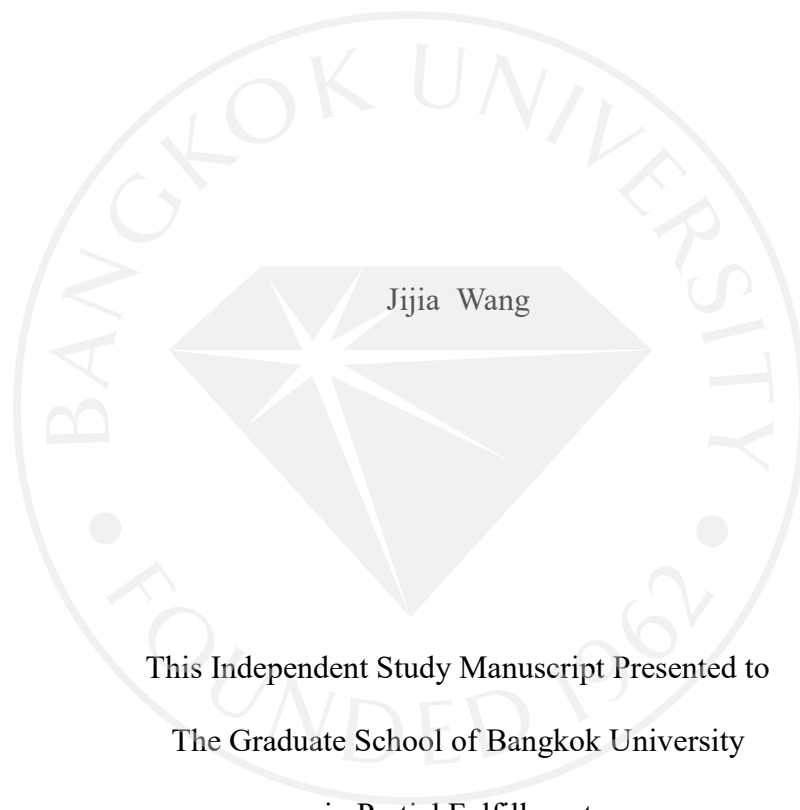


THE EFFECTS OF SERVICE QUALITY, WEBSITE DESIGN, INFORMATION  
QUALITY AND ONLINE PAYMENT SYSTEM ON CUSTOMER SATISFACTION  
WITH MEITUAN IN NANNING CITY OF CHINA



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This Independent Study Manuscript Presented to  
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The Effects of Service Quality, Website Design, Information Quality, and Online Payment System on Customer Satisfaction with Meituan In Nanning City of China

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**ABSTRACT**

The main purpose of this study is to research the factors influencing customer satisfaction with Meituan in Nanning, Guangxi Province, China.

The target population of the study was the consumers who used Meituan service for a long time. They lived in Nanning city, Guangxi Province. This study used quantitative research methods, and used descriptive statistical methods to analyze and evaluate the data, including percentage, mean, standard deviation, and extrapolation statistics. In addition, multiple regression was used to test the hypotheses.

The results show that service quality, information quality, website design and online payment system had a statistically significant impact on customer satisfaction.

*Keywords: Service Quality; Website Design; User Satisfaction; Online Payment; Information Quality.*

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# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

Nowadays, daily life and network office rely more and more on the Internet, and the urban road space is decreasing day by day. If B2B (Business-to-Business), C2C (Consumer To Consumer) and B2C (Business To Customer) are the most popular e-commerce models in previous years, then the most popular and popular offline e-commerce shopping model nowadays is O2O (Online To Offline). The so-called O2O is an online-to-offline model, which means that the Internet and the offline real economy are combined to integrate various offline resources on the network platform and sell them to online shopping crowds, that is, online shopping Users, thus making this process a most convenient e-commerce shopping mode. Mobile Internet technology has changed society, changed people's lifestyles, and greatly promoted the innovation and development of e-commerce (Guo & Feng, 2015)

The organic integration of the O2O model related to life services and the mobile Internet has given the e-commerce business development greater momentum and more opportunities. Nowadays, many e-commerce platforms have shifted their focus to mobile apps (smartphone application software) and affected our daily lives. For example, we are familiar with Baidu Nuomi, Meituan and Hungry E-commerce. In order to seize mobile users, consumers will often enjoy more discounts on mobile clients. In the context of such an endless stream of mobile consumer software, rushing to seize users, the importance of customer satisfaction is gradually highlighted (Wang, 2016)

### **1.1.1 Introduction to the basic situation of the Meituan mobile**

#### **Client**

The mobile Internet revolution has changed the way of group buying. People are increasingly inseparable from smartphones. As a group buying Internet Company, Meituan must conform to the development of technology and provide a useful application for users to purchase through smart phones and tablets. From the end of 2010, Meituan began to build a mobile terminal. It is the earliest website for the mobile group in the domestic group buying industry. Up to now, the Meituan mobile client has enabled a number of products based on Android, iPhone, iPad and Win10 versions. The Meituan mobile client is also known as the Meituan app, both of which are the Meituan application software on the smart mobile device. The Meituan mobile group purchase users in this study are using the Meituan application software on the smart mobile device user (Zeng, 2017).

### **1.1.2 Meituan Network mobile and its competitors' comparative**

#### **Analysis**

According to the "China 2017 Life Service O2O Market Special Research Report" released by Analysis think tank, although the Meituan tried to cover up the decline of its financial data, the public group buying market accounted for 62% in the first half of the year, but the actual figure was 51.9%, lower than 56% in the first half of last year (Hu,2017).

In addition, research shows that the Meituan team's competitors' public Comments and NUOMI have surpassed the Meituan in the growth rate of online platform and group purchase transactions in the past six months, and the growth rate of the Meituan has been significantly reduced. Baidu announced in July 2015 that it

has invested huge sum of 20 billion yuan to promote Baidu NUOMI; Alibaba reopened its word of mouth service to attract the attention of nearby local residents; public comment relies on the predator Tencent, which will soon become the first batch of SSE (Shanghai Securities Exchange) strategy One of the companies listed on the emerging board. Under such circumstances, Baidu, Ali, Tencent (BAT) three powerful competitors simultaneously ate a piece of meat in the (Online To Offline) O2O market, which brought a strong sense of crisis to the Meituan (Liu, 2016).

Next, this article will introduce the most powerful competitors of the Meituan Network mobile client and Baidu NUOMI, and conduct a comprehensive analysis of the Meituan mobile client, the public comment mobile client and Baidu NUOMI mobile client. The so-called knowing ourselves and knowing each other, the battle is not awkward, the purpose of comparative analysis is to recognize their strengths and weaknesses, to predict the future development of the industry, and to provide a reference for the proposed Meituan mobile network user satisfaction improvement strategy. Public commentary is mainly to collect, organize and display business information such as catering, entertainment and shopping, including general life needs, and provide online customers with other life information and services, such as consumer discounts and customer evaluation system. At the same time, dianping.com also provides e-coupons, one-stop marketing solutions and group buying services for small and medium-sized businesses (Guo, 2018)

The use of the mobile application not only helps consumers to easily find information and offer for other living services in nearby dining, shopping, entertainment, etc., but also uses maps and navigation functions to accurately find the destination. Its specific functions are divided into six categories, which can be

expressed according to the consumption process: check the merchant information, view the consumer evaluation, download the coupon, purchase the group purchase coupon, sign in to obtain the consumer discount and evaluate the consumer experience. The public comment scored a high external rating and was once ranked among the top ten portable apps in the Baidu search list. In December 2013, the number of independent users of the public comment mobile client exceeded 90 million. The ios version won the Best App in the App Store lifestyle in 2014 and has been one of the most popular apps in the App Store. The NUOMI network was officially launched on June 23, 2010. The person in charge is Shen Boyang, vice president of Thousand Oaks. The plan is to start from Beijing and then develop in other cities. As the first attempt of Thousand Oaks to develop social e-commerce, the launch of NUOMI means that it officially joined the competition of group buying websites (Huang, 2018)

## **1.2 Objectives of Study**

At present, domestic group buying companies are highly competitive. In the brutal competitive environment, carefully designing the wireless Internet and developing mobile group buying websites are important choices. Meituan is an independent group buying website with the largest sales volume in China. It is also one of the earliest group buying websites for mobile customers in China. Therefore, for Meituan, it is very important to improve its customer experience and satisfaction by using its products and services.

