออนไลน์แล ะจะช่วยให้ ฉันตัดสินใจ ได้ง่ายขึ้น			
Convenience Motivation (CM) (Yeo et al., 2017)	CM1 I would find doing online shopping and web-based online transactions on OFD services web pages easy.	CM1 I find doing online food shopping and web-based transactions on food delivery services is easy.	CM1 ฉันคิดว่ากา รซื้ออาหาร และการทำ ธุรกรรมผ่า นเว็บบริกา รจัดส่งอาห ารออนไลน์ นั้นเป็นเรื่อง ง่าย			
	CM2 I would find interaction through OFD services web pages clear and understandable.	CM2 I find interaction with web pages of online food delivery services is clear and understandable.	CM2 ฉันคิดว่ากา รโต้ตอบผ่า นหน้าเว็บบ ริการจัดส่งอ าหารออนไ ลน์นั้นชัดเจ นและเข้าได้ ง่าย			
	CM3 I would find it easy to become skillful at	CM3 I find it easy to become skillful at navigating	CM3 ฉันสามารถ มีทักษะในก ารโต้ตอบกั			

Factors	Original English Version	Adjusted English Version	Adjusted Thai Version	IOC	Comments from the expert	Total points
	navigating through OFD services web pages.	through online food delivery services.	บบริการจัดส่งอากหารออนไลน์ได้ง่าย			
	CM4 Overall, in using OFD services, online shopping or transaction would be easy for me.	CM4 Overall, using online food delivery services is easy for me.	CM4 โดยรวมแล้วในการใช้บริการจัดส่งอาหารออนไลน์เป็นเรื่องง่ายสำหรับฉัน			
Usability (US) (Pigatto et al., 2017)	US1 Learnability	US1 I can learn to use online food delivery services easily.	EU1 ฉันสามารถเรียนรู้ที่จะใช้บริการจัดส่งอาหารออนไลน์ได้อย่างง่ายดาย			
	US2 Authority	US2 I can trust that online food delivery services can deliver food from restaurants that I want.	EU2 ฉันสามารถไว้วางใจว่าบริการจัดส่งอาหารออนไลน์จะสามารถจัดส่งอาหารจากร้านอาหารที่ฉันต้องการได้			

Factors	Original English Version	Adjusted English Version	Adjusted Thai Version	IOC	Comments from the expert	Total points
	US3 Objective	US3 I can successfully receive food from online food delivery services without going out my house.	EU3 ฉันสามารถได้รับอาหารสำเร็จจากบริการจัดส่งอาหารออนไลน์โดยฉันไม่ต้องออกจากบ้าน			
	US4 Operability	US4 I can give reviews or comments on the online food delivery services easily.	EU4 ฉันสามารถให้ความเห็นหรือแสดงความคิดเห็นเกี่ยวกับบริการจัดส่งอาหารออนไลน์ได้อย่างง่ายดาย			
New Experience (NE) (Liang & Lim, 2011)	NE1 I love to try out new recipes.	NE1 I love to try new recipes through online food delivery services.	NE1 ฉันชอบลองเมนูใหม่ ๆ จากบริการจัดส่งอาหารออนไลน์			
	NE2 I try many different condiments in my cooking.	NE2 I try many kinds of food by using online food delivery services.	NE2 ฉันลองอาหารหลายชนิดผ่านทางบริการจัดส่งอ			

Factors	Original English Version	Adjusted English Version	Adjusted Thai Version	IOC	Comments from the expert	Total points
			าหารออนไลน์			
	NE3 Shopping for food is an interesting for me.	NE3 Ordering from new restaurants through online food delivery services is interesting for me.	NE3 การสั่งอาหารจากร้านอาหารใหม่ๆผ่านการบริการจัดส่งอาหารออนไลน์เป็นเรื่องน่าสนใจสำหรับฉัน			
	NE4 I think using the Internet to buy specialty food is intelligent.	NE4 I think using online food delivery services is a wise method in getting food nowadays.	NE4 ฉันคิดว่าการใช้บริการจัดส่งอาหารแบบออนไลน์เป็นวิธีฉลาดในการส่งอาหารในยุคปัจจุบัน			
Influence of Social Networking Sites (SN) (Pigatto et al., 2017)	SN1 Social applications and websites	SN1 I use social networking sites often such as Facebook, Line or Instagram.	SN1 ฉันใช้ออนไลน์เครือข่ายสังคม เช่น Facebook, Line หรือ Instagram			

Factors	Original English Version	Adjusted English Version	Adjusted Thai Version	IOC	Comments from the expert	Total points
	SN2 Social communication	SN2 I believe recommendations about online food delivery services through social networking sites.	SN2 ฉันเชื่อคำแนะนำเกี่ยวกับบริการจัดส่งอาหารออนไลน์ผ่านทางออนไลน์เครือข่ายสังคม			
	SN3 AD / PR	SN3 I often watch ads through social networking sites.	SN3 ฉันมักจะดูโฆษณาผ่านทางออนไลน์เครือข่ายสังคม			
	SN4 word of mouth	SN4 I often view comments through social networking sites.	SN4 ฉันมักดูความคิดเห็นผ่านทางออนไลน์เครือข่ายสังคม			
Customer Satisfaction (SC) (Tandon et al., 2017)	CS1 I am satisfied with product range offered by online retailers.	CS1 I am satisfied with product range offered by online food delivery services.	CS1 ฉันพอใจกับผลิตภัณฑ์ที่นำเสนอโดยบริการจัดส่งอาหารออนไลน์			

