

FACTORS POSITIVELY AFFECTING CUSTOMER SATISFACTION OF LINE

MAN FOOD DELIVERY'S CUSTOMERS IN BANGKOK



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Customers in Bangkok

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ABSTRACT

In this paper, the researcher aimed to analyze the independent factors which were positively affected customer satisfaction of Line Man food delivery's Customers in Bangkok. Those independent factors were performance expectancy, quality, price value, online review, online tracking, accessibility, and transaction towards customer satisfaction of Line Man Online Food Delivery (OFD) users of Bangkok. A total of 252 samples of Line Man food delivery users were collected with survey questionnaires in Bang Khae District, Bang Khen District, and Sai Mai District of Bangkok from October to November 2019. The three districts were targeted because they were home to the largest population among the 50 districts in Bangkok. The greatest proportion of respondents were women, unmarried, and between 24 to 29 years old. They had bachelor's degrees and worked for private enterprises. They had income ranging from 30,001 to 45,000 baht per month. Most of them used Online Food Delivery (OFD) service via Line Man food delivery several times per month to get food and spent about 201 to 700 baht per week. KFC and McDonald's were respectively the most popular restaurants in the Line Man food delivery application. The researcher found that only transaction ($\beta = 0.174$), online review ($\beta = 0.162$), accessibility ($\beta = 0.147$), and performance expectancy ($\beta = 0.131$) respectively

accounted for 62.2% of total factors which positively affected customer satisfaction of Line Man food delivery's customers in Bang Khae District, Bang Khen District, and Sai Mai District in Bangkok with statistical significance at .05.

Keywords: Online Food Delivery, Line Man food delivery, Customer Satisfaction



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CHAPTER 1

INTRODUCTION

1.1 Rational and Problem Statement

According to the history and development about online food order, a pizza from Pizza Hut in 1994 was the first online food order (Huffpost, 2013). Online Food Delivery Services, or OFD services, was a process of ordering food from local restaurants or food cooperatives via web page or mobile application. Then, the OFD would deliver food delivered to doorstep or the certain place. Food producers were experiencing a fast-growing demand of the Internet to enhance competitiveness with the e-commerce surpassing its traditional definition, which therefore resulted in consumers preferring shopping online, because they could shop at a comfort of their own homes, and at the leisure of their own time (Yeo, Goh, & Rezaei, 2017).

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

Online Food Ordering was growing in Thai market day by day. There were some main Food Delivery Applications in Thailand, including Line Man food delivery, Grab, Foodpanda, Now Food Delivery, Honestbee, etc. Thai people became

more active than before in using the applications for ordering food online. As a result, online food marketing was able to generate lots of new employment opportunities. It also helped local vendors to connect with customers, for which they would be able to increase their revenue. Simplifying ordering system meant a website or a mobile application that let users order food online from food cooperatives or even local restaurants. Ordering food online was similar to shopping online. With these benefits, online food service was becoming a huge sector and would improve economic conditions in Thailand.

In the mid-2000s, the first OFD company was found in Brazil emerged. This occurred simultaneously with the growth of Internet use, and the emergence of similar services in other parts of the world (Pigatto, Machado, dos Santos Negreti, & Machado, 2017). The number of OFD services users ordering on the website in the first half of 2018 were 363.87 million, up 20.49 million from 343.38 million at the end of 2017; The number of mobile online food delivery users in China reached 343.59 million in the first half of 2018, up 21.3 million from 322.29 million at the end of 2017. As for online food ordering, it found that 44% of adults in the US had ordered food online and 23% of large food chains provided delivery services (Yeo et al., 2017).

KResearch (2019) estimated that the food delivery business in 2019 would have a revenue of 33-35 billion Baht, increasing by 15% over the previous year. Food delivery apps were an example of 'digital disruption' and transformed consumer behaviour as well as the restaurants' food supply chains. (Food Panda, LineMan, and Grab Food among many other franchises and individual restaurants were offering

boutique delivery services.) It was estimated that food delivery applications and businesses would account for 8% of Thailand's total catering revenue in 2019 (KResearch, 2019).

The advent of food ordering applications had changed their food consumption behavior. Meals were ordered online increasingly, which meant people dined out less. The burgeoning food delivery and related application business had increased opportunities for players in restaurant supply chains. Delivery motorcycle riders could also earn extra income by getting the job offers from OFDAs, and the market share of the delivery motorcycle services was estimated at 3.9 billion Baht in the year of 2019 (KResearch, 2019).

Restaurant chains were required to add new channels for receiving food orders from outside customers and provided multiple menu options. Online customers were more and more satisfied. The serving was more efficient for each individual store. People who ordered food online were also more likely to jump on the promotions which marketers used to drive interests in new products. Then, there were good reasons for the researcher to spend time analyzing the factors positively affecting customer satisfaction of Line Man food delivery's customers as an example.

1.1.1 SWOT Analysis

Table 1.1: The following table showed the SWOT analysis of Line Man food delivery, Grab, and Foodpanda.

Item	Line Man	Grab	Foodpanda
Strengths	<p>1. It had its own deliverymen to pick up and deliver orders.</p> <p>2. It had a wide coverage of restaurants in Bangkok.</p> <p>3. It had a large number of users as its parent company was running the most popular chatting application — Line in Thailand.</p>	<p>1. It had a strong brand.</p> <p>2. It had obtained a high share of the market.</p> <p>3. It had individual drivers which were not mixed up with Grab drivers.</p> <p>4. It had fast delivery service.</p> <p>5. It had strong technology support.</p>	<p>1. It had the highest market share.</p> <p>2. It had a worldwide brand image.</p> <p>3. It had the best coverage of restaurants in Thailand.</p> <p>4. It had good service.</p> <p>5. It had free delivery.</p>

(Continued)

Table 1.1: (Continued): The following table showed the SWOT analysis of Line Man food delivery, Grab, and Foodpanda

Item	Line Man	Grab	Foodpanda
Weaknesses	<p>1. Its coverage in Thailand was limited.</p> <p>2. The delivery fee was highest.</p> <p>3. The system of application was limited, because it could not update the available food menu on time.</p>	<p>1. The quantity of restaurants was small.</p> <p>2. The technology needed to be improved for many reasons. One case in point was that customers couldn't left comments under the related menu.</p> <p>3. The delivery service time was short, only from 10 am to 10 pm.</p> <p>4. It needed new local merchant-partners.</p> <p>5. There was no control over the food delivery service.</p> <p>6. There was possibility of poor user experience (e.g.: wrong food order).</p>	<p>1. VAT was not included in prices on menu of food.</p> <p>2. Users could only select nearby restaurants on it.</p> <p>3. The growth of the company was limited.</p>

(Continued)

Table 1.1: (Continued): The following table showed the SWOT analysis of Line Man food delivery, Grab, and Foodpanda

Item	Line Man	Grab	Foodpanda
Opportunities	<p>1. The company could rapidly grow with potential customers.</p> <p>2. The company had the potential to expand its coverage to other cities in Thailand.</p>	<p>1. The company had the potential to cooperate with more restaurants.</p> <p>2. Its strong presence throughout the region was attributed to powerful technology and positive customer experiences had helped shape and grow the business in recent years. It had the opportunity to update its network system, for example to apply for food reviews (Product, application, improvement).</p>	<p>1. There were new methods for speed loading and retaining user access.</p> <p>2. The company could expand to more smaller cities and towns.</p>

(Continued)

Table 1.1: (Continued): The following table showed the SWOT analysis of Line Man food delivery, Grab, and Foodpanda

Item	Line Man	Grab	Foodpanda
Opportunities (Continued)	3. The company had the opportunity to make its system better. For example, the available menu could be updated in time. It could also accelerate the food delivery speed.	3. The company had the opportunity to expand its food delivery service in other cities. 4. It had the opportunity to get new local merchant-partners 5. It had advantages in technology.	3. The company had the opportunity to perfect its price structure of its food service.

(Continued)

Table 1.1: (Continued): The following table showed the SWOT analysis of Line Man food delivery, Grab, and Foodpanda

Item	Line Man	Grab	Foodpanda
Threats	<p>1. As a new comer in food delivery industry, Line Man food delivery still had some limitations, such as high delivery fee, poor network systems, limited coverage, etc.</p>	<p>1. GarbFood was launched by Grab as a pilot project and was part of a series of experimental service. It was under much competition pressure as a new comer in food delivery industry, because there were many local food delivery apps in Bangkok.</p> <p>2. It was a company from Singapore, so it was facing the challenges in economic conditions.</p> <p>3. It was easy for consumers to go to nearby hawker centers and restaurants.</p>	<p>1. Increasing competition had threatened its position.</p> <p>2. Now Foodpanda had low customers base, as Line Man and Grab they had their old drivers who could carry passengers and deliver food, especially Line also played an important role as a popular chatting app.</p>

Source:

GradesFixer. (2019). *SWOT analysis off foodpanda brand*. Retrieved from <https://gradesfixer.com/free-essay-examples/swot-analysis-of-foodpanda-brand/>

Huffpost. (2013). *Pizza Hut tells Twitter it made the first online sale in 1994*. Retrieved from

https://www.huffpost.com/entry/pizza-hut_n_3894981

Uppaluri, S. (2019). *Marketing plan for GrabFood*. Retrieved from

<https://medium.com/@sravanti.uppaluri/marketing-plan-for-grabfood-164e27e4a588>

In modern society, more and more people in Thailand would like to order food via online applications (apps), including Line Man food delivery, Grab, and Foodpanda, etc. Users gained the speed advantage of getting search results through usability. (Pigatto et al., 2017). Users used OFD apps in order to get agility in ordering the food. However, if they found it was difficult to get information, they would probably discard the related apps, or they might give the service or food poor evaluation. The website designed for food retailers should conform to consumer requirements with respect to ease-of-use and control. Thus, the researcher had been interested in the topic of factors positively affecting the customer satisfaction of Line Man food delivery services of customers in Bangkok.

1.2 Objective of the Study

The objective of this research was to study positive factors influencing customer satisfaction of Line Man food delivery. Those positive factors were performance expectancy, quality, price value, online review, online tracking, accessibility, and transaction.

1.3 Contributions of the Study

The research made the contribution to provide some benefits for OFD industry, restaurants and other food industries in terms of untapping new potential markets of online purchase, providing the improvement strategy for online service and making investment decisions for future online food businesses regarding to related factors foretelling the customer satisfaction of OFD services. This study might give new insights into how today's factors affected the customer satisfaction of OFD's customers.

This research expanded the theories on how performance expectancy, quality, price value, online review, online tracking, accessibility, and transaction positively affected consumer satisfaction of OFD services which would be useful to the researchers in the future research.

CHAPTER 2

LITERATURE REVIEW

This chapter presented related literature, related theories, theoretical framework, and previous studies on factors positively affecting customer satisfaction of Line Man food delivery's customers in Bangkok.

2.1 Related Theories and Previous Studies

2.1.1 Concept theories of Performance Expectancy (PE)

Performance expectancy was defined as the degree to which using a technology would provide benefits to consumers in performing certain activities (Pavlou, 2003). Performance expectancy was defined as the degree to which any system would enhance the productivity of users or would help to attain the gains in job performance (Venkatesh, Thong, & Xu, 2012). Customers' perception of the main utilities and benefits of using new technical products and service shared peatedly was confirmed to have an impact on behavioural intention and actual adoption of new technological products and services (Alalwan, Dwivedi, & Rana, 2017). Performance expectancy refered to the ability of the new system and application to help customers attain what they needed and wanted in a more convenient and productive way (Viswanath, Michael, Gordon, & Fred, 2003). The focus of the present study was on the performance expectancy of e-parliament adoption by legislators and citizens because of the importance of performance expectancies for predicting behaviour which had long been highlighted in research on expectancy-value models (Dickhäuser, Reinhard, & Englert, 2011). Customers were more likely to have a

positive reaction and intention towards using a new system if they perceived that the system would save them more time and effort than traditional ones did. It was found that statistical evidence provided the significant role of performance expectancy in contribution of the customer's intention to utilize mobile apps of food ordering (Okumus, Koseoglu, & Ma, 2018). Usefulness, as a similar factor to performance expectancy, was to have a significant impact on the customer's intention to use online food ordering (OFO) systems (Yeo et al., 2017). Performance expectancy had been definition as "the degree to which using a technology will provide benefits to consumers in performing certain activities" (Park, 2020). Alalwan (2020) mentioned that performance expectancy was the most authoritative factor prophesying both e-satisfaction and continued intention.

Shareef, Dwivedi, Kumar, and Kumar (2017) in the research found that the squared multiple correlation coefficient (R^2) was 0.773, they got a conclusion that performance expectancy had a positive effect on exposure of consumer to SMS commercials due to their content.

2.1.2 Concept theories of Quality (Q)

Quality was not just about providing a product or service that went beyond the level of standard, but it was also about the good reputation you gained for consistently delivering a customer experience that was "above and beyond". Quality was critical to satisfying your customers and retaining their satisfaction so they continued to buy from you in the future. Quality products made an important contribution to long-term revenue and profitability. They also enabled businessmen to charge and maintain higher prices. Quality products helped to maintain customer satisfaction and risk

reduction and reduced the cost of replacing faulty goods. Companies could build a reputation for quality by gaining accreditation with a recognized quality standard (Quain, 2019). Quality was a judgement of product's superiority from customer's perspective reflected (Cole, 2015).