This study will investigate :

1.2.1 Service quality has a significant impact on customer satisfaction

1.2.2 Information quality has a significant impact on customer satisfaction

1.2.3 Website design has a significant impact on customer satisfaction

1.2.4 Online payment system has a significant impact on customer satisfaction

### **1.3 Scope of Study**

This study focuses on the satisfaction of Meituan users in Nanning.

And study the impact of the four variables: service quality, website design, information quality, online payment system and customer satisfaction of Meituan.

### **1.4 Significance of the Study**

As the largest group buying website, Meituan can learn how to improve customer satisfaction, meet customer demand and improve their service quality under this fierce competition. This research also helps to improve academic capabilities and provides some suggestions on group buying for reference by Meituan and other group buying websites. It can help students learn more about how to investigate the customer satisfaction of group buying. According to customer satisfaction research on Meituan, it can become part of learning and understanding Chinese group buying. We can see the development status and potential development of group buying industry.

### **1.5 Definition of Terms**

1.5.1 Service Quality is defined as the gap between the customers's perception of the service actually received and the customer's expectation of the service. Therefore, service quality is the purchase of a subjective model, which depends on the comparison between the customer's expected quality of the service

and the actual experience quality (is the customer's actual perceived service quality). When the quality that the customer actually experiences meets or exceeds the expected quality, the customer evaluates as completely satisfied and considers that the service quality to the customer is high; otherwise, the customer considers the service quality to be poor (Ning, 2011) .

1.5.2 Information quality is the consumer's reflection of product quality and the satisfaction of the product after use. The information quality records various information and materials reflected by the consumer in the use of the product. It is the main and most important resource for quality management (Martin, 2000).

1.5.3 Website design is a way for companies to provide information (including products and services) to users and netizens. It is the infrastructure and information platform for enterprises to conduct e-commerce. According to the needs of consumers, the market situation and the company's own situation, a comprehensive analysis is conducted, and the "consumer" is the center to design a website page suitable for consumers (Zhang, 2017).

1.5.4 Online payment system is a form of electronic payment. It is an instant payment method provided by a third party and is connected to the bank's payment. The advantage of this type of payment method is that funds can be transferred directly from the user's bank card to the website's account. After that, the remittance will arrive immediately without manual confirmation. Credit cards, electronic checks, electronic cash and other electronic payment methods can be used for online payment between consumers and merchants, online payment saves a lot of transaction costs (Shen, 2014).



1.5.5 Customer satisfaction refers to the degree to which a customer perceives and agrees with different expectations on the quality and value of a product or service in the course of using a product or service, and the subsequent follow-up of the product or service comprehensive measurement and evaluation of factors such as behavior (such as willingness to continue buying) (Pan, 2012).



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Concepts and Theories of Variables

##### 2.1.1 Service Quality

In 1982, Gronroos first proposed the concept of customer-perceived service quality. He believed that service quality was a subjective category, and it depended on the customer's expectations of service (expected service) and the level of service actually experienced by customers (experienced service). If the customer's experience level of the service meets or exceeds its expected level, the customer obtains higher satisfaction or quality surprise, so that the company has a higher service quality, and conversely, it considers that the service quality of the company is lower (Gronroos, 1982)

Anderson found through empirical research that the dominant factors affecting customer satisfaction include perceived quality and perceived inconsistency. Perceived quality is the product or service performance. Expectations have no direct impact on customer satisfaction, but have a direct and positive impact on perceived quality. Perceived quality and perceived inconsistencies interact to cause customer satisfaction (Anderson, 1993)

Customer perceived service quality includes two basic aspects: technical quality (also called quality of results) and functional quality (also called process quality). Technical quality is the result of service, that is, what customers get after the service process ends. Because technical quality involves tangible content in technology, customers are easy to perceive and objective. Functional quality refers to

how the company provides services and how customers get services. It involves the instrumentation, service attitude, service methods, service procedures, service behaviors, etc. of service personnel. So it is difficult to make an objective assessment. Customer's subjective feelings dominate in functional quality evaluation (Huicong, Nanxun & Weiwei, 2018)

Regarding the definition of the concept of customer satisfaction, here are some representative academic views: Oliver's view is the consumer's evaluation of the consumer experience, and it is a short-term emotional response. Its essence is an emotional state where actual performance is inconsistent with previous consumption expectations (Oliver, 1993)

Fornell believes that customer satisfaction is the overall evaluation of a customer after purchasing a product or service. Compared to expectations before purchasing, this definition places more emphasis on the perception of product or service performance after purchase. Customer satisfaction reflects the actual product's perception compared with customer expectations. It is a psychological perception of customers, while customer satisfaction is a quantitative indicator of customer satisfaction levels, measuring the size of customer satisfaction (Fornell, 1992).

### 2.1.2 Information Quality

Li (2017) found that factors such as website evaluation, the information quality, and product information can affect the satisfaction of online consumers. The quality of the group buying information refers to the description of the goods when the merchant starts the preferential product or service. After the customer purchases the goods or services according to their potential needs to determine whether they are satisfied, and then make a satisfaction evaluation of the goods or services. When other

consumers need to purchase goods or services, the detail, authenticity of group buying information and consumer satisfaction are closely related (Wang, 2018).

Zhang (2011) conducted a study on the influence of online group purchase customer satisfaction by taking group purchase as an example. The results showed that: group purchase price, catering category, time required for delivery, discount level and validity period, and detailed information of group purchase will affect the customer's purchasing behavior, of which the price and the authenticity of group purchase evaluation are the most important factors for customers.

### 2.1.3 Website Design:

Kim and Stoel (2004) studied the impact of website quality on customer satisfaction. They divided the website design into four factors: menu page design, system fluency, website response sensitivity, and positioning. These factors were found to be satisfied with customers's Degree has an important effect. The quality of website design is very important for any group purchase to attract customers. Cho and Park (2000) have found in their study that customer satisfaction in e-commerce is related to the quality of website design. According to Ranganathan and Grandon (2002) website design represents the way in which the content is arranged in the website. Wolfinbarger and Gilly (2003) argued that when customers interact with an online page they prefer to do so via a technical interface and not through any employee. Therefore the design of the website, which acts as the interface, would play an important role in influencing customer satisfaction. Lee and Lin (2005) had empirically found that website design positively influences overall customer satisfaction and perceived service quality. Besides, Ranganathan and Ganapathy (2002) have empirically established that website design positively affects purchase

intention.

