THE IMPACT OF APPLICATION QUALITY, SATISFACTION, TRUST AND PRICE
VALUE OF FOOD DELIVERY APPLICATION ON THE INTENTION OF
WORKING PEOPLE TO REUSE THEM IN BANGKOK, THAILAND.

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ABSTRACT

The objective of this research is to investigate the impact of Application Quality, Satisfaction, Trust, and Price Value of food delivery applications on the intention of working people to reuse these applications. A quantitative research approach was adopted, and data was collected by using a questionnaire as the primary tool.The survey was distributed via Google Forms to 197 Thai working people, aged between 15 to more than 59 years old, living in Bangkok. Descriptive and Inferential Statistics were employed for data analysis.The results revealed that Price Value and satisfaction were found to have an impact on the intention to reuse food delivery at the significant level of .05 and the application quality has a direct impact on the customer's satisfaction. However, Application Quality and Trust were determined to have no significant effect on the intention to reuse these applications.

Keywords: Application Quality, Satisfaction, Trust, Price Value, Food Delivery Application, Intention to Reuse

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CHAPTER 1

INTRODUCTION

1. The Importance and Problem of the Study

Thailand's restaurant industry is growing every year due to the large number of tourists from around the world and the country's diverse food scene. Each year business owners and food companies find ways to recover their loss from the pandemic period. Mobile apps food delivery system is one of the solutions to increase sales in the restaurant industry in Bangkok. According to Ornkamol Puranabhandu (2023), Central Restaurant Group intends to establish 100 cloud kitchens nationwide by 2024, while Siamese Asset intends to invest $437.4 million to grow its cloud kitchen business by 2026.

Restaurant owners would proceed to depend on food delivery to stay alive to survive of declining consumer spending power, swift behavioral shifts, and heightened competition brought on by the growth of competitors in the food delivery market (Kasikorn Research 2021).Every restaurant still tries to rely on food delivery applications to keep their sales high. Thailand's food delivery industry is very competitive and constantly evolving due to shifting consumer tastes and the growing use of internet platforms. In the upcoming years, the market is anticipated to keep expanding, offering prospects to both new and experienced businesses (The Story Thailand 2023). Due to shifting customer behavior, it is anticipated that the average amount spent on food delivery per order will continue to climb but the number of food orders sent through the platforms is expected to fall by 11.3% (Bangkok Post 2023). Thai customers' habits and preferences on using mobile apps to order food were examined in a latest survey

employing Rakuten Insight Global's unique, double-opt-in Thai panel. remarkably, a startling 67% of Thai participants acknowledged using food delivery apps to place orders at least many times a month (Rakuten 2023).Grabfood, Lineman Wongnai, and Food Panda are the most commonly utilized food delivery applications in Thailand (The Story Thailand, 2023).

Figure 1.1 : Most Popular Food Delivery Apps in Thailand

Source: *Statista.com*.(2023). Retrieved from

     https://www.statista.com/statistics/1279851/thailand-most-used-food-delivery-

     apps/

As shown in Fig 1.1, as of april 2023, Grabfood is the most popular food delivery app in Thailand and 56% of the people in Thailand use Grabfood, followed by LineMan apps 53% of usage , Food panda 19%, Shopee food 11%, Robinhood 5%, fast food delivery apps 4%, 7-11 delivery 2% and others 1% (Andreas Walderich, 2024).

As the demands of modern life continue to escalate, working people find themselves increasingly reliant on the convenience and efficiency offered by these digital platforms to satisfy their culinary cravings. However, in the middle of this emerging trend, it's critical to know what influences working people's desire to reuse food delivery applications. This study explores the impact of application quality,satisfaction, trust, and price value on working people's intentions to reuse food delivery applications in Bangkok, Thailand.

Although the increasing popularity of food delivery apps among working people in Bangkok, Thailand, few empirical studies have examined the variables influencing working people's intentions to re-use these platforms. Furthermore, the existing literature predominantly focuses on broader aspects of technology adoption, often overlooking the unique dynamics of the food delivery industry. Thus, there is a pressing need for a focused investigation that specifically addresses the impact of application quality, satisfaction, trust, and price value on the intention of working people to reuse food delivery apps in Bangkok, Thailand. By offering an in-depth evaluation that clarifies customer behavior in the context of the rapidly expanding food delivery industry, this study aims to fill this knowledge gap.

1.2 Research Questions

1.2.1 Does the application quality (Information quality, System quality, Service quality) of food delivery apps have an impact on the intention of working people to reuse them?

1.2.2 Does the Customer's satisfaction of food delivery apps have an impact on the intention of working people to reuse them?

1.2.3 Does the Trust of food delivery applications have an impact on the intention of working people to reuse them?

1.2.4 Does the Price Value of food delivery apps have an impact on the intention of working people to reuse them?

1.3 Research Objectives

1.3.1 To examine the impact of the application Quality (Information quality, System quality, Service quality) of food delivery apps on the intention of working people to reuse them.

1.3.2 To examine the impact of the Customer's satisfaction of food delivery apps on the intention of working people to reuse them.

1.3.3 To examine the impact of the Trust of food delivery apps on the intention of working people to reuse them.

1.3.4 To examine the impact of the Price Value of food delivery apps on the intention of working people to reuse them.

1.4 The Conceptual Framework

In this study, the conceptual framework comprises the four independent variables of application quality, satisfaction, trust and price value and one dependent variable is intention to reuse apps. In this research, these hypotheses are developed as follow;

H1: The application quality factors have an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H 1.1 The application quality factor of Information quality has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.
H 1.2 The application quality factor of System quality has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H 1.3 The application quality factor of Service quality has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H2: The Customer's satisfaction has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H3: The application quality factors have an impact on the customer's satisfaction.

H4: Trust has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H5: Price value has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

Figure 1.2 : Conceptual Framework

Independent Variables   **Dependent Variable**

1.5 Method of Study

In terms of study method, the research utilized quantitative research methodology and examined the proposed research hypotheses. In order to evaluate the correlations between independent factors including application quality, satisfaction, trust, and pricing value and the dependent variable, the intention to reuse food delivery apps, statistical analysis methods were used.

1.6 Tools and Statistics Used

   To collect data, The research utilized a questionnaire as a tool which consists of a series of predetermined questions and responses. Google form questionnaires were used and distributed to the designated sample in order to enable efficient data entry and lower data collection costs and statistical evaluation was performed by using statistical software.

1.7 Scope of the Study

  This study focuses on examining the factors that influence the intention to reuse food delivery applications of working people in Bangkok,Thailand. The research analyzes four independent variables, including Application Quality, Satisfaction, Trust, and Price Value. The dependent variable in this study is the intention to reuse food delivery apps.This study was conducted between June 2024 and January 2025 in Bangkok, Thailand.

1.8 Population and Sample

  In this research, the population includes Thai working people aged at least 15 years old living in Bangkok, Thailand. The researcher selected Thai Working people as a sample population since Thai working people in Bangkok have more possibilities to use due to their busy lifestyles and the convenience these apps offer. As Bangkok, being the capital city of Thailand with a large population of working professionals, accessing this population for the study would be relatively easier compared to targeting a more dispersed or diverse population. Online questionnaires were used to gather 197 samples in total, ensuring accessibility and ease of participation.For data collection, the researcher employed a convenience sampling method in order to effectively obtain responses from people who were convenient and interested to answer questions.

1.9 Research Benefits

From the research, both businesses and consumers can get beneficial advantages . First of all, by exploring the aspects of application quality, which include information, system, and service quality, the study offers crucial knowledge of details of user experience and functionality. Understanding these elements allows developers to improve their apps by providing easy navigation, efficient service, and reliable information distribution, resulting in higher overall user happiness. Furthermore, investigating satisfaction sheds information on the underlying causes of consumer contentment and engagement, which can help firms develop ways to improve user experiences and build loyalty. Next, by exploring trust factors, the business can understand how to build the consumers trust, which is required for long-term loyalty and beneficial brand perception. Additionally, the analysis of price value addresses the crucial balance between perceived value and affordability, enabling companies to create pricing plans that suit the tastes of their target market and financial constraints. Finally, the findings of this study not only educate strategic decision-making for food delivery businesses, but also help to improve customer satisfaction, trust, and overall customer service in Bangkok's challenging food delivery scene.

1.10 Limitations of the Research

This study has several limitations that should be taken into account in future research. Firstly, this research concentrates only on the food delivery business , other business industries are not considered. Secondly, it only examines factors such as application quality, satisfaction, trust, and price values of food delivery apps and various other potential factors that could affect consumer intention towards using food delivery apps are not considered. Furthermore, due to its short duration, future studies should employ longitudinal measures to better evaluate the findings. Moreover, since the

research was conducted only in Bangkok, Thailand, the results may not be applicable to other regions or countries. Lastly, this research only focuses on working people in Bangkok and excludes other demographic groups from consideration.

1.11 Definition of Terms

- Application quality- In the food delivery app context, application quality can be defined as a multidimensional interface stimulating negative or positive responses to the use of the food delivery app.(Chi, T,. 2018, 17, 189–215).