Blut (2016) used survey data from 358 online customers, the study found that the e-service quality constructed conforms to the structure of a third-order factor model that linked online service quality perceptions to distinct and actionable dimensions, which including fulfillment, website design, customer service, security or privacy. Each dimension was found to consist of several attributes that made the definition for the basis of e-service quality perceptions. The result of the study showed that the new measurement enabled business providers to assess e-service quality more accurately and predicted customer behavior more reliably.

Quality meant noninferiority or a superiority of the product in business. Cruz (2015) studied connection between product quality and customer satisfaction. In this study, the researcher found the regression with product quality (independent variable) predicting customer satisfaction (dependent variable) was conducted. This suggested that product quality was statistically associated with customer satisfaction.

Rita, Oliveira, and Farisa (2019) had a study which was designed to investigate e-service quality in online businesses and develop new knowledge to comprehend the most important scope of e-service quality. The study improved prior understanding of how e-service quality affected customer satisfaction.

The customers' behaviours had remarkable impacts on the restaurants' decisions and performances. The restaurants, especially the leading ones, adjusted

their food quality decisions to better follow the changes of customers' preferences (He, Han, Cheng, Fan, & Dong, 2019).

2.1.3 Concept theories of Price Value (PV)

As discussed by Venkatesh et al. (2012), price value was among the main new aspects that differentiate the Unified Theory of Acceptance and Use of Technology (UTAUT) which was extended to consumer context (the extended vision: UTAUT2) from UTAUT and made the UTAUT2 model more suitable to consumer markets. Price value was related to the financial aspects of using new products and systems. Customers were more likely to compare the benefits of using a new system with the financial cost paid (Alalwan et al., 2017; Dodds, Monroe, & Grewal, 1991; Venkatesh et al., 2012). They were also expected to compare the cost of ordering food via traditional ways with that via the mobile food applications. It suggested the importance of including price value as a key predictor of both sustained intention and e-satisfaction. According to Venkatesh et al. (2012), price value was among the strongest factors contributing to the customers' sustained use of mobile Internet services. Shaw and Sergueeva (2019) provided evidence of the impact of price value on Canadian customers' intention to use mobile commerce.

Yang and Kanthawongs (2018) revealed the independent factors positively affecting shoppers to select fresh vegetable at retailers in Kunming in China. The independent factors were included convenience, quality, price and benefits, value equity, et al. towards purchasing decisions investigated for customers of fresh vegetables at retailers in Kunming city in China. The researchers collected information from 260 shoppers which was calculated by using G*power version 3.1.7.

The researcher collected the survey questionnaire from supermarkets, wet markets, community convenience stores and also street vendors. The researchers found that value equity ($\beta=0.178$), as well as price and benefits ($\beta=0.109$) which positively affecting purchase decision of vegetable shoppers in China with statistical significant at .05. Prices and benefits had a positive relationship with purchase decision.

2.1.4 Concept theories of Online Review (OR)

Online reviews (or eWOM: Electronic Word of Mouth) how that users' and experts' reviews could help consumers access product information before purchasing. The market research conducted by the author showed that 90% of the consumers read online reviews and 88% trusted them as personal recommendations (Zhang, Ye, Law, & Li, 2010).

Online product reviews had attracted considerable attention recently, as the growing popularity of reviews had potentially important implications for a wide range of management activities (Dellarocas, 2003). Extensive empirical studies had examined the impact of online reviews and shown that they indeed had an effect on firms' sales (Chevalier & Mayzlin, 2006; Zhou & Duan, 2016). From an analysis of book reviews at Amazon. com, Chevalier and Mayzlin (2006) found that online your IS reviews had a significant influence on product sales. In addition, a large body of detailed work had considered the impact of different characteristics of online reviews, including the association between the variance and volume of product ratings (Clemons, Guodong, & Hitt, 2006) the review text (Archak, Ghose, & Ipeiritis, 2011) and professional ratings and sales (Zhou & Duan, 2016).

Sun, Chen, Tian, and Yan (2020) developed a theoretic model to study the impact of online reviews on customers' purchasing decisions and on competing online retailers' customer returns and pricing strategies. Online shopping provided convenience and flexibility for customers, but the lack of hands-on pre-purchase experience with products increases the risk of dissatisfaction, and causes high rates of customer returns. Customers thus relied heavily on online product reviews when they made purchase decisions. Online reviews may significantly affect the customer's valuation on products, and online sellers should consider the impact of reviews in their pricing and returns policies decisions. It examined the impact of online reviews in a competitive market with customer returns, and provided new insights into online sellers' optimal pricing strategies and returns policies. This research showed that ignoring the effects of reviews on online sellers' strategic responses to customer returns may lead sellers to misunderstand the processes and outcomes of online shopping and sales (Sun et al., 2020).

2.1.5 Concept theories of Online Tracking (OT)

Location-based services empowered by smart phone technology were one of the highly novel systems that enabled both customers and sellers to "determine their precise location and, when linked to communication and computational components, to transmit locations and do location-based computations" (Shugan, 2004). Location-based services usually comprised a number of features, such as friend finder, route guidance, location-aware directory services, navigation bar, payment status, tracking map, and tracking order status (Gutierrez, O'Leary, Rana, Dwivedi, & Calle, 2019; Pura, 2005). Therefore, the availability of such innovative features on online food

applications could lead the customers to be more motivated to use such apps in the future.

Alalwan (2020) that an online tracking system could enrich the customer's shopping experience by making it more productive, pleasurable, and satisfying. Such innovative features on OFD service also saved consumers' time and efforted when they ordered food, and online tracking showed the consumer's order at all steps, updating continuously about the situation of the order until it had been completed. Location-based services usually comprised a number of features, such as friend finder, route guidance, location-aware directory services, navigation bar, payment status, tracking map, and tracking order status (Gutierrez et al., 2019; Pura, 2005).

Online tracking in its various forms was a backbone of digitalization that had sparked hopes and fears alike: It opened up new opportunities for users and businesses as it enabled individually targeted content (König, Uphues, Vogt, & Kolany-Raiser, 2020). Tracking is an important but complex task that needs high efficiency solutions in real applications (Zhang et al., 2020). Peter (2010) stated that mobile technology would feature online tracking and traceability in the future.

Blut (2016) asserted that tracking capabilities could impact consumers' online shopping experience because they may experience anxiety about purchases because they could not see nor feel products purchased from online retailers. Riley and Klein (2019) expected consumers value tracking information because it could reduce potential uncertainty associated with online purchases. Users who knew that package tracking services were available will likely experience less uncertainty and had a more positive attitude about purchasing products online.

2.1.6 Concept theories of Accessibility (A)

Accessibility was defined, measured, and used in various ways. Existing accessibility studies were classified and reviewed according to three classification criteria (Jang & Yi, 2020). Recent studies calculated accessibility by deriving connectivity and centrality using network data between regions (Kang, 2019). Accessibility was ease with which a specific location could be reached from a given point. It had physical (spatial), time, economic and social dimensions. The physical dimension dealt with road conditions, whereas time dimensions referred to the time spent on a journey, the economic dimension talked about the finance, i.e. money spent on a journey (Damashi, Adedeji, Mai Bukar, Babamaaji, & Dakul, 2020).

Débora, André and Renata, (2021) that future studies on accessibility measures would be needed to analyze the validity of existing measures and improvements to allow the effective use of those approaches in real projects, such as in public policy and law enforcement. The service was better in accessibility aspect as according to the respondents such as waiting time, good coverage and delivery on time (Harifah, Na'asah, & Jurry, 2014).

Paiva, Freire, and de Mattos Fortes (2021) mentioned the incorporation of accessibility to agile methodologies and open source development. Currently, startups (and small companies) developed several mobile apps, websites, and others adopting extensively agile methods. Similarly, open-source software had an essential role for final users and corporations. Including accessibility in both cases was crucial to ensure the accessibility of the generated products.

Accessibility to transit facilities was perceived to affect property prices (Yang, Chau, Szeto, Cui, & Wang, 2020). Accessibility referred to the extent to which a product, device, service, or environment was available and navigable for persons with disabilities, or for persons with other special needs or functional limitations. Digital accessibility, the focus of the present round table, centres on access to technology products, resources, and services across hardware and software (Carnegie Mellon University, 2015; Lazar, Goldstein, & Taylor, 2015).

Sirimongkol and Kanthawongs (2018) found that the result from Pearson's Correlation analysis revealed that convenience had a positive affect towards customer loyalty (Pearson's Correlation = 0.618) at .01 significant level which accepted hypothesis. In this research, total 252 samples for online bank customers were collected, as a result, consumer engagement ($\beta = 0.333$), personal need ($\beta = 0.251$), convenience ($\beta = 0.233$), and personal innovativeness ($\beta = 0.229$), in the order mentioned above, they accounted for 65.6% positively impacting customer loyalty of online banking users of employees in Bang Rak district of Bangkok with statistical significance level at .01.

2.1.7 Concept theories of Transaction (T)

Świecka, Terefenko, and Paprotny (2021) mentioned the analysis of transaction factors affecting the choice of payments was important for non-cash payment stakeholders, in particular payment organizations, banks as card issuers, as well as IT institutions supporting the introduction of innovative technologies in the sphere of payments. It showed that consumers were more likely to use cash for lower transaction amounts in sectors where purchases were mainly of low value and when

other payment instruments were charged an additional fee or were not accepted at all. The researchers found that cash was mainly used for low-value transactions, while the other instruments were used more frequently to deal with higher value transactions. Daily payments were mainly made in cash, irrespective of the available alternatives. The choice of payment instrument was more influenced by transaction characteristics than by socio-demographic factors.

Bounie and François (2006) based on a survey of French consumers, discussed the significant influence of transaction characteristics on the choice of payment methods. They believed that the characteristics of the instruments strongly influence the choice of instrument. Customer transaction predictions were solely intellectual and relied heavily on human intuition but if the same intuition was built through a formulation, it could help the companies in achieving customer satisfaction and in focusing on some important cogs rather than oiling the entire machinery (Jaiswal, Kumar, & Mukherjee, 2020).

2.1.8 Concept Theories of Customer Satisfaction (CS)

Customer satisfaction was the consumer's fulfillment response. It was a judgment that a product or service feature, or the product of service itself, provided (or is provided) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment (Oliver, 1999). Consumer satisfaction was an attitude change resulting from the consumption experience (McCullough, Berry, & Yadav, 2000). Satisfaction in this study was thus considered as a fulfillment response employed to understand and evaluate the consumer experience during the Line Man food delivery.

Customer satisfaction was also an important antecedent of behavioral intentions and actual behavior (Oliver, 1999). It was generally believed that satisfaction led to repeat purchases and positive word of mouth (WOM) recommendations, which were the main indicators of satisfaction. The marketing and hospitality management literature had paid much attention to the relationship between customer and satisfaction, and a number of studies had confirmed a significant positive relationship between them. Therefore, they assumed that if consumers were satisfied with a product or service, they were more likely to continue to purchase it, and were more willing to spread positive WOM. Blut (2016) found that quality, website design, customer service were related to customer satisfaction.

The statistical results and discussions showed that customer satisfaction was the most significant factor, and perceived task-technology fit, trust, performance expectancy, social influence and confirmation had direct or indirect positive impacts on users' continuance usage intention of Food Delivery apps during the COVID-19 pandemic period (Zhao & Bacao, 2020). Generally, satisfaction referred to emotional influences or personal perception toward a particular service (Choakmongkoltawee & Kanthawongs, 2019).

2.2 Hypothesis

The following hypothesis was determined by the related literature, related theories, theories framework, and previous studies as follows:

2.2.1 Performance expectancy would positively relate to customer satisfaction of Line Man food delivery's customers in Bangkok.