#### 2.1.4 Online Payment System

Online payment means that the payee or payer remotely initiates a payment instruction through a computer, mobile terminal, or other electronic device, relying on a public network information system, and the payer's electronic device does not interact with the payee's specific exclusive device. Recipients and payers provide monetary fund transfer services. The unstable online payment and convenience of group purchase are major factors affecting consumers' use of the group purchase platform (Proctor, 2002). Simmanky and Hisili (2000) first proposed the concept of e-commerce satisfaction and constructed a conceptual model of online retail customer satisfaction, confirming that convenience, product information, website design and payment systems have a significant positive effect on customers Influence, of which convenience is the most obvious, followed by website design.

Customers can complete the purchase of orders in a short time through tools such as Alipay, online banking. The diversity and convenience of online payment methods is an important reason to promote the development of group purchases. Similar to other traditional online purchases, group purchases in the catering and gourmet category are also first. Payment and post-consumption. However, due to network hackers, viruses, and the defects of the payment system itself, some customers' accounts have been stolen from time to time, and online banking funds have been lost. The issue of online payment security has always attracted much attention. Keefe (1998) point out that security issues are important factors affecting customer purchase intentions and satisfaction. Li and Ruan (2014) conducted an empirical study on the factors affecting online payment and satisfaction, and found

that the security and reliability of the payment system is an important factor affecting customers' online payment

### **Dependent Variable**

#### 2.1.5 Customer Satisfaction

At the early stage, Oliver studied the driving factors of customer satisfaction, and proposed a model of expectation and practice. He believes that before consumers buy, customers will expect the actual effect of products or services based on previous consumption experience, product advertising and other aspects, then experience the actual effect of products or services in the process of purchase and use, and finally make a comparison based on the actual experience and previous expectations. If the perception is actually higher than the expectation, it means that the customer is satisfied; if the perception is actually lower than the expectation, the customer will be dissatisfied (Oliver, 1993).

Deva raj (2002) first proposed the concept of e-commerce satisfaction and constructed a conceptual model of online retail customer satisfaction, confirming that convenience, product information, website design and payment systems have a significant positive effect on customers Influence, of which convenience is the most obvious, followed by website design (Deva raj, 2002).

In the market, there are many companies whose existence is limited by satisfied customers. Because customers determine the key factors for the development and survival of enterprises in the market. And some companies actively face the competition, they want to provide customers with unique products or services to meet the needs of customers. This sense of satisfaction includes the perception of consumption process, as well as the atmosphere before and after consumption.

If a company keeps itself close to its customers, it is easy to meet their needs in the next long time (Szymczak et al, 2006). Therefore, continuous customer satisfaction is a key factor for the company's long-term success (Mazurek et al, 2014). Customer satisfaction is usually related to the company's products or services, which are the source of customer satisfaction and need to provide customers with the expected value not lower than the expected standard. According to ISO 10004, "satisfaction is a kind of judgment and a way for customers to express their opinions. Satisfaction reflects the gap between the customer's view of the expected product and the customer's actual view of the received product (ISO / TS, 2010).

## **2.2 Conceptual Framework and Hypotheses Development**

In recent years, there has been more and more research on this kind in China. Guo and Li (2012) demonstrated through empirical research that the interactivity of the website's interactivity is the key influencing factor to enhance the value and satisfaction of consumer experience. Zhihong (2008) carefully analyzed the 600 or so comments published on the group purchase websites of domestic cosmetics related products by analyzing the prevention of content, and further analyzed the core factors that affect or determine customer satisfaction, namely product quality, Consumption experience, product prices, customer service and logistics, etc., analyze the causes of customer satisfaction through research. Li Pucong (2014) researched the influencing factors of user adoption behavior for mobile commerce users. The research results show that technology adaptability, perceived usefulness, applicability, observability, compatibility, and perceived risk have significant effects on offline user adoption behavior. Liu (2013) based on the emerging mobile group purchase application,

combined with the previous theories and models, constructed a structural equation model of the influencing factors of local service group purchase, and collected data from the Meituan for empirical research. The results prove that the review There is a strong positive correlation between the number of local service group purchases and sales.

Dutka from the United States pointed out that although the industry and market are different, there is an indicator system on products, services, and purchasing power that can be used to measure products and services (Dutka, 1998). Barnes believes that the system used to evaluate customer satisfaction should be mainly composed of the following five aspects, including value products and services, interactive organization, satisfaction of emotional needs, technical support, process and system guarantee (Barnes, 2002)

According to the needs of customers, Marsico and Leviaidi (2008) innovated the website evaluation index system based on the three-dimensional model constructed, mainly considering the three dimensions of the customer's personal / social, network / information, and interaction types. Based on customer trust risk, Tsygankov tried to establish a framework for long-term credit evaluation of commercial websites. According to his vision, the first-level evaluation indicators include overall evaluation, customer protection, business operations, visibility, design features, security and legal support. Five indicators; at the same time, all first-level evaluation indicators will be set (Tsygankov, 2002).

Four secondary indicators are set; five secondary indicators are subdivided below all secondary evaluation indicators. Through the analysis of empirical methods, the feasibility of the indicator evaluation system can be verified.



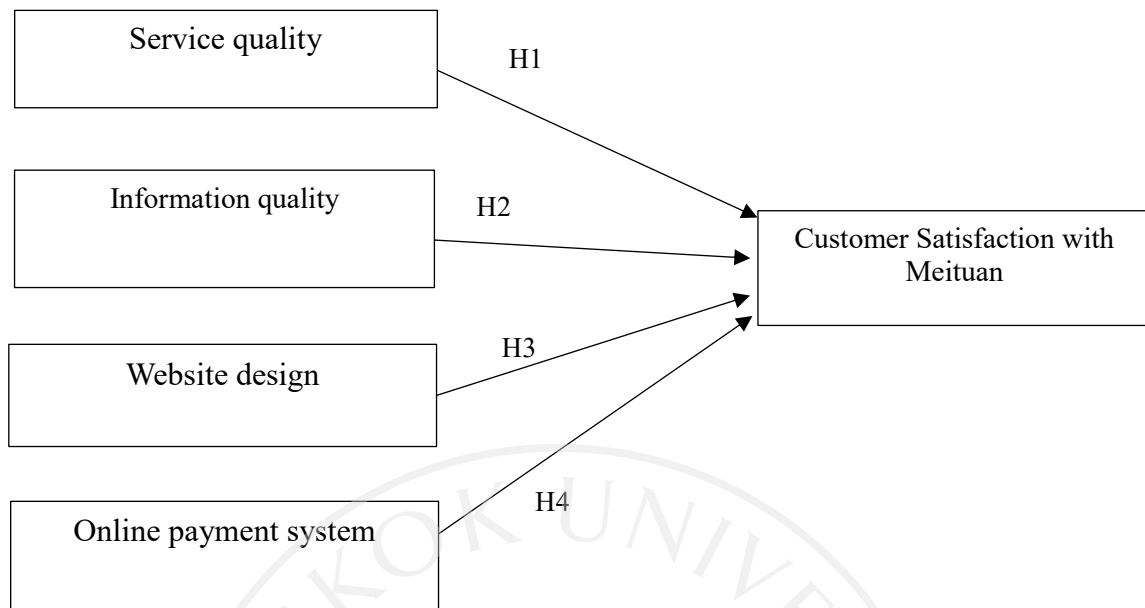


Figure 2.1 : The research framework of this study is shown below

### 2.3 Hypotheses

Regarding the relationship between customer satisfaction and service quality, Oliver (1993) first suggested that service quality would be antecedent to customer satisfaction regardless of whether these constructs were cumulative or transaction-specific. Some researchers have found empirical supports for the view of the point mentioned above (Anderson & Sullivan, 1993; Fornell et al, 1996; Spreng & Macky, 1996) where customer satisfaction came as a result of service quality.