- Information quality- refers to the value, validity, and usability of information that is the output of an information system as well as the quality of that output(S Negash, T Ryan, M Igbaria,2003, 40, 757–768).

- System quality- is a measure of information processing that includes software and data components, as well as technical systems (Benmoussa et al.2018).

- Service quality -Service quality is defined as "the degree and direction of discrepancy between customers' service perceptions and expectations" (Parasuraman & Zeithaml, 2006, p.2).

- Satisfaction- In the food delivery app context, satisfaction is defined as the user's pleasure from using a food delivery app . (Chotigo, J.; Kadono, Y, 2021.)

- Trust - Trust is defined as "an incorporation of risk into the decision of whether to engage in the action."(Coleman ,1990, p. 91)

- Price Value -In terms of using an app, price value is defined as the perceived benefits of using an app versus the monetary costs incurred using the app.(WB Dodds, KB Monroe, D Grewal,1991, 28, 307–319.)

- Intention to reuse- The behavioral intention to reuse was defined as the extent to which individuals are willing to continue to reuse new technologies and media (Rauniar et al., 2014 , Lin and Kim, 2016).

CHAPTER 2

LITERATURE REVIEW

The researcher collects secondary data and evaluates the relevant literature in this chapter. The focus will be on examining how factors such as application quality, satisfaction, trust, and price value influence consumers' intentions to reuse food delivery apps.

2.1 The Background of Thailand Restaurant Industry

2.2 Theories or Academic Concepts and Other Relevant Research Articles of Consumer's intention to reuse food delivery apps.

2.3 Theories or Academic Concepts and Other Relevant Research Articles of Application quality

2.4 Theories or Academic Concepts and Other Relevant Research Articles of Satisfaction

2.5 Theories Academic Concepts and Other Relevant Research Articles of the relationship between Application Quality and Satisfaction.

2.6 Theories or Academic Concepts and Other Relevant Research Articles of Trust

2.7 Theories or Academic Concepts and Other Relevant Research Articles of Price value

2.8 Conclusion

2.1 The Background of Thailand Restaurant Industry

Thailand's economy is back after opening again for tourism to flourish. New hotels and restaurants are opening around all over the country.The five industries with the highest number of business registrations were general construction, with 6,524 registrations (7.65% of the total); real estate, with 6,393 registrations (7.49%); restaurants and food establishments, with 4,001 registrations (4.69%); consulting firms, with 2,046 registrations (2.40%); and agencies, with 1,943 registrations (2.28%) (Bangkok Post, 2023).Therefore, the restaurant industry is one of the leading industries that has been growing in Thailand's economy in recent years. After COVID pandemic many restaurants in Thailand focused on online food delivery applications to increase their sales. Many restaurants have turned their attention to delivery, and this has become their primary revenue streams and sales growth.

Notably, the market value of the food delivery sector increased by 46.4% from the previous year and is expected to grow further, reaching 7.9 billion THB in 2022. This growth makes the sector appealing not only to existing competitors but also to potential new entrants (Kasikorn Research Center, 2021). Thai People between the ages of 25 and 34 were the most likely to order from food delivery apps in Thailand at least three to six times a week, according to a poll survey done in April 2023 (Statista, 2024). GrabFood is the most popular food delivery app in Thailand in 2022, according to surveys by Marketeer, BrandAge, and Kantar (Cita Catellya, 2023). According to Similarweb,2024, Lineman is leading Thailand Food apps market followed by foodpanda,and robinhood in April 2024.

Figure 2.1 : Thailand Food Application ranking.

	App and Publisher ⓘ	Category ⓘ	↑ Usage Rank ⓘ	↑↓ Change ⓘ
1	LINE MAN – Food, Shop, Taxi LINE MAN CORPORATION PTE. LTD.	Food & Drink	1	=
2	foodpanda: food & groceries Foodpanda GmbH a subsidiary of Delivery Hero SE	Food & Drink	2	=
3	Robinhood Food, Ride & More Purple Ventures Company Limited	Food & Drink	3	=
4	GrabMerchant Grab Holdings	Food & Drink	4	=
5	Zomato: Food Delivery & Dining Zomato	Food & Drink	5	▲ 12

Source: *similarweb* .(April 13,2024).Retrieved from

https://www.similarweb.com/top-apps/google/thailand/food-drink/

      Food delivery applications are perhaps one of the most useful tools for people with busy schedules, in addition to the previously mentioned forces that fuel the expansion of food delivery services. These apps provide a convenient solution for accessing a wide range of culinary options amidst hectic schedules, further enhancing their significance in modern urban living. The changing circumstances have led Thai customers to use food delivery applications largely as a means to reduce exposure to COVID-19.Because of this, a lot of restaurants have switched to offering delivery and takeout, which are now the main sources of their increased sales and income.

2.2 Theories/Academic Concepts and Other Relevant Research Articles of Consumer's intention to reuse food delivery apps

Consumer intention to reuse food delivery apps has been widely studied using behavioral theories and academic concepts. According to Li et al. (2020), as disposable income increases, trust in electronic payments strengthens, and supplier networks expand, consumers are more inclined to adopt online food delivery services, selecting menus based on various preferences such as promotions, healthy options, and delivery fees. Ali et al. (2021) found that consumer behavioral intentions significantly impact the actual use of online food delivery services, reinforcing the importance of understanding what drives continued usage and reuse intentions. This study applies Ajzen's (1991) Theory of Planned Behavior (TPB), which explains that attitude, subjective norms, and perceived behavioral control influence behavioral intention, shaping actual behavior. Marketing researchers commonly use TPB to predict consumer behavior, including long-term engagement with online food delivery apps. For instance, Chen et al. (2020) applied TPB to analyze purchase intentions in food delivery platforms, demonstrating that utilitarian and hedonic values positively influence consumer decisions and encourage reuse. Additionally, Bae and Chang (2020) expanded TPB by integrating additional variables to enhance predictive accuracy in understanding why users continue to engage with food delivery services. Reuse intention is influenced by multiple factors, including service quality, trust, satisfaction, and price value, as consumers tend to return to platforms that offer consistent, reliable, and user-friendly experiences. In this research, Application Quality, Satisfaction, Trust, and Price Value will be examined to assess their effects on customer intention to reuse online food delivery apps, providing valuable insights into customer retention and long-term loyalty in the competitive food delivery market.

2.3 Theories/ Academic Concepts and Other Relevant Research Articles of Application quality

An application's quality in the context of food delivery apps can be characterized as a multidimensional interface that elicits either positive or negative reactions from users of the app's services(Ting Chi, 2018). This study applies to the IS success model proposed by Delone and McLean DeLone, W.; McLean, E, 2003,as shown in Figure 2.1. According to the updated IS success model, three aspects are included in the measures of quality perception which are system quality, information quality, and service quality.
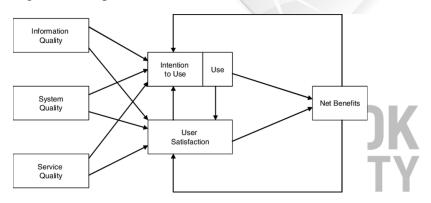
Figure 2.2 : Updated IS Success Model (DeLone and McLean 2003)

Source: *A Methodological Examination of Empirical Research on Information Systems Success* .(2003 to 2007). Retrieved from https://www.researchgate.net/publication/220889889_A_Methodological_ Examination_of_Empirical_Research_on_Information_Systems_Success _2003_to_2007

According to the IS Success Model, information quality, service quality, and system quality directly influence intention to reuse an application by shaping user satisfaction. High information quality ensures accuracy, relevance, and timeliness, making the app valuable and trustworthy. Service quality, including responsive support

and reliability, enhances user confidence and engagement. System quality, encompassing usability, performance, and security, ensures a smooth and secure experience.Chotigo & Kadono, 2021a stated that customers' experiences with food delivery applications have been improved by a simple design that is highly efficient and has live chat features. Researchers and experts widely concur that identifying the appropriate quality attributes of mobile applications should rely entirely on customer feedback.(Wang et al. ,2019, Chi ,2018, Jenny and Bahtiar ,2019). They have initiated investigations into which qualities of mobile applications are crucial for promoting, facilitating adoption, and enhancing customer loyalty. When these factors are optimized, users are more likely to continue using the app, whereas poor quality in any aspect leads to dissatisfaction and abandonment.If food delivery app providers maintain quality and consistently meet customer expectations, users will be likely to reuse their services.

2.4 Theories Academic Concepts and Other Relevant Research Articles of Satisfaction

In the crowded food delivery market, simply acquiring new customers isn't sufficient for business success. Ensuring and maintaining customer satisfaction are now vital priorities to boost revenue and grow the customer base, as satisfied customers are more likely to return.The term "satisfaction" in the context of food delivery apps refers to the user's enjoyment of using the app.(Kadono, Y, Chotigo, J, 2021).Research has consistently shown a strong link between customer satisfaction and repeat usage. Studies by Alalwan (2020), Zhao (J.-D.), and others (Int. J. Emerg. Technol. Learn., 2019) confirm that higher consumer satisfaction leads to a greater intention to reuse food delivery applications.