2.2.2 Quality would positively relate customer satisfaction of Line Man food delivery's customers in Bangkok.

2.2.3 Price value would positively relate customer satisfaction of Line Man food delivery's customers in Bangkok.

2.2.4 Online review would positively relate customer satisfaction of Line Man food delivery's customers in Bangkok

2.2.5 Online tracking would positively relate customer satisfaction of Line Man food delivery's customers in Bangkok

2.2.6 Accessibility would positively relate customer satisfaction of Line Man food delivery's customers in Bangkok

2.2.7 Transaction would positively relate customer satisfaction of Line Man food delivery's customers in Bangkok

2.2.8 Performance expectancy, quality, price value, online review, online tracking, accessibility and transaction would have positive effect on customer satisfaction of Line Man food delivery's customers in Bangkok

2.3 Conceptual Framework

Independent Variables

Dependent Variable

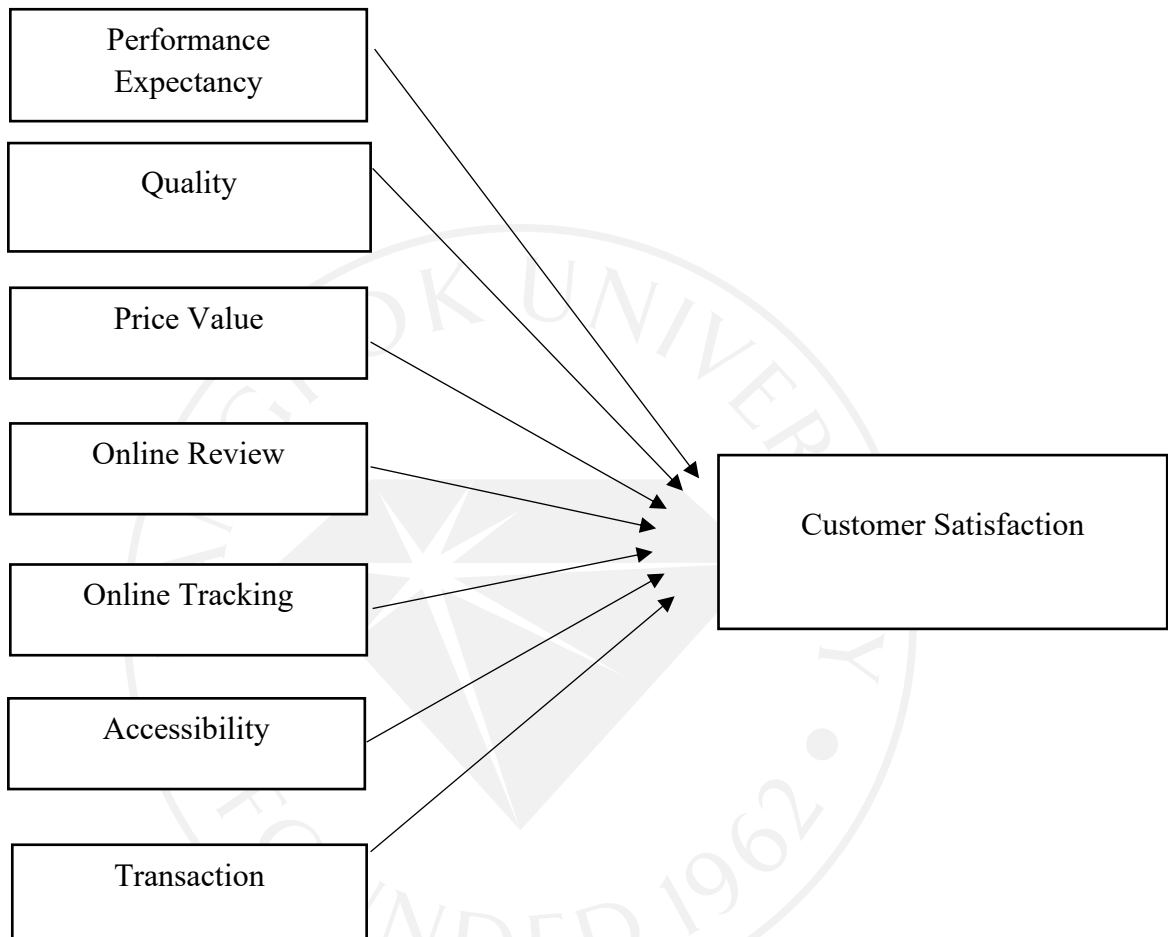


Figure 2.1: Theoretical framework for customer satisfaction

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research objective was to explore factors positively affecting customer satisfaction of Line Man food delivery's customers in Bangkok. The applied methodology was based on the quantitative approach which included the survey method and the data collection through questionnaires. At the beginning of questionnaire, the researcher collected general information with close – ended questions regarding Line Man Online Food Delivery purchasing situations, for example, the frequency of using this OFD application, restaurants the respondents used Line Man OFD to order most, how much the respondents spent on the Line Man OFD per week, who had the most influence on respondents' consumption of Line Man OFD. At the same time the questionnaire included demographic and classification questions related to basic background information of age, gender, education, professional status, monthly income. After collecting questionnaire, the researcher used SPSS software to analyze the collected data.

3.2 Population and Sample Selection

Population in this research were customers who used the Line Man food delivery in the areas of Bang Khae District, Bang Khen District, and Sai Mai District in Bangkok. The researcher then sent survey questionnaires to those respondents. It showed that Bang Khae District, Bang Khen District, and Sai Mai District were the

districts with largest population in “Top Three” in Bangkok districts (Wikipedia, 2020). For this reason, the researcher chose to collect data from the customers in these three districts.

The sample size was firstly calculated from 40 pilot questionnaires by using G*power version 3.1.9.2, created by Cohen (2013) and approved by several researchers such as Erdfelder, Faul, and Buchner (1996), and Wiratchai (2012). The calculation was with the Power ($1-\beta$) of 0.95, Alpha (α) of 0.05, Number of Test Predictor of 7, Effect Size of 0.1018264 (Calculated by Partial R^2 of 0.092416). As the result of G*power calculation, the minimum number of the total sample size was 222 (Cohen, 2013). Therefore, the researcher should collect at least 222 sets of questionnaires. It also meant that if the researcher used the quantity of sample larger than 222 sets was acceptable.

When the researcher continued to collect questionnaires by collecting from 300 persons who ever used Line Man to order food, there were total 252 responders, which made the quantity of questionnaires larger than the minimum number of the total sample size. It was feasible when the collected quantity was larger than the total sample size.

3.3 Research Instrument and Content Validity

The researcher collected some related articles and journals via authoritative websites, including www.emeraldinsight.com and www.sciencedirect.com and google scholar et al. These articles focused on food delivery industry, online apps, customer satisfaction, etc. Then the researcher completed the questionnaire design with the support of the advisor, and also the experts. As the subjects were the customers of

Line Man food delivery who were living in Bang Khae District, Bang Khen District, and Sai Mai District in Bangkok. The main nationality was local Thai people, so the questionnaire was translated to Thai.

The researcher then successfully collected 40 pilot questionnaires from the customers who used Line Man to order food at least twice in Bang Khae District, Bang Khen District, and Sai Mai District of Bangkok. After that the researcher used Cronbach's Alpha Coefficient to conduct the test of individual item reliabilities of each variable in individual factor analysis. Value of Cronbach's Alpha showed that $0 \leq \alpha \leq 1$, the higher value meant the higher reliability and closely related of a section with a minimum value of Cronbach's Alpha was 0.65. The test result showed that the design of questionnaire was reasonable.

The questionnaire was designed in two parts, including total 41 questions. The details of each part were as follows:

Part 1, consisting of 10 questions. Six out of ten in these questions were related to demographic conditions of the respondents, including gender, age group, status, level of education, monthly income, professional status. The other four questions were details of the respondents' behavior toward Line Man food delivery, regarding to frequency of using Line Man food delivery, restaurant (s) that customers used Line Man to order food most, how much that customers spent on Line Man food delivery per week, who had most influence on customers' consumption intention of Line Man food delivery.

Part 2, consisting of closed-ended questions about "Factors Positively Affecting Customer Satisfaction of Line Man food delivery's customers in Bangkok". The questions were as follows:

Performance Expectancy	4 Questions
Quality	4 Questions
Price Value	4 Questions
Online Review	4 Questions
Online Tracking	4 Questions
Accessibility	4 Questions
Transaction	3 Questions
Satisfaction	4 Questions

This part used scale of measure by using a five-point scales ranking from 1 (Lowest agreeable level) to 5 (Highest agreeable level).

Table 3.1: Research variables and measurements

Categories	Provenance	Item
Performance Expectancy (PE)	Alalwan (2020)	4
Quality (Q)	Mohammed (2018) Ju, Back, Choi, and Lee (2019)	4
Price Value (PV)	Mohammed (2018) Alalwan (2020)	4
Online Review (OR)	Alalwan (2020)	4
Online Tracking (OT)	Alalwan (2020)	4
Accessibility (A)	Harifah, Na'asah, and Jurry (2014)	4

(Continued)

Table 3.1: (Continued) Research variables and measurements

Transaction (T)	Mohammed (2018)	3
Satisfaction (S)	Alalwan (2020)	4
	Mohammed (2018)	

Part 3 consisted of open-ended response question for participants to recommend other factors that might positively affect customer satisfaction of Line Man food delivery's customers in Bangkok.

3.4 Testing Research Instrument

After checking the validity and reliability of the questionnaire design, the experts who were the operation managers of two restaurants used Line Man food delivery to review items of the questionnaire in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research.

When the researcher revised the questionnaires with the help of the advisor and experts, then collected 40 pilots for testing and utilizing by computing the Cronbach's Alpha Coefficient for each factor. The result of Cronbach's Alpha Coefficient of each factor showed that the value exceeded 0.65 regarding to the suggested level. At first, the results showed that the overall cronbach's alpha of accessibility was 0.630 which was below 0.65 (Craig & Moores, 2006; Nunnally, 1978). Then the researcher deleted the item (A2: Line Man food delivery had

convenient delivery.) in order to increase the “Cronbach’s alpha if item deleted” to 0.822.

Table 3.2: Cronbach’s Alpha Coefficient of 40 pilots testing of questionnaires

Questionnaire	n = 40	n = 252
Variable Factors		
Performance Expectancy (PE)	0.930	0.814
Quality (Q)	0.911	0.851
Price Value (PV)	0.933	0.856
Online Review (OR)	0.931	0.851
Online Tracking (OT)	0.925	0.841
Accessibility (A)	0.916	0.822
Transaction (T)	0.925	0.866
Independent Factor		
Customer Satisfaction (CS)	0.950	0.876

From this research, factor analysis was conducted based on these following factors: Performance Expectancy (PE), Quality (Q), Price Value (PV), Online Review (OR), Online Tracking (OT), Accessibility (A), Transaction (T), and Customer Satisfaction (CS), at n = 252.

The researcher used factor analysis technique to analyze questions in order to construct the validity and reliable components of the questions for each factor. However, the result of factor loading value should exceed 0.3 to ensure the reliable components of questions (Piyapimonsit, 2005).

Table 3.3: Factor Analysis of Factors Positively Affecting Customer Satisfaction of
Line Man food delivery's customers in Bangkok at n = 252

	PE	Q	PV	OR	OT	A	T	S
PE1	0.656							
PE2	0.664							
PE3	0.727							
PE4	0.693							
Q1		0.631						
Q2		0.649						
Q3		0.647						
Q4		0.583						
PV1			0.655					
PV2			0.694					
PV3			0.751					
PV4			0.662					
OR1				0.399				
OR2				0.474				
OR3				0.613				
OR4				0.635				
OT1					0.463			
OT2					0.634			
OT3					0.496			

(Continued)

Table 3.3: (Continued) Factor Analysis of Factors Positively Affecting Customer Satisfaction of Line Man food delivery's customers in Bangkok at n = 252

OT4					0.548			
A1						0.631		
A3						0.599		
A4						0.565		
T1							0.619	
T2							0.633	
T3							0.635	
S1								0.697
S2								0.657
S3								0.722
S4								0.632

3.5 Statistics for Data Analysis

The data from questionnaires was analyzed by using statistical analysis software: IBM SPSS version 23.

Descriptive statistics analysis, for example, demographic, general information, and respondents' information regarding to Line Man food delivery was measured by using Frequency and Percentage while the performance expectancy, quality, price value, online review, online tracking, accessibility, transaction, and satisfaction were measured by using Mean (\bar{x}) and Standard Deviation (S.D). Pearson's Correlation Coefficient and Multiple Regression Analysis, analysis of variance table (ANOVA) was also generated and applied to this study to detect the total amount of variance in

the independent variables and to estimate to what degree of independents' variance which was accounted for the total variance. The R square was the probability that could be considered as a significant value for the established model, hence, the ANOVA table was contributed to testing the significance of the model.



CHAPTER 4

RESEARCH RESULTS

The aim of this research was to explore factors positively affecting customer satisfaction of Line Man food delivery's customers in Bangkok. The researcher used the google form survey to collected related data. The 84% of people who were requested to answer the questionnaire responded to the survey. The data was collected by the survey questionnaires of 252 respondents from 300 persons who were requested to fill the questionnaire and was completed through data analysis by IBM SPSS statistics version 23. The Cronbach's Alpha Coefficient of each factor was computed and had result value between 0.814 to 0.876 as shown in table 3.2, referred that all of alpha coefficient passed the suggested level of 0.65 (Nunnally, 1978) and had proven to be reliable.

As all of the studied factors had passed the suggested level and proved to be reliable as mentioned earlier, therefore, the data was analyzed and presented in descriptive statistics and inferential statistics which were completed by IBM SPSS version 23. Descriptive statistics were presented by Frequency, Percentage, Mean, And Standard Deviation, whereas inferential statistics were presented by Pearson Product-Moment Correlation Coefficient and Multiple Regression which all details were presented below:

4.1 Summary of Demographic Data

Demographic data was analyzed and presented by frequency, percentage of gender, age, status, level of education, monthly income, personal status, frequency of

using Line Man food delivery, restaurant (s) which the respondents used Line Man food delivery to order food from most, how much the respondents spent on Line Man food delivery per week, and what had most influence on the respondents' consumption intention of Line Man food delivery.