In relating customer satisfaction and service quality, researchers have been more precise about the meaning and measurements of satisfaction and service quality. Satisfaction and service quality have certain things in common, but satisfaction generally is a broader concept, whereas service quality focuses specifically on dimensions of service. (Wilson et al., 2008, p. 78). Although it is stated that other factors such as price and product quality can affect customer satisfaction, perceived

service quality is a component of customer satisfaction (Zeithaml et al. 2006, p. 106-107). This theory complies with the idea of Wilson et al. (2008) and has been confirmed by the definition of customer satisfaction presented by other researchers. Therefore, according to the information above, the first hypothesis is:

**H1: The customer service quality has a significant impact on customer satisfaction with Meituan mobile.**

The information quality refers to the description of the goods when the merchant starts the preferential product or service. After the customer purchases the goods or services according to their potential needs to determine whether they are satisfied, and then make a satisfaction evaluation of the goods or services. When other consumers need to purchase goods or services, the detail, authenticity of information quality and consumer satisfaction are closely related, apart from Rodgers et al. (2005), Hsuehen (2006) has also explained about their investigation of the relationships among Website quality and Customer that in defining the sub-attributes of each main factor, Web-customer satisfaction can be classified into two distinctive attributes which are Web information quality (IQ) referred as “the customers’ perception in quality of information presented on a website” and web system quality (SQ) referred as “the customers’ perception of website’s performance in information retrieval and delivery” (Hsuehen,2006). The survey results revealed that information quality have positive effect to customer satisfaction. According to the information above, the second hypothesis is:

**H2: Information quality has a significant impact on customer satisfaction with Meituan mobile.**

Website design refers to the characteristics of a website. According to Kim and Lee (2002), website design describes the appeal that user interface design presents to customers. The study by Mei Cao et al., (2005) found that the elements of physical design such as information design, navigation, layout and appearance are important but insufficient. Besides the software components, the capability of the hardware should also be considered to ensure that customers who access the website can be loaded within tolerable time. A good website must have a creative and attractive design with appropriate content that allows the users to trust and interact effectively with the sellers (Gefen, 2003; Womack & Jones, 2005) The characteristics of the website determine customers' perception towards the group purchase. This perception is important especially for the first-time users, and to impose the website reliability mind set among users (Guo et al., 2012) it was suggested that a company's website must also be appealing and pleasing to customers' eyes. In addition, the website must be able to be personalized according to specific customers' needs (Gefen, 2003) Furthermore, website design plays a vital role in assisting customers to locate information. Well-designed websites reduce the time of information search, and avoid the possibilities of mismatch (Luo, Ba & Zhang, 2012) Additionally, design factors related to visual cues (e.g. layout and color) are important to get a positive response from the consumers and to facilitate consumer goals (Eroglu et al., 2001) With reference to the design factors of a website, a good design must provide not only beauty and appeal, but also high levels of usability (i.e. consumers' ability to identify where he or she is and what he or she can do in every moment of the navigation) to positively influence the affective states of the users (Desmet & Hekkert, 2007) According to the information above, the Third hypothesis is:

**H3: Website design has a significant impact on customer satisfaction with Meituan mobile.**

In an article called “evaluating effective factors of selecting e-payment systems from the customers “view” Akbarian and Vakili (2011) showed that among payment systems, customers tend to select the method that are valuable, satisfactory and efficient both emotionally and considering technological, economic, and legally advantages. In an article called “e-banking and its effect on effective factors of customer satisfaction,” Nikghadam Hojati et al. (2011) showed that there is a significant relationship between using e-banking services and customer satisfaction. In an article called investigating the quality of the provided services by e-banking internet portals in country, Saffar and Moghadam (2012) evaluated the quality of the internet banking services from the view of customers. Results indicated that customers were satisfied with four indices, including trustworthiness, accessibility, privacy/security, accountability, and task performance and dissatisfied with the user-friendly index . According to the information above, the fourth hypothesis is:

**H4: Online payment has a significant impact with customer satisfaction with Meituan.**

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Research Design**

In order to deeply study the influence of the above hypothetical factors on the satisfaction of Meituan 's mobile network consumers, this study combines the actual situation of Meituan 's mobile customer service with the research model of Meituan 's mobile user satisfaction. This study analyzes the influencing factors of customer satisfaction of Meituan's mobile web clients from four aspects: customer service, information quality, website design, and online payment, and refines the influencing factors. Select the most suitable metrics for measurement, and select 28 specific indicators to form the satisfaction evaluation index system. The questionnaire includes demographic and classification issues related to background information such as gender, age, education, and monthly income.

#### **3.2 Population and Sample Selection**

By studying the factors affecting the user satisfaction of the mobile network of Meituan, the survey group is mainly for students and office workers. the user satisfaction index system of the mobile client of Meituan was established, the questionnaire was distributed and selected the completed qualified questionnaire for analysis.

Reliability analysis is an effective method to determine whether the comprehensive evaluation system has stability and reliability. For questionnaire design, the rationality and validity of the scale will determine the reliability and

availability of evaluation results. Therefore, before analyzing the questionnaire data, we should first do a test on the reliability of this questionnaire. The results are shown in Table 1:

Table 3.1 : Cronbach Coefficient Analysis Results

Cronbach's Alpha ( $\alpha$ )	Cronbach 's Alpha based on standardized items	Cronbach 's Alpha based on standardized items
0.986	0.986	38

As can be seen from the above table, Cronbach's Alpha coefficient is 0.986, which is significantly higher than 0.8, indicating that the internal reliability of the evaluation system is very high, which is suitable for subsequent analysis.

In addition, the Friedman test was performed on the index system, and the results are shown in Table 1-2 below:

Table 3.2 : Friedman test results

	Sum of square	df	Mean square	Friedman's chi-square	Sig
Between people	5994.488	253	23.694		
Between items	164.220	40	4.106	460.446	0.000
Internal residual	3459.390	10120	0.342		
Total	3623.610	10160	0.357		

(Continued)

Table 3.2 (Continued) : Friedman test results

Total	9618.098	10413	0.924
-------	----------	-------	-------

Total mean = 3.67

Kendall's harmony coefficient  $W=0.017$

It can be seen from the above table that the chi-square value of Friedman is 460.446, and its P value is less than 0.01, that is, there are significant differences between groups and groups at the significant level of 0.01. Moreover, the W coefficient is 0.017, significantly less than 1, which indicates that the index system can distinguish the individual characteristics of different respondents well, and that the design of the index system of the questionnaire is scientific and effective.

### 3.3 Research Instrument

A total of 260 questionnaires were sent to Meituan consumers in Nanning City.

This study adopted a questionnaire as the instrument, including dependent variable and independent variables, totally 14 questions, as attached in appendix .

The questionnaire is divided into three parts:

The first part: Demographic profile of the respondents.

The second part: The answer to each question is set to 5 levels: 1 for “strongly disagree” 2 for “disagree”; 3 for “neutral”; 4 for “agree”; 5 for “strongly agree ”

The third part: In the actual issuance process, a total of 260 questionnaires were distributed, of which 194 were valid questionnaires, and the recovery rate was 74.6%.