2.5 Theories Academic Concepts and Other Relevant Research Articles of the relationship between Application Quality and Satisfaction.

Application quality plays a critical role in determining customer satisfaction, as it directly affects the user experience and overall perception of a service. Chotigo Jankit (2021) highlighted that application quality is the primary concern influencing customer usage of technology and is essential for ensuring satisfaction. Prior research on the IS Success Model across different sectors supports this, showing that perceived quality significantly impacts customer satisfaction (Zhou, 2011; Jenny & Bahtiar, 2019).In the food delivery industry, service providers have implemented various strategies to improve customer satisfaction, emphasizing the importance of system quality, information quality, and service quality. Studies suggest that factors such as food availability, customer reviews, payment options, and user interactions shape the online meal delivery experience (Kwong & Shiun-Yi, 2017). Furthermore, Nicolaides (2008, 2012) emphasized that maximizing customer satisfaction rather than focusing solely on profit is the ultimate goal, with service quality, food quality, and cost being key influencers (Ha & Jang, 2010).Research on Thai food delivery apps during the COVID-19 pandemic further reinforces this hypothesis, showing that customer adoption was primarily influenced by app quality. Jankit (2021) found that users expect food delivery apps to be efficient, accessible, and seamless, and that app stability remains a major factor in satisfaction and continued use. The surge in demand during the pandemic highlighted the need for enhanced system functionality, reduced technical issues, and rigorous quality assurance testing to improve customer experience and encourage repeat usage. Therefore, ensuring high application quality is essential for achieving long-term customer satisfaction.

2.6 Theories Academic Concepts and Other Relevant Research Articles of Trust

Since Online shopping lacks physical interaction between buyers and sellers (Çiftçi and Çizel, 2020), trust is a crucial psychological factor that affects online consumer behavior.Trust is essential for making customers feel safe when using mobile apps and maintaining the link between the service provider and customer. In order to build customer trust in a brand, companies should avoid making failed promises and instead concentrate on improving their company's reputation through constant growth of their products or services. Trust is the consumers' belief that the app they have selected would benefit them the most (Chae, H.; Kim, S.; Lee, J.; Park, K.2020). Trust provides positive emotions regarding the technology-based service.(Liu, 2012). Customers with low Trust about the experience are likely to be doubtful and hesitant to accept it. In the online food delivery context ,several studies such as (Cho, Bonn, & Li, 2019, Ray & Bala, 2021,Zhao & Bacao, 2020) have mentioned that Trust is one of the most important factors positively affecting customer intention to use.Food delivery companies should prioritize earning customer trust to maintain their brand's appeal. Customers value honesty and will remain loyal to providers as long as they're transparent about any limitations in their offerings, avoiding false promises.Previous researchers (Merhi, M.; Hone,2019,Alalwan, A.A.; Dwivedi, Y.K 2017,Chae, H.; Kim, S 2020,Wu, H.C.; Cheng 2018,Zhao, J.-D.; Huang 2019) stated in their research that Trust was the essential factor in predicting a customer's intention to adopt a technology and when customers trust a product or service, they're more likely to stick with it and Trust helps build loyalty to the brand. Moreover, Many previous studies such as (Palvia, 2009; Luo et al., 2010; Zhou, 2012) have stressed the importance of trust in models analyzing behavioral intention which implies that consumers' favorable opinions and desire for trust in food delivery apps depends on how reliable the service they provide for those who utilize these applications. Therefore, the researcher wanted to include trust in this study.

2.7 Theories Academic Concepts and Other Relevant Research Articles of Price value

Another aspect that customers consider before opting for an application is its pricing structure. This factor holds significant weight in their decision-making process as they assess whether the app's cost aligns with their budgetary considerations and perceived value. Customers tend to gravitate towards apps that offer competitive pricing or value propositions that justify the expenditure. Therefore, understanding the pricing preferences and expectations of target customers is crucial for app developers and businesses seeking to attract and retain users in today's competitive digital landscape. This study applies to UTAUT2 model by (Venkatesh, V.; Thong, J.Y.L.; Xu, X 2012) which includes a price value construct to identify the significance of financial difficulties in customer technology use, which are described as customers' cognitive trade-offs between the perceived benefits of an app and the monetary cost of using it. Modifying the price, which encompasses both setting and adjusting it, significantly influences marketing strategy and frequently impacts customer demand and satisfaction levels. Previous research indicates that the perceived value of price ranks as one of the primary factors influencing customers' inclination to adopt a new technology.(Shaw, N.; Sergueeva, K. 2014).

2.8 Conclusion

In understanding consumer behavior towards food delivery apps, theories such as the Theory of Planned Behavior (TPB), the IS Success Model have provided valuable insights. These frameworks highlight the significance of the perceived behavioral control and customer's satisfaction in shaping consumers' intentions .Additionally, the role of trust emerges as a critical determinant, as customers seek assurance and reliability in their interactions with food delivery platforms. Furthermore, the pricing strategy of food delivery apps plays a pivotal role in influencing consumer decisions .The success of food delivery service in Thailand hinges on a combination of

factors, including perceived quality, trust, and pricing. By leveraging insights from academic theories and research findings, businesses can better understand consumer behavior and tailor their strategies to meet evolving market demands, ultimately fostering customer satisfaction and long-term success in the competitive food delivery landscape.

CHAPTER 3

METHODOLOGY

This chapter's main elements provide the following description of the study's methodology.

3.1 The Type of Research and Tool

3.2 The Research Design

3.3 The Quality of the Research Tool

3.4 The Data Collection

3.5 The Population and Sample

3.6 The Sampling Technique

3.7 The Hypotheses Test and Data Analysis

3.1 The Type of Research and Tool

A quantitative research design is employed to examine the relationships between variables. The primary tool for data collection was a questionnaire and encompassed six sections: (1) Respondents demographic, (2) Application Quality, (3) Satisfaction, (4) Trust, (5) Price Value, and (6) Intention to Use.

Part 1 is about the demographic of the participants which include gender, age, marital status, occupation, education ,monthly income range, frequency of using online food delivery application and the food delivery application they ordered most. The items in the Part 2,3,4,5,6 section were measured using a five-point Likert scale, with 1 to 5 representing "strongly disagree,"to "strongly agree."

Part 2 is about the Application quality with the three dimensions; Information quality, System quality , and Service quality .There were totally twelve statements.

For Information quality, there were four statements as follow,

- Using food delivery Applications provides accurate information.
- Using food delivery Applications provides reliable information.
- Using food delivery Applications provides information at the right level of detail.
- Using food delivery Applications presents the information in an appropriate format.

For System quality, there were four statements as follow,

- The food delivery Applications system returns answers to my requests quickly
- The food delivery Applications system makes information easy to access.
- Overall, the whole system in the food delivery Applications is of very high quality.
- Food delivery Applications system allows me to search the information I need quickly.

For Service quality, there were three statements as follow,

- Food delivery Applications staff show a sincere interest in solving and troubleshooting technical problems and normally provide quality service.

- Food delivery Applications staff provide undivided attention whenever I experience a problem and dedicate enough time to resolving my specific technical needs and concerns
- Food delivery Applications staff dedicate enough time to resolving my specific technical needs and concerns.
- I feel safe in handling technical issues in the food delivery service center.

Part 3 is about Satisfaction .There were totally nine statements.

- Food delivery Applications would enable me to have food more quickly.
- Using food delivery Applications seems to be convenient when having food.
- Food delivery Applications are useful.
- Using food delivery Applications increases my chances of achieving things that are important.
- Learning to use food delivery Applications is easy for me.
- My interaction with food delivery Applications is understandable.
- I can install food delivery Applications without any conflicts.
- My interaction with food delivery Applications does not require a lot of mental effort.

Part 4 is about Trust .There were totally four statements as follow,

- Food delivery applications are trustworthy.
- Food delivery applications are reliable means to carry out my transactions.
- I think food delivery applications are truthful in its dealing with high integrity and keeps my best interest in mind.
- Food delivery applications provide reliable information.

Part 5 is about Price value .There were totally five statements as follow,

- Food delivery Applications services are reasonably priced.
- Food delivery Applications services have an affordable delivery price.
- The cost of employing Food delivery application services is reasonable.
- Using a delivery application is relatively inexpensive.
- Using a delivery application is good value for the price

Part 6 is about Intention to reuse .There were totally three statements as follow,

- I intend to continue using food delivery applications.
- I am going to use Food delivery applications more often.
- In the future, I plan to continue using Food Delivery applications.

3.2 The Research Design

This quantitative study utilized a questionnaire to collect data for hypothesis testing.Thai working people who lived in Bangkok, Thailand,participated in a pilot test before the main survey. The main survey questionnaires were given to Thai working people in Bangkok after all variables had been verified to be reliable. All items were evaluated using a five-point Likert scale, with 1 to 5 representing "strongly disagree"to "mostly agree."

3.3 The Quality of the Research Tool

Before spreading out the questionnaire, the content was verified by the advisor to check the content validity. After that, the researcher conducted the reliability test with 30 samples. The researcher collected the data by posting a questionnaire on the Facebook group of food delivery orders.Cronbach's Alpha was used to examine the

reliability and the result showed an overall reliability coefficient of 0.900 and the reliability coefficient by each variable is higher than 0.70 (Table 3.1). According to Haired et al., (1997), a reliability value of 0.7 or higher is required for each variable and dimension .Thus, this questionnaire is valid for data collection.