Among the 252 respondents, in gender perspective, 136 respondents were females, accounting for 54% of the total, whereas 116 respondents were males accounting for 46%. The majority of the respondents were between 24-29 years old, accounting for 49.2% of the total, and those between 30-39 years old accounted for 29.8%. What's more, 183 respondents who were singles accounted for 72.6%. 136 respondents obtained a bachelor degree, accounting for 54% of the total, 85 respondents got a master degree, accounting for 33.7%. 68 respondents had a monthly income between 30,001 and 45,000 Baht, accounting for 27%, 55 respondents had a monthly income between 1,5001 and 30,000 Baht, accounting for 21.8%, 47 respondents had a monthly income less than or equal to 15,000 Baht, accounting for 18.7%. 33.7% of the respondents were working as private companies' employees and 20.2% of them were working as state enterprise employees, 17.5% of them were self-employed. 44.4% of the respondents used Line Man food delivery several times per month. 70 respondents used Line Man food delivery several times per year, accounting for 27.8%, and 61 respondents used Line Man food delivery several times per week, accounting for 24.2%. 70 respondents used Line Man food delivery to order food from KFC most, accounting for 27.8%. 59 respondents used Line Man food delivery to order food from McDonald's most, accounting for 23.4%. And 44 respondents used Line Man food delivery to order food from Burger King most, accounting for 17.5%. In addition, some of the respondents also used Line Man food

delivery to order food from other restaurants, such as Texas Chicken, Sizzle and the Pizza Company. 35.7% of the respondents spent between 201 to 700 Baht per week on Line Man food delivery, 31.3% of the respondents spent between 701 to 1,200 Baht per week on Line Man food delivery, and 21.8% of the respondents spent equal to or less than 200 Baht on Line Man food delivery per week. The total collected questionnaires showed that online review had most influence on 50% of the consumption intention to Line Man food delivery. 20.6 % of the respondents, themselves had most influence on the consumption intention of Line Man food delivery.

4.2 Results of Research Variables

The analysis of the correlation between independent variables and the dependent variable used Pearson's Correlation Coefficient of performance expectancy, quality, price value, online review, online tracking, accessibility, and transaction that positively affected customer satisfaction of Line Man food delivery's customers in Bangkok.

Table 4.1: Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient.

(Descriptive Statistic)

	Mean	Std .Deviation	N
Performance Expectancy (PE)	3.4772	0.71636	252
Quality (Q)	3.5645	0.74788	252
Price Value (PV)	3.4534	0.65979	252
Online Review (OR)	3.6181	0.66027	252
Online Tracking (OT)	3.6200	0.65878	252
Accessibility (A)	3.7685	0.78088	252
Transaction (T)	3.6905	0.75001	252
Satisfaction (S)	3.6091	0.71027	252

Table 4.2: Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of performance expectancy, quality, price value, online review, online tracking, online tracking, accessibility, transaction which positively affected customer satisfaction of Line Man food delivery's customers in Bangkok.

Variable	PE	Q	PV	OR	OT	A	T	S
Performance Expectancy (PE)	1							
Quality (Q)	.648**	1						
Price Value (PV)	.527**	.650**	1					
Online Review (OR)	.585**	.624**	.692**	1				
Online Tracking (OT)	.548**	.629**	.689**	.737**	1			
Accessibility (A)	.449**	.611**	.602**	.675**	.691**	1		
Transaction (T)	.584**	.636**	.555**	.698**	.650**	.700**	1	
Satisfaction (S)	.587**	.643**	.630**	.688**	.663**	.657**	.678**	1

** Correlation is significant at the .01 level (2-tailed).

* Correlation is significant at the .05 level (2-tailed).

According to Table 4.2, Hypothesis could be explained as follows;

Hypothesis 1, the analysis revealed that Performance Expectancy had a positive relationship with customer satisfaction (Pearson's Correlation = 0.587) at .01 significant level.

Hypothesis 2, the analysis revealed that Quality had a positive relationship with customer satisfaction (Pearson's Correlation = 0.643) at .01 significant level.

Hypothesis 3, the analysis revealed that personal innovativeness had a positive relationship with customer satisfaction (Pearson's Correlation = 0.630) at .01 significant level.

Hypothesis 4, the analysis revealed that Online Review had a positive relationship with customer satisfaction (Pearson's Correlation = 0.688) at .01 significant level.

Hypothesis 5, the analysis revealed that Online Tracking had a positive relationship with customer satisfaction (Pearson's Correlation = 0.663) at .01 significant level.

Hypothesis 6, the analysis revealed that Accessibility had a positive relationship with customer satisfaction (Pearson's Correlation = 0.657) at .01 significant level.

Hypothesis 7, the analysis revealed that Transaction had a positive relationship with customer satisfaction (Pearson's Correlation = 0.678) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of performance expectancy, quality, price value, online review, online tracking, accessibility, transaction positively affecting customer satisfaction of using Line Man food delivery's customers

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.741	7	11.249	57.321	.000 ^b
	Residual	47.883	244	.196		
	Total	126.624	251			

ANOVA analysis had shown and confirmed that Independent Variables which consisted of performance expectancy, quality, price value, online review, online tracking, online tracking, accessibility, and transaction had positive relationships on the dependent variable of customer satisfaction, as the Sig. of the equation was equaled 0.000 which was at .05 significant level, which could be learnt from the above table.

Table 4.4: Multiple Regression Analysis of performance expectancy, quality, price value, online review, online tracking, online tracking, accessibility, and transaction had positively affected customer satisfaction of Line Man food delivery's Customers in Bangkok.

Dependent Variable: Customer Satisfaction, R = 0.789, R ² = 0.622, Constant(a)=0.178						
<u>Independent Variables</u>	β	<u>Std Error</u>	<u>T</u>	<u>Sig</u>	<u>Tolerance</u>	<u>VIF</u>
(Constant)	.178	.177	1.010	.313		
Performance Expectancy (PE)	.131*	.055	2.372	.018	.496	2.026
Quality (Q)	.105	.060	1.752	.081	.392	2.554
Price Value (PV)	.127	.067	1.902	.058	.404	2.475
Online Review (OR)	.162*	.075	2.165	.031	.319	3.135
Online Tracking (OT)	.105	.073	1.445	.150	.341	2.934
Accessibility (A)	.147*	.058	2.523	.012	.379	2.641
Transaction (T)	.174*	.061	2.830	.005	.368	2.715

*significant at the .05 level

From Table 4.4, Multiple Regression Analysis aimed to the idea of prediction of customer satisfaction towards Line Man food delivery. The result of analysis had shown four positive independent variables, which could be the predictors of customer satisfaction had significant effects on Line Man food delivery at the .05 level. The four predictors for customer satisfaction were online review (Sig. = 0.031), performance expectancy (Sig. = 0.018), accessibility (Sig. = 0.012), transaction (Sig. = 0.005). On the other hand, the rest of independent variables, quality (Sig. = 0.081), price value (Sig. = 0.058), and online tracking (Sig. = 0.150) had no positive effects on customer satisfaction, and could not be the predictors.

This research aimed to study the factors positively affecting customer satisfaction of Line Man food delivery's customers in Bangkok. Therefore, this research only focused on the positive standardized Beta Coefficients (β). Referring from Table 4.4, Multiple Regression Analysis result, the most predictive independent variables were transaction ($\beta= 0.174$), online review ($\beta=0.162$), accessibility ($\beta= 0.147$), and performance expectancy ($\beta = 0.131$). therefore, transaction, online review, accessibility, and performance expectancy could be shown as factors positively affecting customer satisfaction towards Line Man food delivery at 62.2%, while the rest at 37.8% could not be applied in this research. The standard error was ± 0.177 by the following equation:

$$Y (\text{Customer Satisfaction}) = 0.178 + 0.174 (\text{Transaction}) + 0.162 (\text{Online Review}) + 0.147(\text{Accessibility}) + 0.131 (\text{Performance Expectancy})$$

From the above equation, it could be described as follows:

If transaction value increased by 1 point while the other factors remained unchanged, customer satisfaction would increase by 0.174 points.

If online review increased by 1 point while the other factors remained unchanged, customer satisfaction would increase by 0.162 points.

If accessibility value increased by 1 point while the other factors remained unchanged, customer satisfaction would increase by 0.147 points.

If performance expectancy value increased by 1 point while the other factors remained unchanged, customer satisfaction would increase by 0.131 points.

From Table 4.4, it was testing the following hypothesis;

Hypothesis 8, by using Multiple Regression Analysis, the result showed that transaction, online review, assessibility, and performance expectancy had positive effects on customer satisfaction at statistically significant level of .05, whereas quality, price value, and online tracking had no positive effects on customer satisfaction at .05 statistically significant.

Besides, Multicollinearity was tested by Variance Inflation Factor (VIF) value, or Tolerance value. Appropriately, VIF value should not be exceeded by 4 and Tolerance value should be exceeded by 0.2 (Miles & Shevlin, 2001). The results of this study met the requirements. In another word, there was no collinearity problem.

Table 4.5: Testing Collinearity of independent variables

Independent Variables	Tolerance	Variance Inflation Factor (VIF)
Performance Expectancy (PE)	.496	2.016
Quality (Q)	.392	2.554
Price Value (PV)	.404	2.475
Online Review (OR)	.319	3.135
Online Tracking (OT)	.341	2.934
Accessibility (A)	.379	2.641
Transaction (T)	.368	2.715

From Table 4.5, the result of the testing collinearity showed that tolerance values of each independent variables were exceeded by 0.2, among which the lowest value of Tolerance was 0.319. Likewise, the result of VIF values of each independent variables were not exceeded by 4, among which the highest VIF value was 3.135. Therefore, there was no multicollinearity among independent variables, and the researcher was able to apply Multiple Regression Analysis.

4.4 Summary of Hypothesis Testing

The result of Multiple Regression Analysis showed that performance expectancy, online review, accessibility, and transaction had positive effects on

customer satisfaction at statistically significant level of .05, whereas, quality, price value, and online tracking had no positive effects on customer satisfaction.

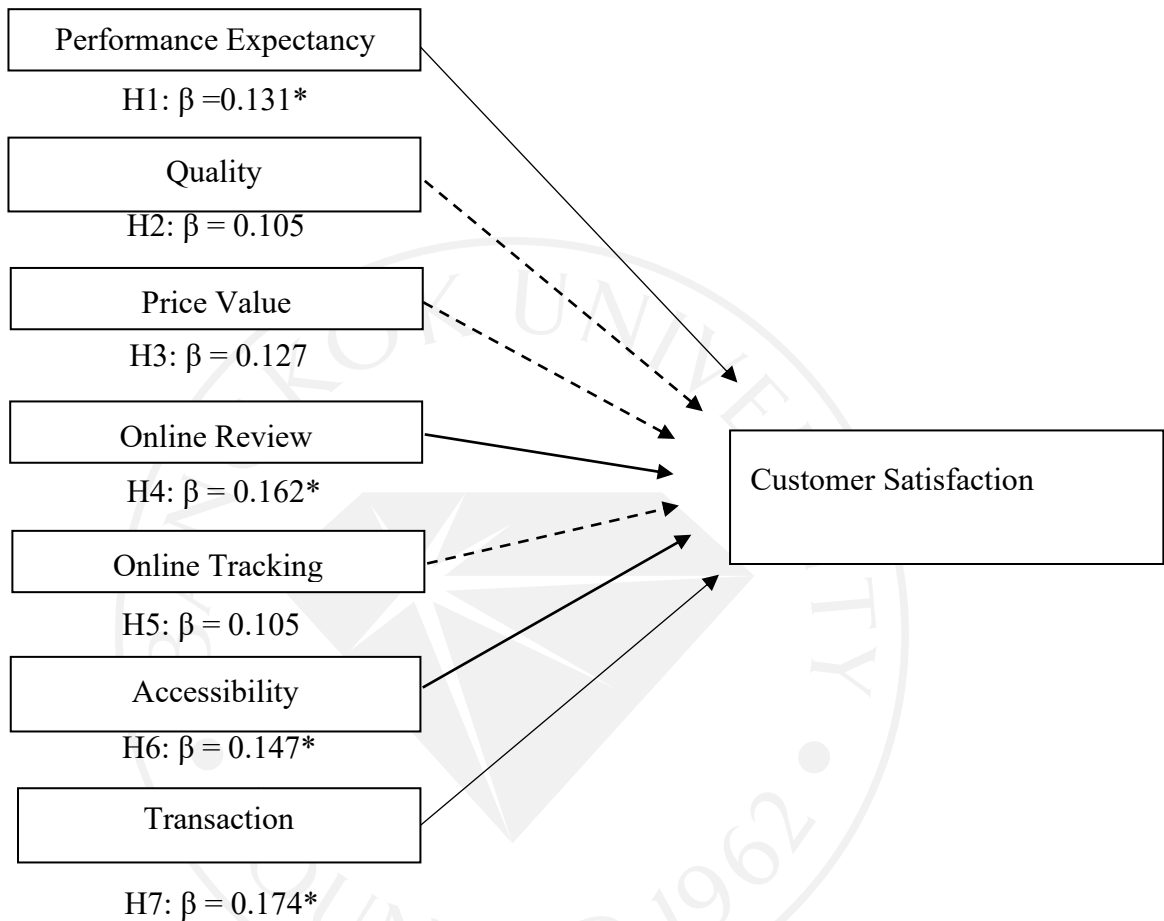


Figure 4.1: Result of Multiple Regression Analysis from the conceptual model

CHAPTER 5

DISCUSSION

The objective of this study was to examine the factors positively affecting the performance expectancy, quality, price value, online review, online tracking, accessibility, and transaction that affected customer satisfaction of Line Man food delivery's customers in Bangkok. The applied methodology for this research was based on the quantitative approach by surveying and collecting data through questionnaires.