This study uses a combination of field research and online questionnaires to study the factors that affect customer satisfaction in the context of group buying. The study involved four independent variables: service quality, information quality, website design and online payment system. In order to ensure the reliability and validity of the measurement tools, this study uses the scales already used in foreign literature as far as possible, and then revises it as an empirical tool according to the research purpose. Among them, the service quality measurements were guided by the research of Joong (2001) and others, consisted of 8 items (Cronbach's  $\alpha=0.756$ ). The information quality were based on Kim (2005) and Shankar (1994), consisted of 9 items (Cronbach's  $\alpha=0.820$ ). For the website design, the measurements were adopted from Koufaris (2004) and Flavian (2006) with 5 items (Cronbach's  $\alpha=0.822$ ). For the online payment system, the measurements were adopted from Pavlou (2006) and Lee (2001) with 4 items (Cronbach's  $\alpha=0.771$ ).



Table 3.3 : Summary of Measures and Item Reliability

Measures	Items	Cronbach's $\alpha$
<p><b>Service Quality</b></p> <p><u>Online website service:</u></p> <p>1. Customer service staff response speed.</p> <p>2. Customer service attitude.</p> <p>3. Customer service staff's ability to solve problems.</p> <p>4. Timeliness of customer refunds.</p> <p>5. User and merchant reservation convenience.</p> <p>6. Confidentiality of customer information.</p> <p><u>Offline merchant service:</u></p> <p>7. Merchant service attitude.</p> <p>Dealing with customer complaints by merchants.</p>	8	0.748

(Continued)

Table 3.3 (Continued) : Summary of Measures and Item Reliability

Measures	Items	Cronbach's $\alpha$
<p><b>Information Quality</b></p> <p>1. Authenticity of merchant and product information.</p> <p>2. Product quality and communication consistency.</p> <p>3. Level of detail of the information description.</p> <p>4. Product information update speed.</p> <p>5. Restrictions on the use of group coupons.</p> <p>6. Authenticity and reliability of the review.</p> <p>7. Product and business ranking rationality.</p> <p>8. Advertising efforts.</p> <p>9. Group purchase product discount</p> <p>Website integration function.</p>	9	0.812

(Continued)

Table 3.3 (Continued) : Summary of Measures and Item Reliability

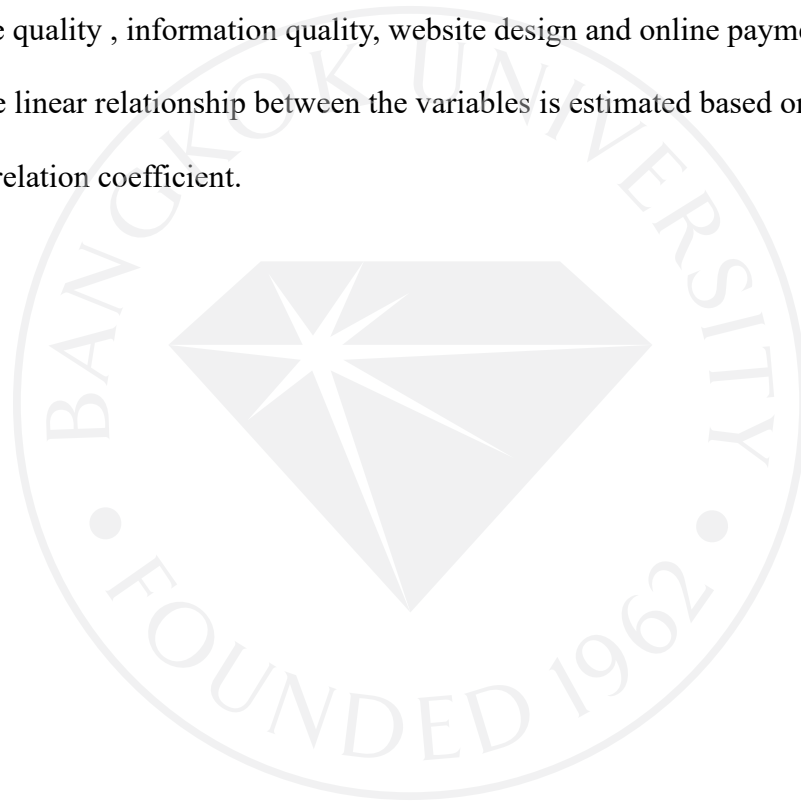
Measures	Items	Cronbach's $\alpha$
<b>Website Design</b> 1. The convenience of the page menu. 2. Indirectness of the page menu. 3. Convenience of system operation. 4. Software response speed. 5. Positioning accuracy.	5	0.810
<b>Online Payment System</b> 1. Diversity of payment methods. 2. Payment process convenience. 3. Payment security. 4. Response speed of payment results.	4	0.762

### 3.4 Data Collection Procedures

Data is collected from an online questionnaire via a WeChat group. The data collection process took 14 days (from September 25 to October 8, 2019), A total of 260 questionnaires were distributed, and a total of 194 questionnaires were filled out. The total number of questionnaires received is  $194/260 * 100\% = 74.6\%$ .

### 3.5 Statistical Treatment of Data

After collecting the questionnaires, the author carefully checked the integrity of each answer. In descriptive statistical analysis, demographic information and general information are analyzed by frequency and percentage. In the inferential statistical analysis, The correlation coefficient is used to detect the relationship between the dependent variable (customer satisfaction) and the independent variable (service quality , information quality, website design and online payment system), and then the linear relationship between the variables is estimated based on the value of the correlation coefficient.



**CHAPTER 4**  
**RESEARCH FINDING**

**4.1 Descriptive Statistical Analysis of The Questionnaire**

(1) Gender

Among the 194 valid questionnaires, the gender ratio is as follows Table 2:

Table 4.1 : Gender ratio of respondents

Gender	frequency	percentage
Male	91	46.9
Female	103	53.1

As can be seen from the above table, the ratio of male to female is very close, indicating that the survey population is scientifically effective in terms of gender.

(2) Age composition

In the 194 valid questionnaires, the ages are as follows Table 3:

Table 4.2 : Age of respondents

Age	frequency	percentage
Under 20 years old	24	12.4
21-30 years old	152	78.4
31- 40 years old	14	7.2
41-50 years old	3	1.5
51 years old and above	1	0.5

As can be seen from the table above, the majority of respondents are between 21 - 30 years, the minority are between 41 - 50 years. According to other people's previous research on the age of the Internet, young people are the main force for using group-buying websites, so the age distribution of the survey meets the actual survey needs.

### (3) Education level

Among the 194 valid questionnaires, the education level is as follows Table 4:

Table 4.3 : The education level of the respondents

Education	frequency	percentage
High school and below	25	12.9
Specialist	29	14.9
Undergraduate	113	58.2
Master degree	23	11.9
Doctor degree	4	2.1

As can be seen from the above table, more than half of the respondents are undergraduate degree, and more than 80% of the respondents have received college education or above, which is in line with the main population characteristics of current Internet group buying websites.