Table 3.1 : The Total Reliability Test Results
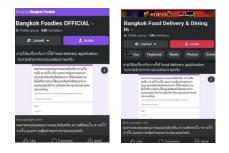
Variables	Cronbach's Alpha
Application Quality	.887
Information Quality	.808
System Quality	.771
Service Quality	.922
Satisfaction	.883
Trust	.876
Price Value	.897
Intention to reuse	.766
Total	.900

3.4 The Data Collection

To collect the data, the researcher distributed the questionnaire via Google Form on facebook groups named "Bangkok Food Delivery & Dining In'', "Bangkok Foodies Official" to gather data for this study. As the data collection method, online questionnaire form was used since the digital format allows easy accessibility and convenience, accommodating the busy schedules of the target demographic who are Thai working people.

Figure 3.1 : Data collection by Posting on Facebook groups
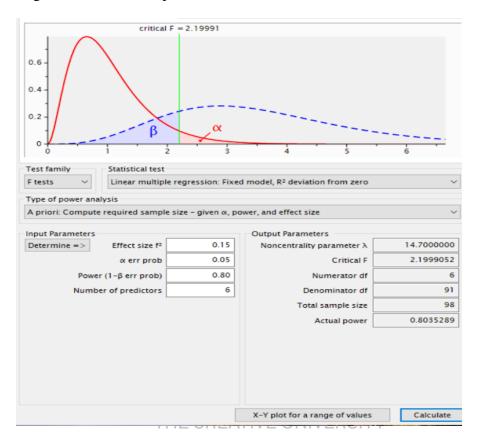
3.5 Population and Sample

In this study , the population are Thai working people aged at least 15 years old living in Bangkok, Thailand (BBC,2025). The researcher specifically selected Thai working people in Bangkok because this group has more possibility to utilize food delivery applications frequently. Bangkok is a bustling city with a high concentration of professionals, many of whom lead busy lives and seek convenience in daily activities, including food procurement. Food delivery apps provide an ideal solution for people with limited time, as they allow users to order food quickly without the need to cook or leave work.Additionally, Bangkok, as the capital city, offers a large, concentrated sample of working people, making it easier to reach and collect data compared to more rural or diverse areas where the population might be more spread out and less likely to have access to such services. The choice of this specific demographic allows the study to focus on a population that is both relevant and accessible for usage of these applications. One hundred and ninety seven responses were collected , which made participation convenient and ensured accessibility for the target population. By narrowing the scope to this particular group of working people in Bangkok, The study can shed further light on the variables affecting their propensity to use these applications again, offering actionable recommendations for service providers targeting this demographic. As shown in figure 3.2, according to G * Power software with 6 predictors, an effect size of 0.15, alpha of 0.05 and Beta of 0.20 ,ninety eight samples were shown with an actual power of 0.8035, indicating that the study was already sufficiently powered to detect significant effects at F

= 2.19991. However, the researcher increased the sample size to 197 to further enhance statistical precision, improve effect size detection, and minimize variability, ensuring even more reliable findings while further reducing the risk of Type II errors.

Figure 3.2 : statistical power

3.6 The Sampling Technique

This research uses a convenience sampling method to collect the data. In this survey, Thai working people living in Bangkok were participating .Google Form was used to distribute an online survey outlining the objectives of the study, and 197 valid responses with a positive response rate were obtained.

3.7 The Hypotheses Test and Data Analysis Hypotheses:

H1: The application quality factors have an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H 1.1 The application quality factor of Information quality has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H 1.2 The application quality factor of System quality has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H 1.3 The application quality factor of Service quality has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H2: The Customer's satisfaction has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H3: The application quality factors have an impact on the customer's satisfaction.

H4: Trust has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

H5: Price value has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.

The statistical tools utilized for data analysis are as follows,

1) Descriptive statistics were employed to assess the respondents' demographic data. The data includes age, gender, education level, and other details. A descriptive statistic analyzes and summarizes the data's qualities and observations, presenting them in the form of frequency and percentages. The data on application quality, satisfaction, trust, price value, and intention to use was analyzed using mean ($\bar{x}$) and standard deviation (S.D.).

2) Inferential Statistics were applied using Multiple Regression Analysis (MRA) with Enter method to test hypotheses and investigate the relationship between independent and dependent variables

CHAPTER 4

ANALYSIS AND FINDINGS

The results of the study are collected in this chapter using data assessed with the statistical program. To test the hypotheses, one hundred and ninety seven responses were collected and evaluated. The information analyzed will be presented in the following eight parts.

4.1   Analysis of Demographic of the respondents

4.2   Analysis of Application quality

4.3   Analysis of Satisfaction

4.4   Analysis of Trust

4.5   Analysis of Price Value

4.6   Analysis of intention to Reuse

4.7   Analysis of the relationship between Application quality, Satisfaction,Trust,Price Value and intention to Reuse

4.8   Hypothesis Result

4.1 Analysis of Demographic of the respondents

This result displays the demographics of the respondents for 197 samples, including gender, age , marital status, education, occupation, income, frequency of ordering food from online delivery application, the name of Food delivery application they ordered most in the past 3 months. Frequency and percentage (%) were the statistical techniques used for data analysis.The results were displayed in Table 4.1 as follows:

Table 4.1 : Frequency and percentage of Demographic of the respondents

Demographic of the respondents	Frequency	Percentage (%)
Age		
15-25 years	25	12.7
26-36 years	143	72.6
37-47 years	29	14.7
Total	197	100
Gender		
Male	81	41.1
Female	112	56.9
LGBTQ+	4	2.0
Total	197	100
Marital Status		
Single	151	76.6
Married	46	23.4
Total	197	100
Education		
High School or less	1	.5
Bachelor Degree	125	63.5
Master Degree	68	34.5
Doctoral Degree	3	1.5
Total	197	100

Table 4.1: (Continued)

Occupation		
Government employee	1	.5
Private company employee	156	79.2
Self-employed	39	19.8
Other	1	.5
Total	197	100
Monthly Income		
Under 15000 THB	31	15.7
15000-35000 THB	125	63.5
35001-50000 THB	34	17.3
More than 50000 THB	7	3.6
Total	197	100
Frequency of ordering food		
Everyday	2	1.0
3-5 times a week	86	43.7
6-8 times a week	16	8.1
Once a week	83	42.1
Once a month	10	5.1
Total	197	100
Food delivery application ordered most		
Grabfood	92	46.7
Lineman	87	44.2

Table 4.1: (Continued)

Foodpanda	11	5.6
Shopee Food	7	3.6
Total	197	100

   According to the table 4.1, most respondents were between the age of 26-36 years (72.6 %) followed by 37-47 years (14.7%) and 15-25 years (12.7%) .Most are female (56.9%), followed by male (41.1%) and LGBTQ+ (2%). Most respondents are single (76.6%) .Most are Private company employees (79.2%) and most income level per month is 15,000-35,000 baht (63.5%),the most order food from food delivery applications 3-4 times per week (43.7%),and most respondents order food from Grab application (46.7%), followed by Line man application (44.2%).

4.2 Analysis of Application Quality

This section's study results gave an analysis of application quality with three dimensions of Information quality, System quality and Service quality. In this section, the mean and standard deviation values were utilized to analyze the data. The results were presented as follows:

4.2.1 Analysis of Application quality with Information quality dimension

Table 4.2: Mean and Standard deviation of Information quality Dimension

Statements	Mean ($\bar{x}$)	S.D	Interpretation
Food delivery apps provide accurate information	3.00	.000	Neutral
Food delivery apps provide reliable information	4.06	.744	Agree
Food delivery apps provide information at the right level of detail.	3.95	.730	Agree
Food delivery apps present the information in an appropriate format.	3.96	.673	Agree
Total	3.7437	.44280	Agree

Table 4.2 showed that in general, respondents are agree on the Application quality with Information quality dimension(Mean($\bar{x}$) =3.7437 S.D= .44280). In terms of each statement, Respondents agree most to the statement of " Food delivery apps provide reliable information.''
(Mean ($\bar{x}$) = 4.06 ,S.D= .744),followed by Food delivery apps present the information in an appropriate format. (Mean ($\bar{x}$) = 3.96 ,S.D= .673), Food delivery apps provide information at the right level of detail.(Mean ($\bar{x}$) =3.95, S.D= .730) and respondents have neutral opinion on the statement of " Food delivery apps provide accurate information (Mean ($\bar{x}$) =3.00, S.D=.000)."