The data was collected from 252 respondents who had ever used Line Man food delivery at least twice in Bangkok. Moreover, the data analysis was analyzed by IBM SPSS version 25, the results could be concluded as the follows.

5.1 Research Findings and Conclusion

The majority of the respondents were women, unmarried, and between 24 to 29 years old. They had bachelor's degrees and worked for private enterprises. They had income ranging from 30,001 to 45,000 baht per month. Most of them OFD service via Line Man several times per month to get food and spent about 201 to 700 baht per week. KFC and McDonald's were respectively the most popular restaurants in the Line Man OFD app.

In addition, based on hypothesis, the analysis results could be concluded as four accepted hypotheses, including transaction ($\beta = 0.174$), online review ($\beta = 0.162$), accessibility ($\beta = 0.147$), and performance expectancy ($\beta = 0.131$). Respectively. The result showed that transaction, online review, accessibility, and performance

expectancy had positive effects on customer satisfaction at statistically significant level of .05. Moreover, all of them were shown to be positively affecting customer satisfaction towards Line Man food delivery at 62.2% while the rest at 37.8% were not applied in this research. The result of VIF values of each independent variables were not exceeded by 4, which meant there was no Multicollinearity among independent variables as well as the standard error was ± 0.177 by the following equation:

$$Y (\text{Customer Satisfaction}) = 0.178 + 0.174 (\text{Transaction}) + 0.162 (\text{Online Review}) + 0.147 (\text{Accessibility}) + 0.131 (\text{Performance Expectancy})$$

5.2 Discussion

The research was to explore the factors that positively affected customer satisfaction of Line Man food delivery's customers in Bangkok, which consisted of performance expectancy, quality, price value, online review, online tracking, accessibility, and transaction. The recommended sample size of questionnaire was 222 by Cohen (2013). In practical terms, finally there were a total of 252 respondents which were acceptable since the quantity was larger than recommended sample size. All of the results and data were analyzed by IBM SPSS Statistics 23.

Results of Multiple Regression Analysis found that performance expectancy, online review, accessibility, and transaction positively influenced on customer satisfaction of Line Man food delivery's customers in Bangkok at statistically significant level of .05.

Hypothesis 1, performance expectancy had a positive relationship with customer satisfaction of Line Man food delivery's customers in Bangkok. The

analysis from Pearson's Correlation analysis revealed that performance expectancy had a positive relationship with customer satisfaction at .05 significant level which accepted hypothesis. Performance expectancy was the most influential factor which predicted both e-satisfaction and continued intention. The regression test result matched Alalwan (2020) and Park (2020) that performance expectancy was one of the factors that positively affect customer satisfaction. Accordingly, customers were more able to save time and efforts. Such results pertained to the significant influence of performance expectancy parallel with those reached by Okumus et al. (2018) in relation to mobile food ordering applications. Performance expectancy impacted customers' satisfaction which meant if a person who was glad to use this app and trusted this app. Performance expectancy influenced customers' behavioral intention to use a technology, such as an application like Line Man food delivery. It demonstrated the importance of the cognitive and functional benefits of Line Man food delivery app from the customers' perspectives. In the aspect of performance expectancy of Line Man food delivery which referred to the usage, the growing chances of achievements accomplishing tasks, the increasing productivity of customers during the service usage had a strong effect on customer satisfaction of using Line Man food delivery as they had trust in the performance expectance.

Hypothesis 2, quality had a positive relationship with customer satisfaction of Line Man food delivery's customers in Bangkok. The analysis from Pearson's Correlation analysis revealed that quality had a positive relationship with customer satisfaction at .05 significant level which accepted hypothesis. It aginsted some previous researches. Quality was one part the most important parts of the dining satisfaction. Some studies had examined the importance of quality for food product

and service. For example, Cruz (2015) and Rita et al. (2019) had found in their studies that quality had a positive impact on customer satisfaction. Customer satisfaction was the main determinant impacting on e-service quality. Quality meant noninferiority or a superiority of the product in business. Previous researchers studied connection between product quality and customer satisfaction. The resherchers found the regression with product quality predicting customer satisfaction was conducted. This suggested that product quality was statistically associated with customer satisfaction. In Thailand, the Food Act of B.E.2522 (Food and Drug Administration, 1979) was the major law aimed at protecting and preventing consumers from health hazards occurring from food consumption. Thai government declared a policy of food safety in 2004, which made great contribution to promote Thailand as the "kitchen of the world," after 4 years. a policy of food security was issued to secure safe agricultural and food products. People here in Thailand really paid attention to the food quality and less cared about it under these strict laws and policies (Sribuathong & Trevanich, 2010). Therefore, quality was not positively correlated with customer satisfaction in this study. However, quality was also mentioned in chapter 2, which was making a difference in OFD business.

Hypothesis 3, price value had a positive relationship with customer satisfaction. The result from Pearson's Correlation analysis revealed that price value had a positive relationship on customer satisfaction at .05 level which accepted hypothesis. Price value was related to the financial aspects of using new products and systems. This againsted Viswanath et al., (2012) and Shaw and Sergueeva (2019) that price value had a positive effect on customer satisfaction, but matched Park (2020) that even though the price value had a significant effect on Behavioral Intention to use

an online service, this did not influence Customer Satisfaction. This finding implied that OFD service providers should look for more ways to create value for their users and communicate the value of their service to their consumers. It also reflected how OFD consumers were price sensitive – they could after all use OFD applications for cheaper food expense or delivery charge when making food orders. In response to this kind of research, many OFD services were now offering price discounts, some periods even for free delivery, and some coupons, super sales and hot deals for new users and regular customers in order to attract more customers and increase market share. This implied that a reasonable price was helpful to attract users, but it was not an important factor in terms of customer satisfaction. This was because some OFD providers offered free delivery, and the basic delivery fee of nearby restaurants was normally from 10 to 20 Bath per order and was payable for a majority of users, so consumers were willing to pay if the service was satisfactory.

Hypothesis 4, online review had a positive relationship with customer satisfaction. The result from Pearson's Correlation analysis revealed that online review had a positive relationship toward customer satisfaction at a .05 significant level. Regression test results matched Zhang et al. (2010) and Assimakopoulos, Papaioannou, Sarmaniotis, and Georgiadis (2015) that Online Review had a positive relationship with customer satisfaction, negative reviews could reduce satisfaction. The mobile food delivery app enabled customers to create their own feedback about the restaurants which they dealt with and to share their feedback with other customers on the platforms (Bert, Giacometti, Gualano, & Siliquini, 2014). In other words, online reviews provided by customers were a kind of word-of-mouth published via online platforms (Filiari, Algezai, & McLeay, 2015; Mudambi &

Schuff, 2010). Increased negative comments resulted in increasing dissatisfaction or reducing satisfaction. However, value for money was a variable that entails price and overall satisfaction. As a result, the OFD providers payed more attention to online review. Such reviews had been increasingly considered as important and valuable sources of information for customers when they were purchasing products or evaluating alternatives (Fileri et al., 2015; Huang, Baptista, & Newell, 2015; Simonson & Rosen, 2014). Therefore, the crucial impact of online reviews had been commonly found to predict customers' intention to adopt the target platform where such reviews were posted (Cheung, Lee, & Rabjohn, 2008). Therefore, the reaserch found a strong and positive relationship between online customer reviews (perceived trustworthy, perceived based on facts, perceived satisfy needs, and perceived helpful to evaluate) and customers' satisfaction to Line Man's customers.

Hypothesis 5, online tracking had a positive relationship with customer satisfaction. The result from Pearson's Correlation analysis revealed that Online Tracking had positive relationship toward customer satisfaction at .05 significant level. Alalwan (2020) that an online tracking system could enrich the customer's shopping experience by making it more productive, pleasurable, and satisfying. Such innovative features on OFD service also saved consumers' time and efforted when they ordered food, and online tracking showed the consumer's order at all steps, updating continuously about the situation of the order until it had been completed. Location-based services usually comprised a number of features, such as friend finder, route guidance, location-aware directory services, navigation bar, payment status, tracking map, and tracking order status (Gutierrez et al., 2019; Pura, 2005). Blut (2016) asserted that trackingcapabilities could impact consumers' online

shopping experience because they may experience anxiety about purchases because they could not see nor feel products purchased from online retailers. Therefore, the availability of such innovative features on mobile food ordering applications could lead the customers to be more motivated to use such applications in the future.

Otherwise, customers could rarely see the important of online tracking directly, so online tracking had no positive correlation with the customer satisfaction. Moreover, the researcher observed a better online tracking of OFD providers in Thailand, which would help users to save time and reduced costly calls was creative.

Hypothesis 6, accessibility had a positive relationship with customer satisfaction. The result from Pearson's Correlation analysis revealed that accessibility had positive relationship with customer satisfaction at .05 significant level which accepted hypothesis. The result of regression test matched Débora, André and Renata, (2021) that future studies on accessibility measures would be needed to analyze the validity of existing measures and improvements to allow the effective use of those approaches in real projects, such as in public policy and law enforcement, and Yang et al. (2020) that accessibility to service developed a swathe of spatial econometric models to examine the relationships between accessibility and product price. In conclusion, accessibility had a positive effect on customer satisfaction for product. The service was better in accessibility aspect as according to the respondents such as waiting time, good coverage and delivery on time (Harifah, Na'asah, & Jurry, 2014). Paiva, Freire, and de Mattos Fortes (2021) found the incorporation of accessibility to agile methodologies and open source development. Currently, startups (and small companies) developed several mobile apps, websites, and others adopting extensively agile methods. Similarly, open-source software had an essential role for final users

and corporations. Including accessibility in both cases was crucial to ensure the accessibility of the generated products. As accessibility had impact on customers' satisfaction, including whether the OFD application was easy to get food or not, it had cheap delivery or not, it had good coverage in Bangkok or not. In addition to that customers who used OFD apps to order food were concerned about the above matters.

Hypothesis 7, transaction had a positive relationship with customer satisfaction. The result from Pearson's Correlation analysis revealed that transaction had positive relationship toward customer satisfaction at .05 significant level which accepted hypothesis. That matched Świecka et al. (2021)'s research that analysed of transaction factors affecting the choice of payments was important for non-cash payment stakeholders, in particular payment organizations, banks as card issuers, as well as IT institutions supporting the introduction of innovative technologies in the sphere of payments. Modern solutions create great opportunities to increase the speed of transaction execution and security, and reduce the costs of their functioning, therefore knowledge of the expectations and preferences of consumers in the dynamic change of the market was of great importance for all businessmen of the payment market. Likewise, Bounie and François (2006) that transaction had a positive effect on customer satisfaction, in general the coefficients of transaction characteristics had a significant effect on the probabilities of using payment instruments. A transaction was an agreement between a buyer and a seller to exchange goods, services or financial instruments. This factor included smart feelings with getting special rates or discounts, enjoying the excitement of finding special rates, and considering getting the special rates or discounts as fortunate for OFD service customers.

Hypothesis 8, the result of Multiple Regression Analysis showed that Transaction, Online Review, Accessibility, and Performance Expectancy had positive effects on customer satisfaction at statistically significant level of .05. This consisted with Alalwan (2020) and Park (2020) that Performance Expectancy was one of the factors that positively affect customer satisfaction. Also consisted with Z. Zhang et al. (2010) and Assimakopoulos et al. (2015) that Online Review had a positive relationship with customer satisfaction, negative reviews could reduce satisfaction. At the same time, consisted with Débora; André; Renata, (2021) and L. Yang et al. (2020) that accessibility had a positive relationship with business model and product price. meanwhile, the result matched Bounie and François (2006), that transaction had a positive effect on customer satisfaction, and suggested transaction would be more influential customer satisfaction of OFD service. As a conclusion, those factors found positive impact on purchase decision as long as those factors were explored and understood much could utilize to develop better business strategies for OFD providers

5.3 Recommendation for Managerial Implication

For managerial implication, the result of this research might benefit food delivery industry in terms of the customer attitudes toward Line Man food delivery, the improvement strategy, and the aspect of service development regarding to related factors, and predicting customer satisfaction of food delivery service. Likewise, according to the above discussion, the result of this study showed the most positive factors that affected customer satisfaction of Line Man food delivery users were transaction, online review, accessibility, and performance expectancy. transaction (β

= 0.174), online review ($\beta = 0.162$), accessibility ($\beta = 0.147$), and performance expectancy ($\beta = 0.131$).

Based on the results of this study, OFD service providers were likely to consider to have a new insight of providing this service by better understanding transaction, online review, accessibility, and performance expectancy. It would provide some new inspiration for OFD business and related researches.

Firstly, OFD business men should pay more attention to transaction, they could focus on special pecial rates, offers, or discounts since the customers might feel that they are very smart and enjoyed it when they got this kind of benefits. They would think the mentioned benefits as fortunate. Therefore, if the businessmen improved this factor by developing advertising and promotion strategies, they might win more profits as a result of attracting more customers.

Secondly, OFD businessmen needed find out some methods to improve their online reviews, which based on the facts, the businessmen needed to guarantee the authenticity in order to make the online reviews trustworthy for customers. OFD businessmen must give more importance to the quantity of online reviews since a large amount of online reviews could be sufficient to satisfy customers' needs. The OFD businessmen could use the management strategy to increase online reviews. For example, they could give customers a reason to care by encouraging customers to leave reviews by offering coupons or discount codes in exchange for giving their reviews. The OFD providers could also make it easy for customers to share their comments by providing star ratings with unstructured feedback, along with the ability to sort comments by sentiment or search for specific keywords. The OFD providers also could respond to reviews which might also encourage the customers to give

comments again. The online review as well as could be helpful to customers to evaluate the product and service in OFD industry.