### (4) Occupational distribution

In the effective 194 questionnaires, the occupational distribution is as follows

Table 5:

Table 4.4 : The Occupational Distribution

Occupation Type	Frequency	Percentage
Party and government personnel	10	5.16
Business personnel	50	25.8
Self-employed persons	16	8.21
Retired	2	1.03
Freelancer	32	16.50
student	84	43.30

## (5) Monthly income

In the 194 valid questionnaires, the monthly income is as follows Table 6:

Table 4.5 : Respondent's monthly income

Monthly income	frequency	percentage
Less than 3,000 yuan	141	72.7
3001 - 5000 yuan	28	14.4
5001 - 8000 yuan	15	7.73
8001 - 10000 yuan	6	3.09
More than 10,000 yuan	4	2.08

As can be seen from the table above, most people's income is below 5,000 yuan, indicating that most of the respondents belong to the middle and low income groups.

## (6) Frequency of using the Meituan APP every week

In the valid 194 questionnaires, the use of the Meituan APP frequency is as follows Table 7:

Table 4.6 : Respondents use the Meituan mobile client frequency every week

Frequency of use	frequency	percentage
1-2 times	176	90.7
3-5 times	13	6.70
6 times and above	5	2.60

As can be seen from the above table, most of the respondents have the habit of using Meituan App.

#### 4.2 Results of Research Variables

Among the 194 valid questionnaires, the satisfaction scores of each evaluation index are as follows **Table 8**:

Table 4.7 : Satisfaction scores of each evaluation index

	Class interval	Standard deviation	n	Interpretation
Indirectness of the page menu	3.68	0.887	194	High
Convenience of system operation	3.76	0.862	194	High

(Continued)



Table 4.7 (Continued) : Satisfaction scores of each evaluation index

	Class interval	Standard deviation	n	Interpretation
Software response speed	3.48	0.901	194	High
Positioning accuracy	3.87	0.934	194	High
Diversity of payment methods	3.65	0.985	194	High
Payment process convenience	3.21	1.078	194	Medium
Payment security	3.39	0.868	194	High
Response speed of payment results	3.77	0.901	194	High
Speed of opening an app under normal 3G/4G network	3.73	0.838	194	High
Authenticity of merchant and product information	3.81	0.827	194	High
Product quality and communication consistency	3.52	1.01	194	High
Level of detail of the information description	3.5	1.012	194	High
Product information update speed	3.71	0.958	194	High
Restrictions on the use of group coupons Authenticity and reliability of the review	3.59	0.882	194	High
Product and business ranking rationality	3.58	0.923	194	High
Advertising efforts	3.51	0.878	194	High

(Continued)

Table 4.7 (Continued) : Satisfaction scores of each evaluation index

	Class interval	Standard deviation	n	Interpretation
Group purchase product discount	3.42	0.903	194	High
Website integration function	3.55	0.953	194	High
Customer service staff response speed	3.65	0.921	194	High
Customer service attitude	3.62	0.965	194	High
Customer service staff's ability to solve problems	3.50	0.872	194	High
Timeliness of customer refunds	3.57	0.882	194	High
User and merchant reservation convenience	3.82	0.920	194	High
Confidentiality of customer information	3.52	0.945	194	High
Merchant service attitude	3.31	0.965	194	Medium
Dealing with customer complaints by merchants	3.58	0.938	194	High

$$\text{Class interval} = \frac{\text{Highest} - \text{lowest}}{\text{Number of class interval}}$$

RANGE	DESCRIPTION FOR INTERPRETATION OF RESULTS
1.00 - 1.80	Lowest
1.81 - 2.60	low
2.61 - 3.40	medium
3.41 - 4.20	high
4.21 - 5.00	highest

As can be seen from the above table, the average score of all evaluation indicators is more than 3 points, indicating that for most of the respondents, the content of the mobile network client of Meituan reflected by the evaluation index system is generally satisfactory. The standard deviation of each evaluation index is above 0.8, indicating that there are certain differences in the satisfaction evaluation of each indicator by different people.

In addition, the evaluation results of the overall satisfaction of the mobile network client of Meituan are as follows **Table 9**:

Table 4.8 : Respondents' overall satisfaction with the mobile network of Meituan

	n	minimum value	maximum value	mean value	standard deviation
The overall satisfaction of the respondents to the Meituan mobile APP	194	1	5	3.78	0.827

As can be seen from the above table, the average satisfaction of the overall satisfaction is 3.78, so most of the respondents still have high satisfaction with the Meituan.

Table 4.9 : Mean value and regression analysis

Independent variables	Mean	Std.	Beta	Std.Error	t.	Sig.	Tolerance	VIF	Result of Hypothesis Testly
<b>H1</b> Service quality	3.8578	0.9052	0.179	0.032	4.218	0.000	0.658	1.509	Supported
<b>H2</b> Information quality	3.659	0.8290	0.082	0.047	1.883	0.015	0.618	1.565	Supported
<b>H3</b> Website design	3.8251	0.6573	0.172	0.066	3.331	0.004	0.454	2.126	Supported
<b>H4</b> online payment system	3.6855	0.7013	0.061	0.042	1.476	0.014	0.627	1.581	Supported
Dependent variable Customer satisfaction of Meituan	3.8481	0.8696	R <sup>2</sup> =0.513 Adjusted R <sup>2</sup> =0.501 F=65.287 Sig.=0.000 DW=1.882						

This study takes Meituan as the research object, and uses the method of mean value analysis and regression analysis to study meituan's customer satisfaction and the influence of various influencing factors on customer satisfaction. The analysis results

are shown in table 10:

As can be seen from the Table 10 that 1) the mean value of customer satisfaction is 3.8481. The factors can be ranked by the mean value into service quality, Website design, Online payment system and Information quality. It shows that now consumers "relatively satisfied" with Meituan and its 4 influence factors (service quality, Website design, Online payment system and Information quality); 2) the regression coefficients "service quality", "Website design", "Online payment system", and "Information quality" are very significant ( $p < 0.1$ ). It shows that these 4 factors have significant influence on the customer satisfaction of Meituan. 3) according to the standard regression to rank these 4 factors, they can be ranked in accordance with the influence degree of customer satisfaction of Meituan, and the sequence is "service quality", "Website design", "Online payment system", "Information quality"; 4) Tolerance of these 4 factors is larger than 0.1, and VIF is smaller than 10, which shows that there is no multiple colinearity problem among the 4 factors; 5) Adjusted  $R^2$  shows that the explanation degree of these 4 factors to customer satisfaction is 50.1%; DW value approaches 2, which illustrates that residual is subject to normal distribution; and the model has strong explanatory power;  $F=65.287$ ,  $Sig.=0.000$ , which shows the whole model is significant.

It can be seen from the table 10, service quality, information quality, website design, and online payment system are significantly related to customer satisfaction of Meituan. The four factors and the correlation coefficient of Meituan's customer satisfaction are all positive, indicating that these four factors have a positive correlation with overall satisfaction. Among them, the correlation coefficient between service quality and Meituan's customer satisfaction is the largest, indicating that the

correlation between service quality and Meituan's customer satisfaction is greater than the other three factors.

In summary, we can know that service quality is the most critical factor for Meituan's customer satisfaction. Improving Meituan's own product quality and ensuring online and offline service quality can better improve user satisfaction.

According to the analysis of Table 10, it can be observed that the Meituan product service, information quality, website design, online payment system and the customer satisfaction show a positive relationship, therefore, the hypotheses of this study:

H1: Service quality has a significant impact on customer satisfaction with Meituan.

H2: Information quality has a significant impact on customer satisfaction with Meituan .

H3: Website design has a significant impact on customer satisfaction with Meituan.