Factors	Original English Version	Adjusted English Version	Adjusted Thai Version	IOC	Comments from the expert	Total points
	CS2 I am satisfied with the quality of products offered online.	I am satisfied with the quality of products offered through online food delivery services.	CS2 ฉันพอใจกับคุณภาพของผลิตภัณฑ์ที่นำเสนอผ่านบริการจัดส่งอาหารออนไลน์			
	CS3 I would continue to purchase products online.	I would continue to purchase online food delivery services.	CS3 ฉันจะยังคงซื้อบริการจัดส่งอาหารออนไลน์			
	CS4 I recommend online shopping websites to other people.	I recommend online food delivery services to other people.	CS4 ฉันแนะนำบริการจัดส่งอาหารออนไลน์แก่ผู้อื่น			

References for Form to Expert:

Liang, A. R.-D., & Lim, W. M. (2011). Exploring the online buying behavior of specialty

food shoppers. *International Journal of Hospitality Management, 30*(4), 855-865.

http://doi.org/10.1016/j.ijhm.2011.01.006

Pigatto, G., Machado, J. G. d. C. F., Negreti, A. d. S., & Machado, L. M. (2017). Have

you chosen your request? Analysis of online food delivery companies in Brazil.

British Food Journal, 119(3), 639-657. doi:10.1108/bfj-05-2016-0207

Tandon, U., Kiran, R., & Sah, A. (2017). Analyzing customer satisfaction: users

    perspective towards online shopping. *Nankai Business Review International, 8*(3),

    266-288. doi:10.1108/nbri-04-2016-0012

Yeo, V. C. S., Goh, S.-K., & Rezaei, S. (2017). Consumer experiences, attitude and

    behavioral intention towards online food delivery services. *Journal of Retailing*

    and Consumer Services, 35(Supplement C), 150-162.

    http://doi.org/10.1016/j.jretconser.2016.12.013
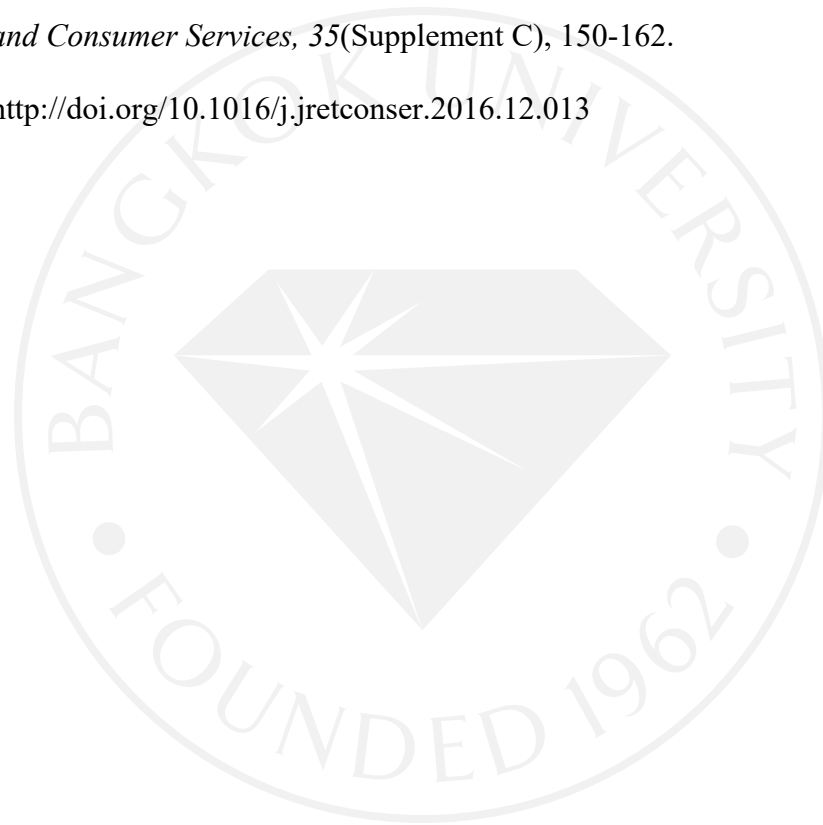
BIODATA

Name-Surname: Haiyang Liu

Current Residential Address: 702, Unit 3, Building No. 36,

Zhongshangyuan, Tongzhou District,

Beijing, 100000, China

E-mail: cnhy@outlook.com

Education Background:

2006 – 2009 Bachelor of Accounting,

Inner Mongolia University of Finance & Economics

(Former Name: Inner Mongolia Finance & Economics College)

Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day _30_ Month _December_ Year _2019_

Mr./ Mrs./ Ms _HAIYANG LIU_ now living at _Supalai Park._

Soi_____ Street _Phet Kasem_

Sub-district _Bang wa_ District _Pasricharoen_

Province _Bangkok_ Postal Code_____ being a Bangkok

University student, student ID _75902022805_

      Degree level   ☐ Bachelor   ☑ Master   ☐ Doctorate

Program _MBA -EP_ Department ____-____ School _Graduate School_

hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled

Factors Positively Influencing Customer Satisfaction of Online Food Delivery Services of Customers in Bangkok. and its Vicinity.

submitted in partial fulfillment of the requirement for _MBA_

of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

_____ Licensor

(_____)

_____ Licensee

(Director, Library and Learning Space)

_____ Witness

(Dean, Graduate School)

_____ Witness

(Program Director)