Thirdly, Accessibility was also significant to OFD businessmen. In general, the customers disliked complex buying since they could save time and raise productivity with convenience. There was no doubt, everyone wanted to pay less and get better delivery services. Customers might feel very nice with good coverage of delivery services since they could use OFD service everywhere since the OFD coverage in Thailand was still needed to be further expanded. It suggested that the OFD providers should make improvements in these aspects, such as simplifying the apps to make the users more easily to get food product with convenience, reducing the cost to provide cheaper delivery fee, besides, expanding the coverage of apps in targeted city.

There was, in addition, Performance Expectancy meant of great significance. Nowadays people were busy with many things. If people were given a short period of time they must chose some OFD apps which could provide service with quick speed, since they could increase their chances of achieving tasks and increasing productivity by saving time and energy. Therefore, the researcher advised the OFD businessmen to create the management strategy of performance expectancy of their customers, making their OFD service become more useful and help users more chances of achieving tasks and increase users' productivity by increasing the value of their OFD product.

Furthermore, the OFD providers also could use technology to accept orders, ensure clear communication, create a stellar online menu, assign orders and track deliveries with technology, provide great quality, and focus on packaging, et al.

Customers would be satisfied with the OFD product and service, then they would continue to consume.

5.4 Recommendation for Future Research

The theoretical framework of this study was based on the literature review, and the study adopted the method of questionnaire survey, trying to be objective and rigorous. This study examined the factors positively impacted the customer satisfaction of Line Man OFD.

There were some limitations in this study, such as data collection, sample size, time, analysis, and findings, manpower. since the Some limitations were intentionally set in order to confine the research scope, while others were considering as an opportunity for future research. In addition, there was no detailed discussion on customer satisfaction of other OFD apps providers, so the research also had some limitations in practical significance. However, dued to the time constraint and other objective factors, such as the limitation of number of samples and targeted area, the generality of the conclusion may still be insufficient. Furthermore, some respondents gave feedback that some sample items looked similar in the questionnaire survey, while some respondents were young people. Therefore, if the future resaerchers focused on the bigger sample population, the results might be more accurate. Therefore, in the future studies, researchers could fouse on a wider coverage of targeted people.

Further research maight need to magnify the scope of the survey factors to cover OFD's design, service, culture, customer loyalty, brand cognitions, online rating, in terms of providers, food safety in information consideration in OFD apps in

Thailand's society that mentioned by respondents in the open-end questions of questionnaires.

At factor analysis, this research detected one question that had factor loading value less than 0.3, which should be deleted from the group or using confirmatory factor analysis in the future research. The mentioned question that was not exceed factor loading value are question 2 of accessibility (A2: The Line Man food delivery has cheap delivery fee.

In addition, it was noticeable that future researchers were worth making a comparison of customer satisfaction between OFD service and the offline restaurants service, since OFD became more and more popular nowadays, studied related topics could give ideas about customers' requirements in food business industry. It could provide more efficient and pleasant consumer channels to satisfy consumers, as a result, it would maximize profits. The OFD businessmen should make use the practical experience of customer behavior to make a comprehensive summary, then they could use the benefits and improve customer satisfaction, and increase market share.

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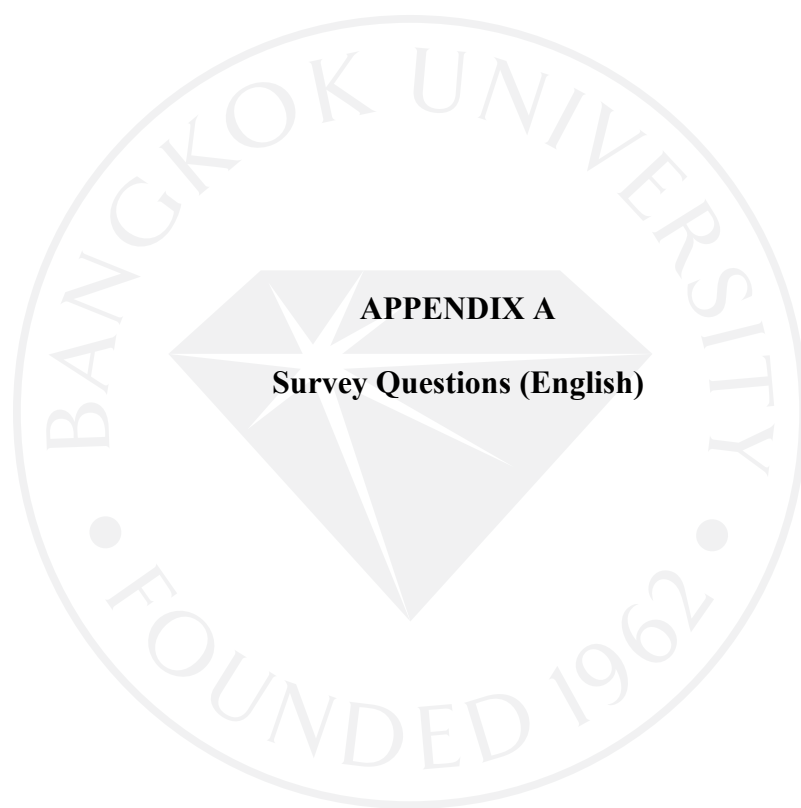
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มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Questionnaire

on

Factors Positively Affecting Customer Satisfaction of Line Man food delivery's
Customers in Bangkok

Instruction: The Objective of this survey is to collect data for use in Master of Business Administration research, Bangkok University. The result of this research will benefit the food delivery industry. In this regard, cooperation from the respondents are needed. I, Yi Tingzhu, Master's degree of Business Administration student from Bangkok University appreciate your cooperation.

Instruction:

Please answer the questions below and give rating or checkmark on the answer(s) that mostly match your circumstance.

Part 1, Please put a check (✓) in that matches your conditions the most.

1. Gender

1) Male

2) Female

2. Age

1) From 18 to 23 years

2) 24–29 years old

3) 30-39 years old 4) 40-49 years old

5) Equal and over 50 years old

3. Status

1) Single 2) Married 3) Divorced/ Widowed/ Separated

4. Level of education

1) Under Bachelor Degree 2) Bachelor Degree

3) Master Degree 4) Doctorate Degree

5) Others, Please Specify

5. Monthly income

1) Less than and equal to 15,000 Baht 2) 15,001-30,000 Baht

3) 30,001-45,000 Baht 4) 45,001-60,000 Baht

5) 60,001-75,000 Baht 6) 75,001-90,000 Baht

7) 90,001-105,000 Baht 8) More than 105,001 Baht

6. Professional Status

1) State enterprise employee 2) Private employee

3) Self-Employed 4) Searching for job

5) Housewives 6) Retired

7) Students 8) Others, Please Specify.....

7. Your frequency of using the Line Man food delivery

- 1) Daily
- 2) Several times per week
- 3) Several times per month
- 4) Several times per year
- 5) Others, Please Specify

8. Restaurant that you use the Line Man food delivery to order most.

- 1) KFC
- 2) McDonald's
- 3) Burger King
- 4) The Pizza Company
- 5) Texas Chicken
- 6) Sizzler

9. How much you spend on the Line Man food delivery per week.

- 1) Less than and equal to 200 Baht
- 2) 201 – 700 Baht
- 3) 701 – 1,200 Baht
- 4) 1,201 – 1,700 Baht
- 5) 1,701 – 2,200 Baht
- 6) 2,201 – 2,700 Baht
- 7) 2701 – 3,200 Baht
- 8) More than 3,201Baht

10. Who has the most influence on your consumption intention of the Line Man food delivery.

1) Yourself

2) Families

3) Online review

4) Friends

Part 2, please mark every question with only one ✓ in the box that mostly correspond to your opinion.

		Agree Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Performance Expectancy						
1	I find the Line Man food delivery useful in my daily life.					
2	Using the Line Man food delivery increases my chances of achieving tasks that are important to me.					
3	The Line Man food delivery helps me accomplish tasks more quickly.					
4	Using the Line Man food delivery increases my productivity.					
Quality						
1	The Line Man food delivery provides me highest quality.					

		Agree Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	The Line Man food delivery is considered a “Top Food Delivery App in Bangkok”.					
3	The Line Man food delivery is easy for me to use.					
4	Listings provided by the Line Man food delivery are always available.					
Price Value						
1	The food and beverages served by the Line Man food delivery are worth the price.					
2	In General, the Line Man food delivery price was acceptable.					
3	The Line Man food delivery is good value for the money.					
4	At the current price, the Line Man food delivery provides good value.					

		Agree Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Online Review						
1	The information from online reviews provided in the Line Man food delivery was trustworthy.					
2	The information from online reviews provided in the Line Man food delivery was based on facts.					
3	There quantity of information provided in the Line Man food delivery was sufficient to satisfy my needs.					
4	The information provided in Line Man food delivery was helpful for me to evaluate the product.					
Online Tracking						
1	Tracking system is available on the Line Man food delivery that I have used.					

		Agree Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	Tracking system provided in the Line Man food delivery helps me to save my time as I can use a tracking number to find out when my order will arrive.					
3	Tracking system is a very important feature on the Line Man food delivery that I use.					
4	Tracking system available on Line Man food delivery that I use reduces costly calls with restaurant of my order.					
Accessibility						
1	The Line Man food delivery is easy to get food and beverage.					
2	The Line Man food delivery has cheap delivery fee.					

		Agree Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	The Line Man food delivery has convenient delivery.					
4	The Line Man food delivery has good coverage in Bangkok.					
Transaction						
1	I felt very smart when I got some real special rates, offers, or discounts on the Line Man food delivery.					
2	I enjoyed the thrill to find that the restaurants on the Line Man food delivery were really on special rate.					
3	I considered ordering food by the Line Man food delivery as fortunate when I found some bargains (e.g., Coupons, special rates, offers, discounts, etc.)					
Satisfaction						

		Agree Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
1	I am generally pleased with the Line Man food delivery.					
2	I am satisfied with the way that the Line Man food delivery has carried out transactions.					
3	My choice to use the Line Man food delivery made me satisfied.					
4	Overall, I feel satisfied about the Line Man food delivery.					

Please recommend other factors that might positively affect customer Satisfaction of Line Man food delivery for Users in Bangkok.

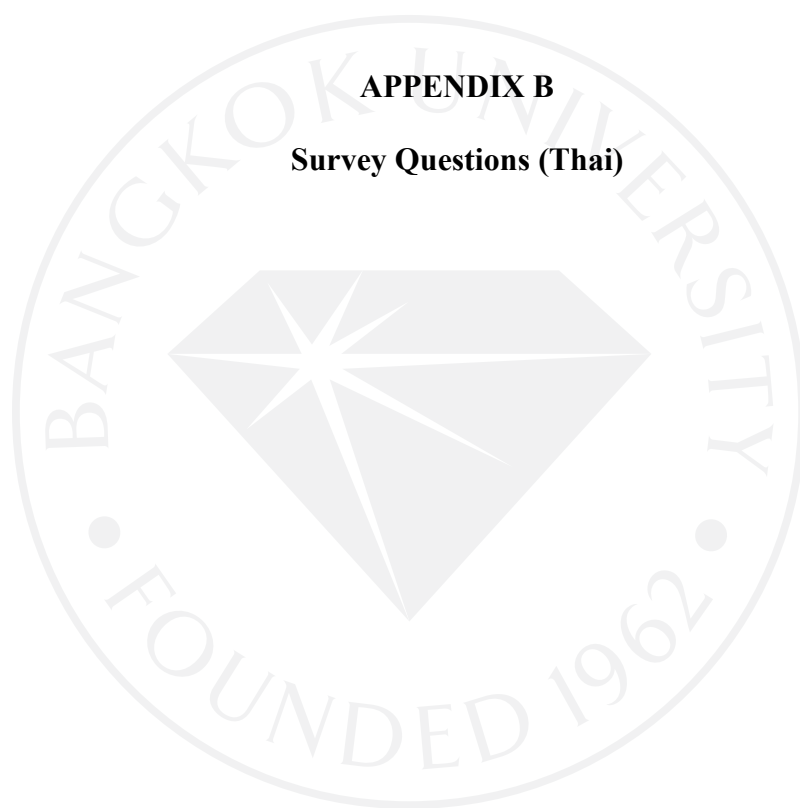
Thank you for your cooperation

Miss Yi Tingzhu

E-Mail: yi.ting@bumail.net

APPENDIX B

Survey Questions (Thai)





มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

แบบสอบถาม
เรื่องปัจจัยที่มีอิทธิพลเชิงบวกต่อความพอใจของลูกค้า ไลน์แมน บริการส่ง
อาหาร ในกรุงเทพมหานคร

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไป
ประกอบการศึกษาระดับปริญญาโท บริหารธุรกิจมหาบัณฑิต
มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้ประโยชน์ได้อย่าง
มีประสิทธิภาพต่อธุรกิจแอปพลิเคชันที่ให้บริการส่งอาหาร ดังนั้นจึงใคร่
ขอความร่วมมือจากท่านในการตอบแบบสอบถามให้ตรงตามความเห็น
ของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัยนางสาว อี้ ถึงจุ นักศึกษาปริญญา
โท สาขาวิชาเอกบริหารธุรกิจ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ
ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