H4: Online payment system has a significant impact on customer satisfaction with Meituan.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 RESEARCH RESULT

Through an empirical analysis of the problems and influencing factors of the current status of user satisfaction of Meituan, it is found that service quality, Information quality, website design, online payment system all have an impact on the satisfaction of Meituan mobile. In particular, the service quality is the most critical factor affecting user satisfaction. Improving the product quality of Meituan and ensuring the quality of customer service can better improve user satisfaction.

This study is mainly about the design of the questionnaire, the processing, summary and analysis of the data collected in the questionnaire. The basic statistical method combined with empirical analysis. Through data analysis, it is concluded that service quality is the most critical factor affecting user satisfaction. Secondly, improving the product quality of Meituan can better improve user satisfaction.

H1: Service quality has a significant impact on customer satisfaction.

This result is consistent with Oliver's (1993) study. In 1993, Oliver first proposed that whether these structures are gradually accumulated or specific to transactions, service quality is the premise influencing factor of customer satisfaction. Other researchers' empirical findings support his view (Anderson & Sullivan, 1993; Fornell et al., 1996; Spreng & Macky, 1996).

## 5.2 CONCLUSION

### 5.2.1 Impact of service quality on customer satisfaction :

The service quality has the greatest impact on the satisfaction of Meituan, customers get the most authentic consumption experience when they go to the merchant to make a purchase. Almost half of the reasons that cause mobile users to be dissatisfied with Meituan mobile group purchases are that the quality of group purchase goods or services is very different from the description of mobile terminal websites (Xiu, 2015) Not only does the Meituan mobile group purchase face such a problem, almost the entire mobile group purchase industry has similar problems. In the service process, merchants can abide by their credit and fulfill their promises, and provide products or services that are highly consistent with the promotion and introduction on the mobile client website, which is a fundamental way to obtain praise from customers.

In addition to product factors, the attitude of offline merchant staff, the business proficiency of offline merchant staff, and other factors are also important factors affecting the satisfaction of mobile group purchase users. According to relevant reports on domestic mobile group purchases, although some merchants that provide cheap prices of goods and services have achieved several times the growth of their customer base in a short period of time, their own carrying capacity is far from matching the number of customers. The end result is that the service staff has a huge workload and the service quality is greatly reduced, which leads to a reduction in customer satisfaction (Yang, 2013)

### 5.2.2 Impact of Information Quality on Customer Satisfaction:

The impact of the information quality of on the satisfaction of Meituan mobile is linear and positive. The main aspects of information quality:



- (1) The authenticity of the information on the Meituan website.
- (2) Details of Meituan's mobile website information.
- (3) The understandability of the information of Meituan's mobile website.
- (4) Update frequency of Meituan mobile website information.

### 5.2.3 Impact of Meituan Mobile Online Payment system on Customer

Satisfaction : Whether mobile online payment methods are diversified and whether the payment process is simple and easy to operate will affect customer satisfaction.

With the advancement of technology and the improvement of the platform, Meituan should provide users with more intimate and secure payment methods.

### 5.2.4 Impact of Meituan Website Design on Customer Satisfaction :

The degree of satisfaction of the mobile client group purchase website design with the Meituan group purchase cannot be ignored. The good visual effects of the website should include easy to clean pages, clear setting of each functional module, easy registration, simple review, and fast response time. With reference to the regression equation obtained at the end of the previous chapter, the above factors are arranged in descending order of influence.

In general, of the two types of factors that affect the satisfaction of Meituan, the most significant ones are offline alliance merchant product factors, and the relatively weak ones are mobile client technology factors. The quality of goods and services and the information quality of the alliance merchants of Meituan are in the repairing area of the satisfaction-importance map, which is a factor that needs to be improved in the future development of Meituan.

### 5.3 RECOMMENDATIONS

Meituan must accurately locate, strive to do a good job in local life services, and become an effective platform that can provide consumers with daily consumption information. The service object of mobile network group purchase should be local consumers, and its important alliance is local merchants. The ultimate goal is to provide mobile users with good quality and cheap goods and services, and provide a platform for merchants to display and expand their business. Self-worth. Merchants with the Meituan mobile terminal alliance often use mobile group purchases for promotion and promotion in the early business days and the off-season. The localization feature enables the group buying website to avoid the storage and distribution of physical goods and has a "light" advantage. Meituan should consider that the group purchase of service products has obvious regional characteristics. For example, the popularity of the same product or service in eastern cities and western cities will differ significantly.

Group purchase websites should select high-quality merchants for cooperation and urge alliance merchants to improve offline service quality. Strict review and selection of merchants with intent to cooperate, and resolutely block merchants with substandard services and environment. There must be strict process control in customer review: (1) on-site investigation by merchants, forums, communities, friends, and (2) agree with the city manager on the business plan.(3) Survey of city managers and businessmen (4) Contract with businessmen to discuss plans. (5) Upload the contract and review the operation of the headquarters. (6) Do business interviews and refine the problem to the greatest extent possible.

Websites and merchants should clarify their responsibilities, ensure service quality, and safeguard customer rights. Must care about customers and value communication with customers. Pay close attention to the entire process of mobile user consumption, especially to improve and strengthen the quality of after-sales service. The website and the merchant clearly clarify their respective responsibilities, and communicate more during the cooperation. For example, if there is a customer complaint, the website and the merchant can take the initiative to respond and give the customer a satisfactory answer. Adhere to the "customer first, business second, and Meituan third" business philosophy. In addition, actively cooperates in this industry chain (including payment platform operators and mobile operator logistics companies) to build a multi-win relationship.

Strengthen website technology innovation, optimize client website design and information quality. At present, the homogeneity of mobile group buying websites is very serious, and differentiated technologies and services are particularly important. In order to attract customers, the mobile terminal of the group purchase website must pay attention to its own construction, design a reasonable and unique trading interface, so that customers get the perfect online experience. Optimize the client to further enhance user friendliness. Simplify operations and improve user friendliness, thereby enhancing the user's willingness to experience. Meituan should increase its investment in client research and development, design clients for different mobile phone operating systems, make its user interface beautiful and easy to use, fit user habits; save memory and increase operating speed. Mobile applications should provide more convenient services and more intimate offers for mobile network users. Technological innovation is the fundamental guarantee to attract new customers and

retain old customers.

Vigorously improve the information quality. The information quality about goods or services when customers participate in group purchases plays an important guiding role. The authenticity of the information quality is strictly controlled and guaranteed by the website. The website must firmly block false information, and the description of the goods or services must be clear and complete, so as not to confuse and cause ambiguity to customers. The information quality should be updated at an appropriate frequency. Too slow update will cause a large amount of information to be accumulated, making it difficult for customers to browse and search, and feeling uninterested. In order to gain customers' trust and satisfaction, the group purchase website strictly controls the information quality.

Improve the safe and stable payment system. Should introduce a secure transaction mechanism to ensure that the mobile online payment website can safely establish a trusted fourth party as the intermediary of fund allocation, and effectively ensure the safety of consumption. However, in order to improve the supervision mechanism of the fourth party intermediary, the website should provide more payment methods, such as online banking payment, payment after use, etc.

Strengthen website management and improve customer service quality and efficiency. Continuously improve mobile service quality and provide personalized mobile service. Meituan service operators should provide users with practical products and services. The mobile device contains customer information about the user's purchase preferences, geographic location, etc., so the mobile service provider of Meituan should make full use of the data and do a good job of data mining, so that the information, products and services can be upgraded to a higher level. level.