4.2.2 Analysis of Application quality with System quality dimension

Table 4.3 :Mean and Standard Deviation of Application Quality with System quality dimesion

Statements	Mean ($\bar{x}$)	S.D	Interpretation
Food delivery apps system returns answers to my requests quickly	3.52	.872	Agree
Food delivery apps system makes information easy to access	3.78	.727	Agree
Overall, the whole system in the food delivery apps is of very high quality.	3.69	.783	Agree
Food delivery apps system allows me to search the information I need quickly.	3.82	.825	Agree
Total	3.7030	.66530	Agree

According to the table 4.3, respondents in general agree on the Application quality with System quality ($\bar{x}$=3.7030, S.D=.66530). For each statement , Respondents agree most to the statement of "Food delivery apps system allows me to search the information I need quickly"($\bar{x}$= 3.82, S.D= .825) followed by Food delivery apps system makes information easy to access ($\bar{x}$=3.78, S.D= .694), Overall, the whole system in the food delivery apps is of very high quality.($\bar{x}$= 3.69, S.D= .783), Food delivery apps system returns answers to my requests quickly ($\bar{x}$= 3.52, S.D= .872).

4.2.3 Analysis of Application quality with Service quality dimension

Table 4.4 : Mean and Standard deviation of Application quality with Service quality dimension

Statements	Mean ($\overline{x}$)	S.D	Interpretation
Food delivery app staff show a sincere interest in solving and troubleshooting technical problems and normally provide quality service.	3.32	.901	Neutral
Food delivery staff provide undivided attention whenever I experience a problem and dedicate enough time to resolving my specific technical needs and concerns.	3.31	.927	Neutral
Food delivery staff dedicate enough time to resolving my specific technical needs and concerns.	3.30	.999	Neutral
I feel safe in handling technical issues in the food delivery service center.	3.42	.958	Agree
Total	3.3401	.86149	Neutral

According to the table 4.4, respondents generally have neutral opinion on the Application quality with Service quality dimension($\overline{x}$=3.3401, S.D=.86149). With regard to each statements , Respondents agree most to the statement of "I feel safe in handling technical issues in the food delivery service center''($\overline{x}$= 3.42, S.D= .958) and respondents have neutral opinion on the statements of " Food delivery app staff show a sincere interest in solving and troubleshooting technical problems and normally provide quality service.'' ($\overline{x}$=3.32, S.D= .901), Food delivery staff provide undivided attention whenever I experience a problem and dedicate enough time to resolving my specific

technical needs and concerns(x̄= 3.31, S.D= .927), Food delivery staff dedicate enough time to resolving my specific technical needs and concerns.'' (x̄= 3.30, S.D= .999).

4.3 Analysis of Satisfaction

Table 4.5 : Mean and standard deviation of Satisfaction

Statements	Mean (x̄)	S.D	Interpretation
Food delivery apps would enable me to have food more quickly.	4.11	.724	Agree
Using food delivery apps seems to be convenient when having food.	4.13	.687	Agree
Food delivery apps are useful.	4.21	.687	Strongly Agree
Using food delivery apps increases my chances of achieving things that are important.	4.05	.657	Agree
Learning to use food delivery apps is easy for me.	4.17	.647	Agree
My interaction with food delivery apps is understandable.	4.13	.654	Agree
I can install food delivery apps without any conflicts.	4.18	.690	Agree
My interaction with food delivery apps does not require a lot of mental effort.	4.13	.662	Agree
Total	4.1363	.50191	Agree

According to the table 4.5 ,respondents in general agreed on the Satisfaction (x̄=4.1363, S.D=.50192). For each statement, "Food delivery apps are useful" has the highest level of agreement (x̄= 4.21, S.D= .687) followed by "I can install food delivery apps without any conflicts" (x̄= 4.18, S.D= .690) , "Learning to use food delivery apps is easy for me''. (x̄= 4.17, S.D= .647), "Using food delivery apps seems to be convenient

when having food" ($\bar{x}$= 4.13, S.D= .687), "My interaction with food delivery apps is understandable". ($\bar{x}$= 4.13, S.D= .654), "My interaction with food delivery apps does not require a lot of mental effort".($\bar{x}$= 4.13, S.D= .662).Food delivery apps would enable me to have food more quickly.($\bar{x}$= 4.11, S.D= .724) and Using food delivery apps increases my chances of achieving things that are important.($\bar{x}$= 4.05, S.D= .657).

4.4 Analysis of Trust

Table 4.6 : Mean and standard deviation of Trust

Statements	Mean ($\bar{x}$)	S.D	Interpretation
Food delivery apps are trustworthy.	3.80	.677	Agree
Food delivery apps are a reliable means to carry out my transactions.	3.87	.699	Agree
I think food delivery apps are truthful in dealing with high integrity and keep my best interest in mind.	3.78	.763	Agree
Food delivery apps provide reliable information.	3.84	.703	Agree
Total	3.8211	.59603	Agree

According to the table 4.6, generally respondents are agreed on the Trust ($\bar{x}$=3.8211, S.D= .59603). For each statement, Respondents agree most to the statement of " Food delivery apps are a reliable means to carry out my transactions". ($\bar{x}$= 3.87, S.D= .699) followed by Food delivery apps provide reliable information($\bar{x}$= 3.84, S.D= .703),Food delivery apps are trustworthy ($\bar{x}$= 3.80, S.D= .677), and I think food delivery apps are truthful in dealing with high integrity and keep my best interest in mind($\bar{x}$= 3.78, S.D= .763).

4.5 Analysis of Price Value

Table 4.7 : Mean and standard deviation of Price Value

Statements	Mean ($\overline{x}$)	S.D	Interpretation
Food delivery services are reasonably priced.	3.32	.883	Neutral
Food delivery services have an affordable delivery price.	3.26	.897	Neutral
The cost of employing Food delivery services is reasonable.	3.29	.894	Neutral
Using a delivery app is relatively inexpensive.	3.29	.954	Neutral
Using a delivery app is good value for the price	3.30	.918	Neutral
Total	3.2914	.80621	Neutral

According to the table 4.7, generally respondents have neutral opinion on the Price value ($\overline{x}$=3.2914, S.D= .80621) . In terms of each statement, Food delivery services are reasonably priced. ($\overline{x}$= 3.32, S.D= .883) followed by Using a delivery app is good value for the price ($\overline{x}$= 3.30, S.D= .918), Food delivery services have an affordable delivery price.($\overline{x}$= 3.26, S.D= .897),The cost of employing Food delivery services is reasonable ($\overline{x}$= 3.29, S.D= .894) and Using a delivery app is relatively inexpensive ($\overline{x}$= 3.29, S.D= .918) .

4.6 Analysis of Intention to Reuse

Table 4.8 : Mean and standard deviation of Intention to Reuse

Statements	Mean ($\bar{x}$)	S.D	Interpretation
I intend to continue using food delivery apps.	4.01	.631	Agree
I am going to use Food delivery applications more often.	3.90	.682	Agree
In the future, I plan to continue using Food Delivery applications.	3.80	.735	Agree
Total	3.9033	.57161	Agree

According to the table 4.8, respondents are generally all agreed on the Intention to reuse food delivery application ($\bar{x}$= 3.9033, S.D= .57161). For each statement ,Respondents agree most to the statement of "I intend to continue using food delivery apps".($\bar{x}$= 4.01, S.D= .631) followed by "I am going to use Food delivery applications more often".($\bar{x}$= 3.90, S.D= .682), "In the future, I plan to continue using Food Delivery applications" ($\bar{x}$= 3.80, S.D= .735)

4.7 Analysis of the relationship between Application quality, Satisfaction, Trust, Price Value and Intention to Reuse

The study's analysis of the correlation between the independent variables (application quality, satisfaction, trust, and price value) and the dependent variable (intention to reuse food delivery application)was presented in this section. Multiple regression analysis was utilized in order to examine the relationship. The results were shown as follows in Table 4.9:

Table 4.9: The relationship between Application quality, Satisfaction, Trust, Price Value and Intention to Reuse

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	.758	.367		2.066	.040		
Application quality with Information quality	.075	.092	.060	.814	.417	.619	1.615
Application quality with System quality	.016	.060	.019	.261	.794	.642	1.557
Application quality with Service quality	.006	.046	.010	.138	.890	.668	1.498
Satisfaction	.400	.074	.351	5.421*	.000	.790	1.266
Trust	.059	.064	.064	.931	.353	.705	1.418
Price Value	.275	.051	.392	5.347*	.000	.618	1.617
a.Dependent variable: Intention to Reuse							

Adjusted R square =.340 F=18.091   Sig=.0000 *P≤0.05

As demonstrated in Table 4.9, the VIF value falls between 1.266 and 1.617 (less than 10), indicating that all dependent variables do not have a multicollinearity issue (Vanichbuncha, 2007: 84). As a result, multiple regression analysis can be utilized to examine data. Multiple Regression Analysis showed that the price value and customer satisfaction factors had an overall 34 % impact on the intention to reuse the food delivery application (Adjusted R Square =.340 F=18.091 Sig=.0000) while the remaining 66% are influenced by other variables that were not included in this study.