ส่วนที่1

คำชี้แจง: โปรดทำเครื่องหมาย □ ลงในช่องที่ตรงกับความคิดเห็นของ
ท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุก
ข้อ

1. เพศ

- 1) ชาย 2) หญิง

2. อายุ

- 1) ตั้งแต่ 18 ถึง 23 ปี 2) 24-29 ปี
 3) 30-39 ปี 4) 40-49 ปี
 5) เท่ากับหรือมากกว่า 50 ปี

3. สถานภาพ

- 1) โสด 2) สมรส
 3) หย่าร้าง/ หม้าย/ แยกกันอยู่

4. ระดับการศึกษา

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> 1) ต่ำกว่าปริญญาตรี | <input type="checkbox"/> 2) ปริญญาตรี |
| <input type="checkbox"/> 3) ปริญญาโท | <input type="checkbox"/> 4) ปริญญาเอก |
| <input type="checkbox"/> 5) อื่น ๆ โปรดระบุ..... | |

5. รายได้ต่อเดือน

- 1) ต่ำกว่าหรือเท่ากับ 15,000 บาท
- 2) 15,001-30,000 บาท
- 3) 30,001-45,000 บาท
- 4) 45,001-60,000 บาท
- 5) 60,001-75,000 บาท
- 6) 75,001- 90,000 บาท
- 7) 90,001-105,000 บาท
- 8) มากกว่า 105,001 บาท

6. อาชีพ

- 1) พนักงานรัฐวิสาหกิจ/ รับราชการ
- 2) พนักงานบริษัทเอกชน/ รับจ้าง
- 3) ธุรกิจส่วนตัว/ ค้าขาย
- 4) อยู่ในช่วงหางาน
- 5) ไม่ประกอบอาชีพ
- 6) เกษียณ
- 7) นักเรียน/ นักศึกษา
- 8) อื่น ๆ โปรดระบุ.....

7. ความถี่ที่ใช้ไลน์แมน บริการส่งอาหาร ของท่าน

- 1) ประจำวัน
- 2) หลายครั้งต่อสัปดาห์
- 3) หลายครั้งต่อเดือน
- 4) หลายครั้งต่อปี
- 5) อื่น ๆ โปรดระบุ

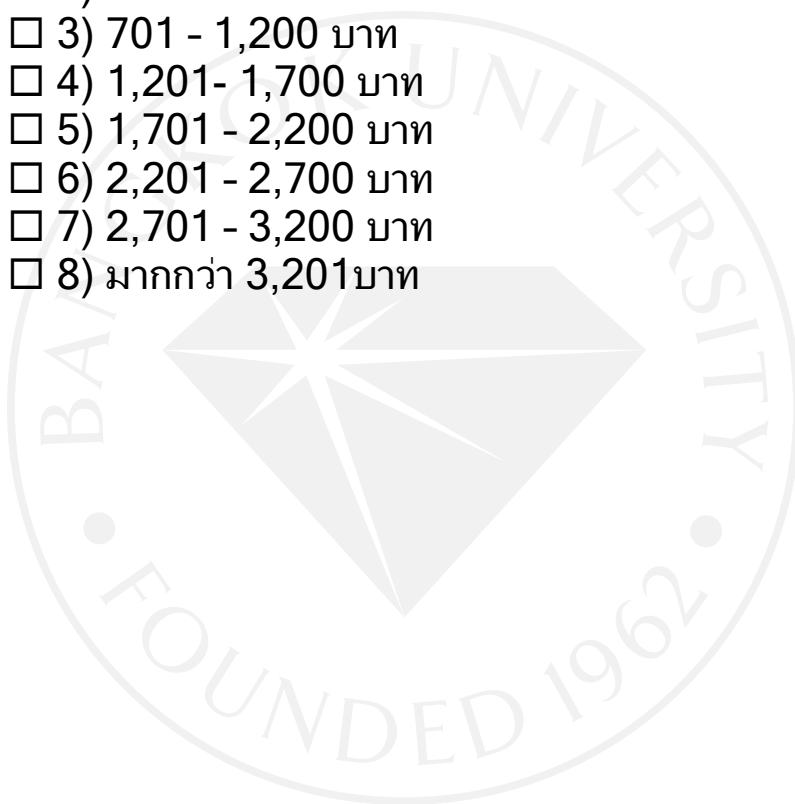
8. ร้านอาหารที่ท่านนิยมสั่งโดยไลน์แมน บริการส่งอาหารมากที่สุด

- 1) เคเอฟซี (KFC)
- 2) แมคโดนัลด์ (McDonald's)

- 3) เบอร์เกอร์คิง (Burger King)
- 4) เดอะ พิวซ่า คอมปะนี (The Pizza Company)
- 5) เซิร์ชส์ ชิคเก้น (Texas Chicken)
- 6) ซิชซ์เลอร์ (Sizzler)
- 7) อื่น ๆ โปรดระบุ

9. คุณใช้จ่ายเท่าไรในการจัดส่งอาหารเส้นต่อสัปดาห์.

- 1) ต่ำกว่าหรือเท่ากับ 200 บาท
- 2) 201-700 บาท
- 3) 701 - 1,200 บาท
- 4) 1,201- 1,700 บาท
- 5) 1,701 - 2,200 บาท
- 6) 2,201 - 2,700 บาท
- 7) 2,701 - 3,200 บาท
- 8) มากกว่า 3,201บาท



10. ใครมีอิทธิพลต่อความตั้งใจบริโภคไลน์แมน บริการส่งอาหารของท่านมากที่สุด

- 1) ตัวท่านเอง
 2) ครอบครัว
 3) บทวิจารณ์จากไลน์แมน บริการส่งอาหารของท่านมากที่สุด

ที่สุด

- 4) เพื่อน
 5) อื่นๆไประบุ

ส่วนที่ 2

โปรดทำเครื่องหมาย ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด ในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ความคาดหวังต่อการปฏิบัติงาน (Performance Expectancy)						
1	ท่านพบว่าไลน์แมน บริการส่งอาหารมีประโยชน์ในชีวิตประจำวันของท่าน					
2	การใช้ไลน์แมน บริการส่งอาหารเพิ่มโอกาสในการบรรลุภารกิจที่สำคัญสำหรับท่าน					
3	ไลน์แมน บริการส่งอาหารช่วยให้ท่านบรรลุภารกิจให้สำเร็จได้เร็วขึ้น					
4	ไลน์แมน บริการส่งอาหารช่วยเพิ่มผลผลิตของท่าน					
คุณภาพ (Quality)						
1	ไลน์แมน บริการส่งอาหารให้คุณภาพสูงสุด					
2	ไลน์แมน บริการส่งอาหารถือว่าเป็นแอปส่งอาหารยอดนิยมในกรุงเทพ					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
3	การใช้ไลน์แมน บริการส่งอาหารง่ายสำหรับท่าน					
4	รายการที่จัดทำโดย ไลน์แมน บริการส่งอาหาร มีอยู่จริงเสมอ					
มูลค่าด้านราคา (Price Value)						
1	อาหารและเครื่องดื่มที่บริการส่งโดยไลน์แมน คุ่มค่า					
2	โดยทั่วไปราคาไลน์แมน บริการส่งอาหาร เป็นที่ยอมรับ					
3	ไลน์แมน บริการส่งอาหารคุ่มค่ากับเงินที่จ่าย					
4	ในราคาปัจจุบัน ไลน์แมน บริการส่งอาหารให้มูลค่าที่ดี					
รีวิวออนไลน์ (Online Review)						
1	ข้อมูลจากรีวิวออนไลน์ที่มีให้ในไลน์แมน บริการส่งอาหาร นั้น น่าเชื่อถือ					
2	ข้อมูลจากรีวิวออนไลน์ที่มีให้ในไลน์แมน บริการส่งอาหาร นั้น มาจากข้อเท็จจริง					
3	มีจำนวนข้อมูลที่ให้ไว้ในไลน์แมน บริการส่งอาหารเพียงพอที่ตอบสนองความต้องการของท่าน					
4	มีจำนวนข้อมูลที่ให้ไว้ในไลน์แมน บริการส่งอาหารที่มีประโยชน์สำหรับท่านในการประเมินผลิตภัณฑ์					

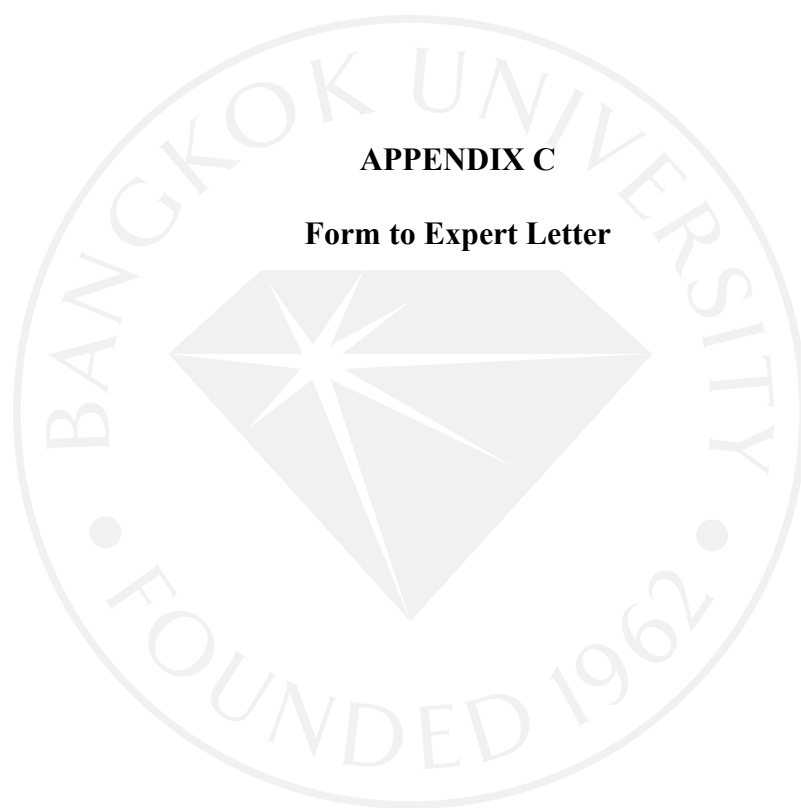
		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ติดตามแบบออนไลน์ (Online Tracking)						
1	ระบบติดตามแบบออนไลน์ของไลน์แมน บริการส่งอาหารที่ท่านใช้มามันใช้ได้จริง					
2	ระบบติดตามแบบออนไลน์ของไลน์แมน บริการส่งอาหารช่วยให้ท่านประหยัดเวลาของท่านเนื่องจากท่านสามารถใช้หมายเลขติดตามเพื่อค้นหาว่าการสั่งซื้อของท่านจะมาถึงเมื่อใด					
3	ระบบติดตามเป็นคุณสมบัติที่สำคัญมากในไลน์แมน บริการส่งอาหารที่ท่านใช้ใช้					
4	ระบบติดตามมีอยู่ในไลน์แมน บริการส่งอาหารที่ท่านใช้ ลดค่าใช้จ่ายของการโทรถามร้านอาหารติดตามการสั่งซื้อของท่าน					
ความสามารถในการเข้าถึง (Accessibility)						
1	ไลน์แมน บริการส่งอาหารเป็นแอปฯที่ให้ท่านได้รับอาหารและเครื่องดื่มง่าย					
2	ค่าขนส่งของไลน์แมน บริการส่งอาหารนั้นถือว่าถูก					
3	การส่งของไลน์แมน บริการส่งอาหารนั้นถือว่าสะดวก					
4	ไลน์แมน บริการส่งอาหารนั้นครอบคลุมในกรุงเทพอย่างดี					
การทำรายการ (Transaction)						

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1	ท่านรู้สึกฉลาดมาก เมื่อท่านได้รับอัตราพิเศษหรือส่วนลดจากไลน์แมน บริการส่งอาหาร					
2	ท่านสนุกกับความตื่นเต้นที่ได้พบว่าร้านอาหารใน ไลน์แมน บริการส่งอาหารนั้นมีอัตราพิเศษหรือส่วนลดจริงๆ					
3	ท่านถือว่าการสั่งอาหารโดยไลน์แมน บริการส่งอาหารเป็นโชคดีเมื่อท่านพบสินค้าราคาถูก (เช่น คุปอง อัตราพิเศษ ส่วนลด ฯลฯ)					
ความพอใจ (Satisfaction)						
1	โดยทั่วไปท่านดีใจกับไลน์แมน บริการส่งอาหาร					
2	ท่านพอใจกับวิธีการจัดส่งอาหารของไลน์แมนที่ได้ทำธุรกรรม					
3	การเลือกใช้ ไลน์แมน บริการส่งอาหาร ทำให้ท่านพอใจ					
4	โดยทั่วไป ท่านรู้สึกพอใจกับไลน์แมน บริการส่งอาหาร					

ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยที่มีอิทธิพลเชิงบวกต่อความพอใจของลูกค้า ไลน์แมน บริการส่งอาหาร ในกรุงเทพมหานคร

โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง
นางสาว อี้ ถึงจุ
E-Mail: yi.ting@bumail.net





APPENDIX C

Form to Expert Letter

Pairot Apartment, Lane 5 Soi 2,
Khweang Bangna, Khet Bangna,
Bangkok 10260
E-mail: yi.ting@bumail.net

October 21, 2019

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

To Dr. Penjira Kanthawongs
Advisor, Bangkok University

I, Tingzhu Yi, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Customer Satisfaction of Line Man Food Delivery in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Dr. Penjira Kanthawongs)

Advisor

Signature.....