The mobile group buying industry has huge development space and market prospects in China. It is believed that Meituan, which has always regarded service quality as life, will surely achieve sustainable, stable and healthy development in the field of mobile group purchase in the future.



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**Questionnaire sample**

Q1:1. Your gender:

- A. Male
- B. Female

Q2: 2. your age:

- A. Below 18
- B. 18-24 years old
- C. 25-30 years old
- D. 31 years old and above

Q3: 3. Your education:

- A. High school and below
- B. University
- C. Master and above

Q4: 4. Your occupation:

- A. Students at school
- B. Sales staff
- C. Technician
- D. Civil servants

E. Teacher

F. Other

Q5: 5. Your personal monthly spending level:

A. Below 500 yuan

B. 501-1000 yuan

C. 1001-1500 yuan

D. 1501-2000 yuan

E. More than 2000 yuan

Q6: Second, the survey of consumer behavior characteristics of catering group purchase customers 1. Whether to frequently use catering group purchase websites:

A. Never use

B. Occasional use

C. Frequent use

D. Very frequent

Q7: 2. The reason for your catering network group purchase is (multiple choice):

A. Cheap price

B. The menu is rich and the choice is large.

C. Business or website promotion

- D. Have a consumer reward
- E. Convenience location and time convenience
- F. Group buying website has a high reputation
- G. Recommended by friends
- H. Quick payment, convenient refund
- I. I have a good group buying experience before.
- J. Other reasons

Q8: 4. The frequency of using Meituan when you make a group purchase is:

- A.0%
- B.1-30%
- C.31%-50%
- D.51%-80%
- E.81%-100%

Q9: 5. From what way to know the Meituan:

- A. TV network
- B. Newspapers and magazines
- C. Outdoor propaganda
- D. Recommended by others

Q10: 6. Average consumption of catering group purchases on the Meituan:

A.1-30 yuan

B.31-50 yuan

C.51-100 yuan

D.101-300 yuan

F. More than 300 yuan

Q11: Third, the measurement of catering group purchase satisfaction, please according to your experience in Meituan purchase in the most suitable for your actual experience (1. “Strongly Disagree”, 2. “Disagree”, 3. “Neutral”, 4. “Agree”, 5. “Strongly Agree”



	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Customer service staff response speed					
Customer service attitude					
Customer service staff's ability to solve problems					
Timeliness of customer refunds					
User and merchant reservation convenience					
Confidentiality of customer information					
Merchant service attitude					
Dealing with customer complaints by merchants					
Authenticity of merchant and product information					

Product quality and communication consistency					
Level of detail of the information description					
Product information update speed					
Restrictions on the use of group coupons					
Authenticity and reliability of the review					
Product and business ranking rationality					
Advertising efforts					
Group purchase product discount					
Website integration function					
The convenience of the page menu					

Indirectness of the page menu					
Convenience of system operation					
Software response speed					
Positioning accuracy					
Diversity of payment methods					
Payment process convenience					
Payment security					
Response speed of payment results					

Q12: What is your overall satisfaction with Meituan ? Please type "√" on the corresponding option or fill in the option directly:

A. Strongly Disagree

B. Disagree

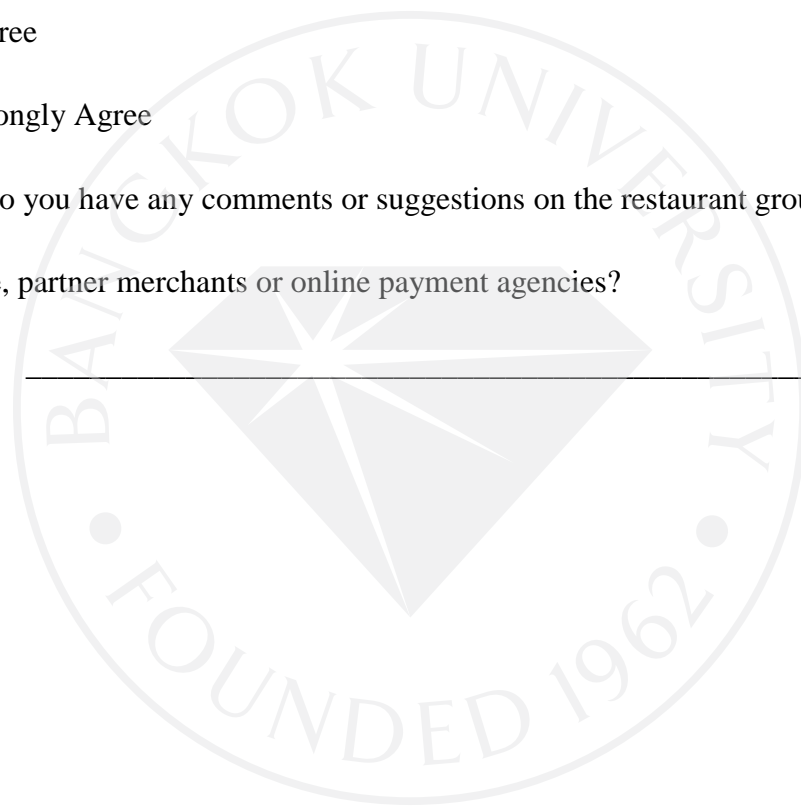
C. Neutral

D. Agree

E. Strongly Agree

Q13: Do you have any comments or suggestions on the restaurant group purchase website, partner merchants or online payment agencies?

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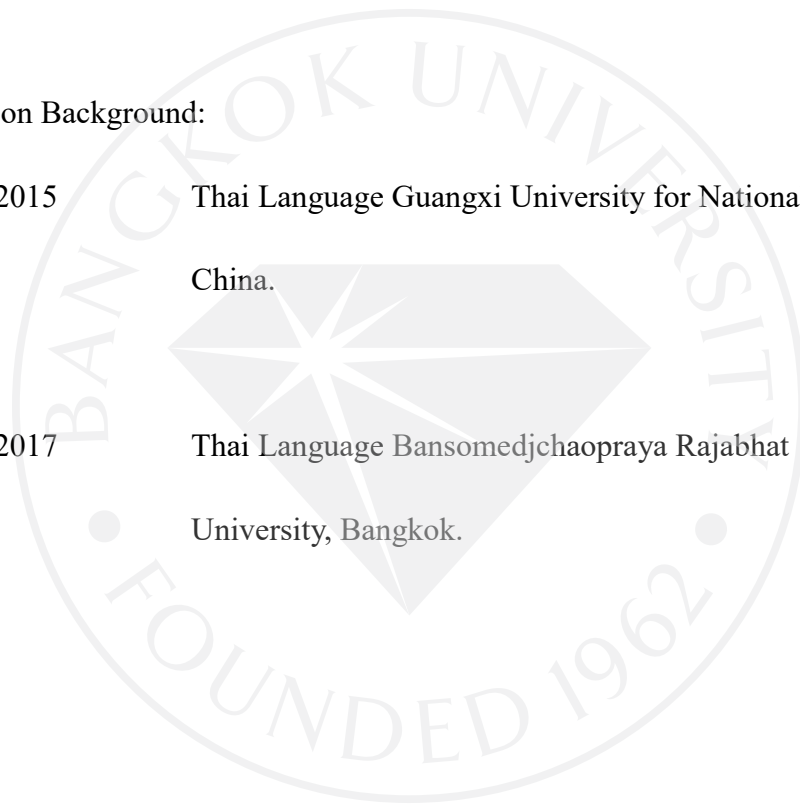
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