At the significant level of 0.05, it was determined that Price Value had the most significant effect on the intention to reuse food delivery applications (β =.392, Sig. = 0.000), followed by Satisfaction (β =.351, Sig. = 0.000,). On the other hand, Application Quality with Information quality dimension (β =.060, Sig. =.417), System quality dimension (β = .019, Sig. =.794), Service quality dimension (β =.010, Sig. = .890)], and the Trust (β =.064 Sig. = .353) had no significant effect on the intention of working people to reuse food delivery apps at the level of .05

Table 4.10 : The relationship between Application quality and Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	2.438	.294		8.281	.000		
Application quality with Information quality	.297	.081	.271	3.664*	.000	.619	1.615
Application quality with System quality	.098	.054	.133	1.824	.070	.813	1.230
Application quality with Service quality	.067	.038	.117	1.751	.081	.977	1.024
Dependent Variable: Satisfaction							

Adjusted R square =.135   F=11.317   Sig=.0000 *P≤0.05

According to the Multiple Regression Analysis ,Application quality factors had an overall 13.5 % impact on the customer's satisfaction (Adjusted R Square =.135 , F=11.317 , Sig=.0000) which is to be known that the remaining 86.5% are influenced by other variables that were not included in this study.

With regard to each independent variable, it was found that Information quality had the significant effect on the customer's satisfaction (Sig. = 0.000, β = .271), while other two factors, the system quality (Sig = .070, β= .133) and the service quality (Sig. = 0.081, β = .117), had no significant effect on the customer's satisfaction at the level of .05.

4.8 Hypothesis Result

The summary of the results of the hypothesis testing is shown in Table 4.11. The findings are as follows:

Table 4.11 : Summary of the Hypothesis Testing

Hypothesis	Result
Hypothesis 1. The application quality factors have an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.	Rejected
Hypothesis 1.1 The application quality factor of Information quality has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.	Rejected
Hypothesis 1.2 The application quality factor of System quality has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.	Rejected
Hypothesis 1.3 The application quality factor of Service quality has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.	Rejected
Hypothesis 2 The Customer's satisfaction factors have an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.	Accepted
Hypothesis 3 The application quality factors have an impact on Customer's Satisfaction.	Accepted
Hypothesis 4 Trust has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.	Rejected
Hypothesis 5 Price value has an impact on the intention of working people to reuse food delivery apps in Bangkok, Thailand.	Accepted

CHAPTER 5

CONCLUSION AND DISCUSSION

In this chapter, summary and conclusion, discussion, recommendations for implications, and recommendations for future Research will be covered.

5.1 Conclusion

5.2 Discussion

5.3 Recommendations for Implications

5.4 Recommendations for Future Research

5.1 Conclusion

To summarize, this study investigates the effect of application quality, satisfaction, trust, and price value on the intention of working people in Bangkok, Thailand, to reuse them. The research employed a quantitative approach, using a questionnaire as the primary data collection tool.

All respondents were Thai nationals, working people currently residing in Bangkok. Most respondents were female, single, aged 26–36 years, holding bachelor's degrees, employed in private companies, and earning a monthly income of 15,000–35,000 baht. The data revealed that the majority of respondents order food from delivery applications 3–4 times per week, with Grab being the most frequently used platform.

According to the analysis results, respondents generally agree on the Application quality with Information quality dimension and among each statement, Respondents agree most to the statement of " Food delivery apps provide reliable information.'' While respondents in general agree on application quality with System

quality and among each statement , Respondents agree most to the statement of "Food delivery apps system allows me to search the information I need quickly." However, respondents generally have neutral opinions on the Application quality with Service quality dimension. In term of each statement , Respondents generally agree only to the statement of "I feel safe in handling technical issues in the food delivery service center'', "Food delivery staff provide undivided attention whenever I experience a problem and dedicate enough time to resolving my specific technical needs and concerns" and "Food delivery staff dedicate enough time to resolving my specific technical needs and concerns''.

With regard to Satisfaction, the result showed that respondents are generally agreed on Satisfaction. When each statement was considered,the result showed that "Food delivery apps are useful" has the highest level of agreement. Furthermore, respondents are generally agreed on the Trust and among each statement, Respondents agree most to the statement of " Food delivery apps are a reliable means to carry out my transactions." However, respondents in general have neutral opinion on the Price value and in terms of each statement, respondents have neutral opinion on "Food delivery services are reasonably priced."

For the Intention to reuse food delivery application, the respondents in general are all agreed and among each statement ,Respondents agree most to the statement of "I intend to continue using food delivery apps."

For hypothesis test, the results showed that price value and satisfaction have a significant impact on the intention of working people to reuse food delivery applications and application quality has an impact on the customer's satisfaction. However, application quality and trust were found to have no significant impact on reuse intentions.

5.2 Discussion

The primary objective of this study is to explore the relationship between application quality, satisfaction, trust, and price value of food delivery applications and their impact on the intention of working people in Bangkok, Thailand, to reuse them. A research framework was developed based on theory of planned behavior and behavioral intention (TPB), and UTAUT2 model.According to the UTAUT2 model by Venkatesh, Thong, and Xu (2012), price value is a critical factor that influences consumer behavior in technology adoption and reuse. Price value reflects the perceived trade-off between the cost of using a technology and the benefits it provides.According to the result, among all variables, price value has the most significant impact on the intention of working people to reuse food delivery applications.This can be attributed to the priorities of working individuals, who often seek affordability and cost-effectiveness due to their busy schedules and limited time for dining out. The convenience and time-saving benefits offered by food delivery apps, coupled with perceived financial value such as discounts, promotions, and affordable delivery fees positively reinforce their intention to continue using these services.

Secondly, satisfaction also has a significant impact on the intention of working people to reuse food delivery applications .Satisfied customers are more likely to make repeat orders (Liu, X ,2022). If the app is user-friendly, requiring minimal effort to navigate, users are more inclined to adopt it regularly. Users are more likely to have a positive intention to reuse since food delivery applications are seen as both useful and easy to use.

Thirdly, according to the result, information quality of application quality has a significant impact on the customer's satisfaction. Accurate information directly influences how users perceive the value of the app. If Food delivery apps provide the accurate and consistent menu details, order status, and delivery times customers feel more confident in using the service, leading to higher customer's satisfaction.(Su, A., Lee, Y.,

Chen, C. ,2022). Conversely, poor information quality such as incorrect delivery times or misleading product descriptions can lead to frustration, confusion, and a negative user experience. Therefore, the high information quality of the app has a direct impact on building positive customer satisfaction.

According to the study, three aspects of application quality which are system quality (reliability, speed, usability), information quality (accuracy and relevance), and service quality (customer support and problem resolution) have no significant impact on reuse intentions. This is because Working people might tend to regard application quality as a baseline expectation. If the application fulfills traditional functional standards, users may not see it as an essential difference that encourages repeat usage. For busy professionals, other factors such as price value and perceived usefulness and perceived ease of use may overcome the technical characteristics of the program. Furthermore, many food delivery applications in Bangkok offer equal levels of quality, thus application performance may not be a decisive factor of reusing the application.

Similarly, Trust is essential for technology adoption, especially in terms of security, dependability, and privacy. However, its influence on reuse intentions may not be significant in this study. This could be due to the prevalence and familiarity of food delivery applications, which might have already established a sufficient level of trust among users.(Sharif, R., Barua, A. , 2024). Therefore, working people may prioritize tangible benefits such as cost and convenience over the abstract concept of trust when deciding to reuse these applications.

In conclusion, Price value emerges as the most significant factor, driven by its economic appeal as outlined in UTAUT2. Satisfaction also plays a crucial role in terms of reusing apps. Although application quality may not significantly influence reuse intentions, it significantly impacts customer's satisfaction. Moreover, trust, while important, may act more as baseline expectations rather than decisive factors.These insights emphasize the need for food delivery platforms to focus on pricing strategies and user satisfaction to drive continued engagement among working people in Bangkok.

5.3 Recommendations for Implications

This study offers beneficial implications for food delivery platform managers, marketers, app developers, and restaurant partners on how to attract and retain working individuals who are likely to reuse food delivery applications. Since price value is the most influential factor in users' intention to reuse the platform, restaurants should enhance their pricing strategies by offering regular discounts, promotions, loyalty programs, and subscription plans. Additionally, implementing group ordering features that can order together with colleagues or friends and receive a collective discount would appeal to cost-conscious working individuals. A dynamic pricing model could also be introduced, adjusting delivery fees or offering discounts based on user behavior, such as order frequency or order volume. Furthermore, satisfaction also have significant impact on reuse intentions and thus food delivery platforms should focus on introducing features that save users time. These could include quick reordering options, customizable meal preferences, and personalized recommendations. Moreover, platforms should prioritize simplifying app navigation and optimizing the interface for smooth order placement, payment processing, and tracking. Furthermore, although application quality may not significantly influence reuse intentions, since it significantly impacts customer's satisfaction, it is crucial for platforms to meet basic standards of reliability, accuracy, and customer support. Addressing technical issues promptly and minimizing downtime is essential to avoid dissatisfaction. In addition, Although trust might not have significant effect in this study, maintaining service reliability and secure payment systems will reinforce user confidence and ensure continued engagement. By implementing these strategies, companies can build a more user-friendly, effective, and competitive food delivery ecosystem that caters to Bangkok's working population's demands and eventually increases customer satisfaction, loyalty, and business growth.