(Tingzhu Yi)

Researcher

Pairot Apartment, Lane 5 Soi 2,
Khweang Bangna, Khet Bangna,
Bangkok 10260
E-mail: yi.ting@bumail.net

October 21, 2019

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

To Ms Thaewee Inthichit
Operation Manager
McThai Co., Ltd. (McDonald's Thailand)

I, Tingzhu Yi, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Customer Satisfaction of Line Man Food Delivery in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as **comprehensible**, 0 as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....*Thaewee Inthichit*.....

(Thaewee Inthichit)

Signature ..*Tingzhu Yi*.....

(Tingzhu Yi)

Pairot Apartment, Lane 5 Soi 2,
Khweang Bangna, Khet Bangna,
Bangkok 10260
E-mail: yi.ting@bumail.net

October 21, 2019

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

To Ms Khwanjai Jankoon
Operation Manager
KFC Thailand

I, Tingzhu Yi, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Customer Satisfaction of Line Man Food Delivery in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature *Khwanjai Jankoon*

(Khwanjai Jankoon)

Signature *Tingzhu Yi*

(Tingzhu Yi)

Form to Expert

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Performance Expectancy (PE) (Alalwan, 2020)	PE1: I find mobile food order apps useful in my daily life.	PE1: I find Line Man food delivery useful in my daily life.	PE1: ท่านพบว่าไลน์แมน บริการส่งอาหารมีประโยชน์ในชีวิตประจำวันของท่าน			
	PE2: Using mobile food order apps increase my chances of achieving tasks that are important to me.	PE2: Using Line Man food delivery increases my chances of achieving tasks that are important to me.	PE2: การใช้ไลน์แมน บริการส่งอาหารเพิ่มโอกาสในการบรรลุภารกิจที่สำคัญสำหรับท่าน			
	PE3: Mobile food order apps help me accomplish tasks more quickly.	PE3: Line Man food delivery helps me accomplish tasks more quickly.	PE3: ไลน์แมน บริการส่งอาหารช่วยให้ท่านบรรลุภารกิจให้สำเร็จได้เร็วขึ้น			
	PE4: Using mobile food order apps increase my productivity.	PE4: Using Line Man food delivery increases my productivity.	PE4: ไลน์แมน บริการส่งอาหารช่วย			

			เพิ่มผลผลิต ของท่าน			
Quality (QY) (Mohammed , 2018)	QY1: That hotel delivered services of highest quality.	QY1: Line Man food delivery provided me highest quality.	QY1: ไลน์ แมน บริการส่ง อาหารถือว่า เป็นแอปส่ง อาหารยอด นิยมใน กรุงเทพ			
	QY2: That hotel is considered a “top quality hotel”.	QY2: Line Man food delivery is considered a “Top Food Delivery App in Bangkok”.	QY2: ไลน์แมน บริการส่ง อาหารถือว่า เป็นแอปส่ง อาหารยอด นิยมใน กรุงเทพ			
(Ju, Back, Choi, & Lee, 2019)	QY3: This site is simple to use.	QY3: Line Man food delivery is simple for me to use.	QY3: การ ใช้ไลน์แมน บริการส่ง อาหารง่าย สำหรับท่าน			
	QY4: Listings provided by this site are actually available.	QY4: Listings provided by Line Man food delivery are actually available.	QY4: รายการที่ จัดทำโดย ไลน์แมน บริการส่ง อาหาร มีอยู่ จริง			
Price Value (PV) (Mohammed , 2018)	PV1: The food and beverages served at that hotel	PV1: The food and Beverages served by Line Man food	PV1: อาหารและ เครื่องดื่มที่ บริการส่ง			

	worth its price.	delivery worth its price.	โดยไลน์แมน ค้่มค่า			
	PV2: In general, that hotel price was acceptable.	PV2: In General, Line Man food delivery price was acceptable.	PV2: โดยทั่วไปราคาไลน์แมน บริการส่งอาหาร เป็นที่ยอมรับ			
(Alalwan, 2020)	PV3: Mobile food order apps are good value for the money.	PV3: Line Man food delivery is good value for the money.	PV3: ไลน์แมน บริการส่งอาหาร ค้่มค่ากับเงินที่จ่าย			
	PV4: At the current price, mobile food order apps provide good value.	PV4: At the current price, Line Man food delivery provides good value.	PV4: ในราคาปัจจุบัน ไลน์แมน บริการส่งอาหารให้มูลค่าที่ดี			
Online Review (OR) (Alalwan, 2020)	OR1: The information from online reviews provided in the mobile food order apps was credible.	OR1: The information from online reviews provided in Line Man food delivery was trustworthy.	OR1: ข้อมูลจากรีวิวออนไลน์ที่มีให้ในไลน์แมน บริการส่งอาหาร นั้น น่าเชื่อถือ			
	OR2: The information from online reviews	OR2: The information from online reviews	OR2: ้อมูลจากรีวิวออนไลน์ที่มี			

	provided in the mobile food order apps was based on facts.	provided in Line Man food delivery was based on facts.	ให้ในไลน์แมน บริการส่งอาหาร นั้น มาจาก ข้อเท็จจริง			
	OR3: There quantity of information provided in mobile food apps was sufficient to satisfy my needs.	OR3: There quantity of information provided in Line Man food delivery was sufficient to satisfy my needs.	OR3: มี จำนวน ข้อมูลที่ให้ไว้ในไลน์แมน บริการส่งอาหาร เพียงพอที่ตอบสนอง ความ ต้องการของท่าน			
	OR4: There quantity of information provided in mobile food apps was helpful for me to evaluate the product.	OR4: There quantity of information provided in Line Man food delivery was helpful for me to evaluate the product.	OR4: มี จำนวน ข้อมูลที่ให้ไว้ในไลน์แมน บริการส่งอาหารที่มี ประโยชน์ สำหรับท่าน ในการ ประเมิน ผลลัพธ์			
Online Tracking (OT) (Alalwan, 2020)	OT1: Tracking system is available on mobile food order apps that I have used.	OT1: Tracking system is available on Line Man food delivery	OT1: ระบบ ติดตามแบบ ออนไลน์ ของไลน์แมน			

		that I have used.	บริการส่งอาหารที่ท่านใช้มา มันใช้ได้จริง			
	OT2: Tracking system provided in mobile food order apps help me to save my time as I can use a tracking number to find out when my order will arrive.	OT2: Tracking system provided in Line Man food delivery helps me to save my time as I can use a tracking number to find out when my order will arrive.	OT2: ระบบติดตามแบบออนไลน์ของไลน์แมน บริการส่งอาหารช่วยให้ท่านประหยัดเวลาของท่าน เนื่องจากท่านสามารถใช้หมายเลขติดตามเพื่อค้นหาว่าการสั่งซื้อของท่านจะมาถึงเมื่อใด			
	OT3: Tracking system is very important feature on the mobile food order apps that I use.	OT3: Tracking system is very important feature on Line Man food delivery that I use.	OT3: ระบบติดตามเป็นคุณสมบัติที่สำคัญมากในไลน์แมน บริการส่งอาหารที่ท่านใช้			

	OT4: Tracking system available on the food apps that I use reduce costly calls with restaurant inquiring about the status of my order.	OT4: Tracking system available on Line Man food delivery that I use reduces costly calls with restaurant of my order.	OT4: ระบบติดตามมีอยู่ในไลน์แมน บริการส่งอาหารที่ท่านใช้ลดค่าใช้จ่ายของการโทรถามร้านอาหาร ติดตามการสั่งซื้อของท่าน			
Accessibility (AY) (Harifah, Na'asah, & Jurry, 2014)	AY1: Easy to get a bus.	AY1: Line Man food delivery is easy to get food and beverage.	AY1: บริการส่งอาหารเป็นแอปที่ให้ท่านได้รับอาหารและเครื่องดื่มง่าย			
	AY2: Convenient fare.	AY3: Line Man food delivery has convenient delivery.	AY3: การส่งของไลน์แมน บริการส่งอาหารนั้นถือว่าสะดวก			
	AY3: Good Coverage.	AY4: Line Man food delivery has good Coverage in Bangkok.	AY4: ไลน์แมน บริการส่งอาหารนั้นครอบคลุม			

			ในกรุงเทพ อย่างดี			
Transaction (TN) (Mohammed, 2018)	TN1: I felt very smart when I got some real special rates, offers, or discounts at that hotel.	TN1: I felt very smart when I got some real special rates, offers, or discounts on Line Man food delivery.	TN1: ท่านรู้สึกฉลาดมาก เมื่อท่านได้รับอัตราพิเศษหรือส่วนลดจากไลน์แมนบริการส่งอาหาร			
	TN2: I enjoy the thrill of finding that one expensive room or service at that hotel was really on special rate.	TN2: I enjoyed the thrill of finding that the restaurants on Line Man food delivery were really on special rate.	TN2: ท่านสนุกกับความตื่นเต้นที่ได้พบว่าร้านอาหารในไลน์แมนบริการส่งอาหารนั้นมีอัตราพิเศษหรือส่วนลดจริงๆ			
	TN3: I consider staying at that hotel as fortunate when I found some bargains (e.g., special rates, offers, discounts, etc.)	TN3: I considered ordering food by Line Man food delivery as fortunate when I found some bargains (e.g., Coupons, special rates, offers,	TN3: ท่านถือว่าการสั่งอาหารโดยไลน์แมนบริการส่งอาหารเป็นโชคดีเมื่อท่านพบสินค้าราคา			

		discounts, etc.)	ถูก (เช่น คุปอง อัตราพิเศษ ส่วนลด ฯลฯ)			
Satisfaction (SN) (Alalwan, 2020)	SN1: I am generally pleased with mobile food order apps.	SN1: I am generally pleased with Line Man food delivery.	SN1: โดยทั่วไป ท่านดีใจ กับไลน์แมน บริการส่งอาหาร			
	SN2: I am satisfied with the way that mobile food order apps have carried out transactions.	SN2: I am satisfied with the way that Line Man food delivery has carried out transactions.	SN2: ท่านพอใจ กับวิธีการ จัดส่งอาหาร ของไลน์แมนที่ได้ทำธุรกรรม			
(Mohammed, 2018)	SN3: My choice to stay at that hotel made me satisfied.	SN3: My choice to use Line Man food delivery made me satisfied.	SN3: การเลือกใช้ ไลน์แมน บริการส่งอาหาร ทำให้ท่านพอใจ			
	SN4: Overall, I feel satisfied about that hotel.	SN4: Overall, I feel satisfied about Line Man food delivery.	SN4: โดยทั่วไป ท่านรู้สึกพอใจ กับไลน์แมน บริการส่งอาหาร			

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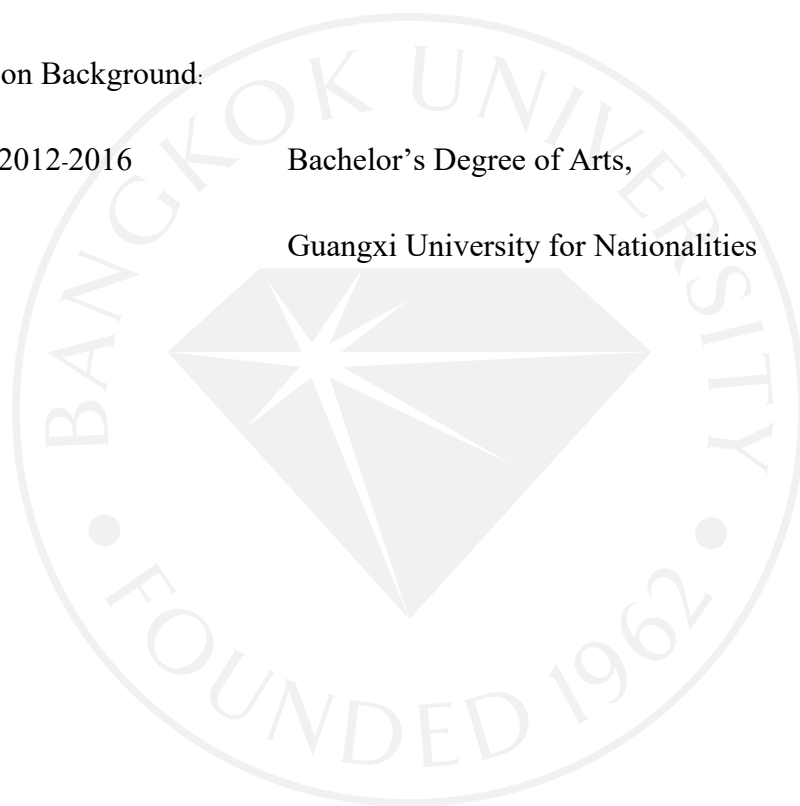
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