5.4 Recommendations for Future Research

This research gives beneficial insights about how application quality, satisfaction, trust, and price value impact the intention to reuse food delivery applications. There are, nevertheless, certain restrictions and suggestions for future study. Firstly, this study used only quantitative research methods, but future research could benefit from a mixed-methods approach that combines both qualitative and quantitative data to gain a deeper understanding of user behaviors. For example, conducting interviews with users could provide additional context to the survey responses.

Secondly, the study focused exclusively on the food delivery industry, limiting its scope. Future research could explore other industries, such as e-commerce, retail ,transportation, or online learning, to see if similar factors influence user behavior across different sectors. Thirdly, while this research concentrated on application quality, satisfaction, trust, and price value, there are other factors, such as brand loyalty, social influence, promotional strategies, that may also play a role in the decision to reuse an application. Future studies should investigate these additional factors to provide a more comprehensive understanding of customer intentions.

Additionally, the study was conducted solely within Bangkok, meaning the results may not be applicable to other provinces in Thailand, where user behaviors and preferences may differ. Expanding the research to other regions would allow for a more accurate and generalized assessment. Lastly, the sample population was limited to working individuals, and the results might not reflect the preferences of other demographic groups, such as students or retirees. Future research should aim to include a more diverse respondent population to better understand the intentions of a wider range of users. By addressing these limitations and exploring these recommendations, Future research can help develop a greater knowledge of the factors influencing the reuse of food delivery and other service applications.

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APPENDIX A:

Survey Questionnaire (English)

Questionnaire

Research Title: THE IMPACT OF APPLICATION QUALITY, SATISFACTION ,TRUST AND PRICE VALUE OF FOOD DELIVERY APPLICATION ON THE INTENTION OF WORKING PEOPLE TO REUSE THEM IN BANGKOK, THAILAND._____ _____

Instructions: This questionnaire is one part of an independent study. Please answer all the

questions in this questionnaire truthfully. The data collected from this questionnaire will be used

only for academics.

This questionnaire is divided into 6 parts as follows;

> Part 1 General Information of Respondents
>
> Part 2 Application Quality
>
> Part 3 Satisfaction
>
> Part 4 Trust
>
> Part 5 Price Value
>
> Part 6 Intention to reuse

Thank you

Research Team

Part 1 General Information of Respondents

Instructions: Please check ☑ the boxes which most appropriately reflect your personal information

1. Age

    □ 1) 15 – 25 years   □ 2) 26-36 years

    □ 3) 37 – 47 years   □ 4) 48-59 years

    □ 2) More than 59 years

2. Gender

    □ 1) Male   □ 2) Female

    □ 3) LGBTQ+

3. Marital status

    □ 1)Single   □ 2) Married

    □ 3) Divorce or Other

4. Which province do you currently live in Thailand?

    □ 1) Bangkok   □ 2) Samut Prakan

    □ 3) Pathum Thani   □ 4) Others

5. Education

    □ 1) No formal education   □ 2) High School or less

    □ 3) Bachelor's Degree   □ 4) Master Degree

    □ 5) Doctoral Degree

6. Occupation

    □ 1) Government employee   □ 2) State enterprise employee

    □ 3) Private company employee   □ 4) Self-employed

    □ 5) Student   □ 6) Retiree

    □ 7) Others, please specify

7. Monthly Income

    □ 1) Under 15000 THB   □ 2)15000-35,000 THB

    □ 3) 35001-50,000 THB   □ 4) More than 50,000 THB

8. Frequency of ordering food from online delivery application

      □ 1) Everyday   □ 2) 3-45 times a week

      □ 3) 6-8 times a week   □ 4) Once a week

      □ 5) Once a month   □ 6) Never

9. From which food delivery application you ordered most in the past 3 months.

      □ 1) Grabfood   □ 2)Lineman

      □ 3) Foodpanda   □ 4) Shopeefood

      □ 5) Never

Part 2 Application quality

Instructions: Please check ☑ appropriate boxes which best match your level of agreement

towards Application quality

1=Strongly disagree, 2=Disagree, 3=Neutral, 4= Agree, 5=Strongly agree

Application Quality	1	2	3	4	5
Information quality					
1. Using food delivery apps provides accurate information					
2.Using food delivery apps provides reliable information					
3.Using food delivery apps provides information at the right level of detail					
4. Using food delivery apps presents the information in an appropriate format					
System quality					
1.The food delivery apps system returns answers to my requests quickly					
2.The food delivery apps system makes information easy to access					

Application Quality	1	2	3	4	5
3.Overall, the whole system in the food delivery apps is of very high quality.					
4. Food delivery apps system allows me to search the information I need quickly.					
Service quality					
1.Food delivery app staff show a sincere interest in solving and troubleshooting technical problems and normally provide quality service.					
2.Food delivery staff provide undivided attention whenever I experience a problem and dedicate enough time to resolving my specific technical needs and concerns					
3.Food delivery staff dedicate enough time to resolving my specific technical needs and concerns.					
4.I feel safe in handling technical issues in the food delivery service center.					

Part 3 Satisfaction

Instructions: Please check ☑ appropriate boxes which best match your level of agreement

towards Satisfaction

1=Strongly disagree, 2=Disagree, 3=Neutral, 4= Agree, 5=Strongly agree

Satisfaction	1	2	3	4	5
1.Food delivery apps would enable me to have food more quickly					
2. Using food delivery apps seems to be convenient when having food.					
3. Food delivery apps are useful.					
4. Using food delivery apps increases my chances of achieving things that are important.					
5.Learning to use food delivery apps is easy for me.					
6.My interaction with food delivery apps is understandable					
7.I can install food delivery apps without any conflicts.					
8.My interaction with food delivery apps does not require a lot of mental effort.					

Part 4 Trust

Instructions: Please check ☑ appropriate boxes which best match your level of agreement

 towards Trust

1=Strongly disagree, 2=Disagree, 3=Neutral, 4= Agree, 5=Strongly agree

Trust	1	2	3	4	5
1.Food delivery apps are trustworthy.					
2. Food delivery apps are reliable means to carry out my transactions.					
3. I think food delivery apps are truthful in its dealing with high integrity and keeps my best interest in mind.					
4.Food delivery apps provide reliable information.					

Part 5 Price Value

Instructions: Please check ☑ appropriate boxes which best match your level of agreement

 towards Price Value

1=Strongly disagree, 2=Disagree, 3=Neutral, 4= Agree, 5=Strongly agree

Price Value	1	2	3	4	5
1.Food delivery apps services are reasonably priced.					
2. Food delivery apps services have an affordable delivery price.					
3. The cost of employing Food Delivery apps services is reasonable.					
4.Using a delivery app is relatively inexpensive.					
5.Using a delivery app is good value for the price.					

Part 6 Intention to Reuse

Instructions: Please check ☑ appropriate boxes which best match your level of agreement

towards Intention to Reuse.

1=Strongly disagree, 2=Disagree, 3=Neutral ,4= Agree, 5=Strongly agree

Intention to Reuse	1	2	3	4	5
1.I intend to continue using food delivery apps.					
2.I am going to use Food delivery applications more often.					
3. In the future, I plan to continue using Food Delivery applications.					

APPENDIX B:

Survey Questionnaire (Thai)

แบบสอบถาม

หัวข้อวิจัย: ผลกระทบของคุณภาพแอปพลิเคชั่น ความพึงพอใจ ความไว้วางใจ และความคุ้มค่าของราคาของแอปพลิเคชั่นจัดส่งอาหาร
ที่มีผลต่อความตั้งใจที่จะกลับมาใช้แอปพลิเคชั่นจัดส่งอาหารของของคนวัยทำงานในจังหวัดกรุงเทพมหานคร
ประเทศไทย_____
_____

คำชี้แจง:แบบสอบถามนี้เป็นส่วนหนึ่งของรายวิชาการศึกษาค้นคว้าด้วยตนเอง
(Independent
Study) ขอความกรุณาให้ท่านตอบแบบสอบถามให้ตรงกับสภาพที่เป็นจริงมากที่สุด
เนื่องจากข้อมูลที่ได้จากแบบสอบถามนี้จะถูกนา   ไปใช้ในวิชาการ
แบบสอบถามประกอบด้วย 6
ตอน ดังต่อไปนี้

    ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

    ตอนที่ 2 คุณภาพของแอปพลิเคชัน

    ตอนที่ 3 ความพึงพอใจ

    ตอนที่ 4 ความไว้วางใจ
    ตอนที่ 5 ความคุ้มค่าของราคา

    ตอนที่ 6 ความตั้งใจที่จะใช้แอปพลิเคชันจัดส่งอาหารซ้ำ

              ขอขอบพระคุณ

              ทีมวิจัย

            (มีต่อหน้าถัดไป)

ตอนที่1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม
คำชี้แจง:กรุณาท าเครื่องหมาย ☑ ในช่องที่ตรงกับท่านมากที่สุด

1.อายุ
        □ 1) 15 – 25 ปี   □ 2) 26-36 ปี
        □ 3) 37 – 47 ปี   □ 4) 48-59 ปี
        □ 5) มากกว่า 59 ปี

2. เพศ   □ 1) ชาย   □ 2)หญิง
        □ 3) LGBTQ+

3.สถานภาพการสมรส
        □ 1)โสด   □ 2) สมรสแล้ว
        □ 3) หย่าร้างหรืออื่นๆ

4.ปัจจุบันท่านอาศัยอยู่ในจังหวัดใดในประเทศไทย
        □ 1) กรุงเทพมหานคร   □ 2) สมุทรปราการ
        □ 3) ปทุมธานี   □ 4) อื่นๆ

5.การศึกษา
        □ 1) ไม่มีการศึกษาอย่างเป็นทางการ   □ 2)
ระดับศึกษามัธยมปลายหรือต่ำกว่า
        □ 3) ปริญญาตรี   □ 4) ปริญญาโท
      □ 5) ปริญญาเอก

6.อาชีพ
        □ 1) ข้าราชการ   □ 2) พนักงานรัฐวิสาหกิจ
        □ 3) พนักงานบริษัทเอกชน   □ 4) เจ้าของธุรกิจ
        □ 5) นักเรียน นักศึกษา   □ 6) เกษียณอายุ
      □ 7) อื่นๆ โปรดระบุ

7.รายได้ต่อเดือน
        □ 1) ต่ำกว่า 15,000 บาท   □ 2) 15000-35,000 บาท
        □ 3) 35001-50,000 บาท   □ 4) More than 50,000 บาท

8.ความถี่ในการสั่งอาหารจากแอปพลิเคชันจัดส่งอาหาร

        □ 1) ทุกวัน   □ 2) 3-5 ครั้งต่อสัปดาห์

        □ 3) 6-8 ครั้งต่อสัปดาห์   □ 4) สัปดาห์ละครั้ง

        □ 5) เดือนละครั้ง   □ 6) ไม่เคย

9.คุณสั่งซื้อแอปพลิเคชันส่งอาหารจากแอปพลิเคชันใดมากที่สุดในช่วง 3 เดือนที่ผ่านมา

        □ 1) แกร็บฟู้ด   □ 2) ไลน์แมน

        □ 3) ฟู้ดแพนด้า   □ 4) โรบินฮู้ด

        □ 5) Shopeefood   □ 6) ไม่เคย

ตอนที่2 คุณภาพของแอปพลิเคชัน

คำชี้แจง: กรุณาทำเครื่องหมาย ☑ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงช่องเดียว

เกี่ยวกับ คุณภาพของแอปพลิเคชัน

1=ไม่เห็นด้วยอย่างยิ่ง 2=ไม่เห็นด้วย 3=เฉยๆ ,4=เห็นด้วย 5=เห็นด้วยอย่างยิ่ง

คุณภาพของแอปพลิเคชัน	1	2	3	4	5
คุณภาพของข้อมูล					
1. แอปพลิเคชันจัดส่งอาหารให้ข้อมูลที่ถูกต้อง					
2.แอปพลิเคชันจัดส่งอาหารให้ข้อมูลที่เชื่อถือได้					
3. แอปพลิเคชันจัดส่งอาหารให้ข้อมูลที่มีรายละเอียดที่เหมาะสม					
4.แอปพลิเคชันจัดส่งอาหารมีการนำเสนอข้อมูล ในรูปแบบที่เหมาะสม					

คุณภาพของแอปพลิเคชัน	1	2	3	4	5
คุณภาพของระบบ					
1.ระบบแอปพลิเคชันจัดส่งอาหารมีการตอบกลับคำขอของท่านอย่าง รวดเร็ว					
2.ระบบแอปพลิเคชันจัดส่งอาหารทำให้เข้าถึงข้อมูลได้ง่าย					
3.โดยรวมแล้วระบบทั้งหมดในแอปพลิเคชันจัดส่งอาหารมีคุณภาพสูง					
4.ระบบแอปพลิเคชันจัดส่งอาหารช่วยให้ฉันค้นหาข้อมูลที่ต้องการได้อย่างรวดเร็ว					
คุณภาพการบริการ					
1.เจ้าหน้าที่ของแอปพลิเคชันจัดส่งอาหารแสดงความสนใจอย่าง จริงใจในการแก้ปัญหาทางเทคนิคเมื่อฉันต้องการ					
2.พนักงานจัดส่งอาหารจะให้ความสนใจอย่างไม่มีการแบ่งแยก เท่าเทียมเมื่อใดก็ตามที่ฉันประสบปัญหา					
3.พนักงานจัดส่งอาหารจะทุ่มเทเวลาเพียงพอในการแก้ไขความต้องการและข้อกังวลทางเทคนิคเฉพาะของฉัน					
4.ฉันรู้สึกปลอดภัยในการจัดการกับปัญหาด้านเทคนิคในศูนย์บริการจัดส่งอาหาร					

ตอนที่ 3 ความพึงพอใจ

คำชี้แจง: กรุณาท าเครื่องหมาย ☑ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงช่องเดียว

เกี่ยวกับ ความพึงพอใจ

1=ไม่เห็นด้วยอย่างยิ่ง 2=ไม่เห็นด้วย 3=เฉยๆ ,4=เห็นด้วย 5=เห็นด้วยอย่างยิ่ง

ความพึงพอใจ	1	2	3	4	5
1.แอปพลิเคชันจัดส่งอาหารช่วยให้ฉันสั่งอาหารได้รวดเร็วยิ่งขึ้น					
2.การใช้แอปพลิเคชันจัดส่งอาหารทำให้มีความสะดวกเมื่อต้องการทานอาหาร					
3.แอปพลิเคชันจัดส่งอาหารมีประโยชน์					
4.การใช้แอปพลิเคชันจัดส่งอาหารทำให้ฉันมีโอกาสทำสิ่งที่สำคัญได้สำเร็จ					
5.การเรียนรู้การใช้แอปพลิเคชันจัดส่งอาหารเป็นเรื่องง่ายสำหรับฉัน					
6.การโต้ตอบของฉันกับแอปพลิเคชันจัดส่งอาหารเป็นเรื่องที่เข้าใจได้					
7.ฉันสามารถติดตั้งแอปพลิเคชันจัดส่งอาหารได้โดยไม่มีปัญหาใดๆ					
8.การโต้ตอบกับแอปพลิเคชันจัดส่งอาหารของฉันไม่ได้ใช้ความพยายามมากนัก					

ตอนที่ 4 ความไว้วางใจ

คำชี้แจง: กรุณาท าเครื่องหมาย ☑ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงช่องเดียว

เกี่ยวกับ ความไว้วางใจ

1=ไม่เห็นด้วยอย่างยิ่ง 2=ไม่เห็นด้วย 3=เฉยๆ ,4=เห็นด้วย 5=เห็นด้วยอย่างยิ่ง

ความไว้วางใจ	1	2	3	4	5
1.แอปพลิเคชันจัดส่งอาหารมีความน่าเชื่อถือ					
2.แอปพลิเคชันจัดส่งอาหารมีความน่าเชื่อถือในการทำธุรกรรมของฉัน					
3.ฉันคิดว่าแอปพลิเคชันจัดส่งอาหารมีประสิทธิภาพในการจัดการกับคำสั่งซื้อได้อย่างถูกต้อง					
4.แอปพลิเคชันจัดส่งอาหารให้ข้อมูลที่เชื่อถือได้					

ตอนที่ 5 ความคุ้มค่าของราคา

คำชี้แจง: กรุณาท าเครื่องหมาย ☑ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงช่องเดียว

เกี่ยวกับ ความคุ้มค่าของราคา

1=ไม่เห็นด้วยอย่างยิ่ง 2=ไม่เห็นด้วย 3=เฉยๆ ,4=เห็นด้วย 5=เห็นด้วยอย่างยิ่ง

ความคุ้มค่าของราคา	1	2	3	4	5
1. บริการจัดส่งอาหารมีราคาสมเหตุสมผล					
2.บริการจัดส่งอาหารมีราคาที่ผู้ซื้อสามารถจ่ายได้					
3.ค่าใช้จ่ายในการจ้างบริการจัดส่งอาหารมีความสมเหตุสมผล					
4.การใช้บริการจัดส่งอาหารมีราคาไม่ค่อยแพง					
5.การใช้บริการจัดส่งอาหารคุ้มค่ากับราคาที่จ่าย					

ตอนที่ 6 ความตั้งใจที่จะใช้แอปพลิเคชันจัดส่งอาหารซ้ำ

คำชี้แจง: กรุณาท าเครื่องหมาย ☑ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงช่องเดียว

เกี่ยวกับ ความตั้งใจที่จะใช้แอปพลิเคชันจัดส่งอาหารซ้ำ

1=ไม่เห็นด้วยอย่างยิ่ง 2=ไม่เห็นด้วย 3=เฉยๆ ,4=เห็นด้วย 5=เห็นด้วยอย่างยิ่ง

ความตั้งใจที่จะใช้แอปพลิเคชันจัดส่งอาหารซ้ำ	1	2	3	4	5
1. ฉันตั้งใจจะใช้แอปพลิเคชันจัดส่งอาหารต่อไป					
2.ฉันจะใช้แอปพลิเคชันจัดส่งอาหารบ่อยขึ้น					
3.ในอนาคต ฉันวางแผนที่จะใช้แอปพลิเคชันจัดส่งอาหารต่อไป					

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