

The Relationship of Service Quality Factors and Repurchasing Decision in Food Product via Service Provider “Grab Food”

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Abstract— Research on the relationship of Service Quality Factors and Repurchasing Decision in Food Product via Service Provider “Grab Food” conducted a survey with a sample population who has used the service to order food 385 people, aged 18-21 years. The objective of research is to find out about the importance of service quality to repurchases. The analyzed data will be used for giving advice in improving service quality for food ordering company. The statistics used for data analysis are descriptive statistics and Pearson correlation. The service quality factors were found to be correlated with repurchase orders. The factors that were associated at a high level were: Reliability and Empathy. The parts that have a relationship at the intermediate level are: Assurance and Responsiveness, while the Tangibility is only factor that has low level of relationship. Data obtained from research analysis can be presented to benefit entrepreneurs in conducting sales promotions to meet target groups. As well as to improve service quality, in order to affect the increase in product sales effectively.

Keywords— Online Food Delivery, Service Quality, Repurchase Intention, Customer Satisfaction

I. INTRODUCTION

Food delivery service is a format that combines popular restaurants in various places including stores in department stores around Bangkok. That can be ordered through the Grab app and there will be a service to pick up and deliver food to the destination [1,2], with cash and credit card payments. This is to promote an increasingly cashless society where the above services are the efficient use of technology and the behavior of Customers with reasonable changes [3]. Food delivery is another option that creates convenience for consumers. In addition to the convenience that consumers receive, quality of service is also a factor. Another important issue that will make consumers decide to choose food delivery services in the next time, whether it is the speed of delivery or the delivery time to the consumer's home each time. As well as many other factors of service quality that will influence consumers' repeat purchasing decisions [4,5]. Therefore, the study was interested in studying the factors of service quality influencing the decision to repurchase food through a “Grab Food” service provider in Pathum Thani province. To guide the creation of marketing strategies for food delivery entrepreneur as

information to create competition and business sustainability as well as improving service efficiency in response to more demanding goals.

II. LITERATURE REVIEW

The service quality uses five key elements to measure expectations and perception of customers [6]. The key elements are as the following:

1. Reliability means making the client feel trust in the service. This is due to the ability to perform or properly perform the service as promised [7]. It can be applied to the service business as follows: - Is the service provided under the contract or not? - There should be no mistakes from the service.

2. Assurance means making clients feel confident with the knowledge and manners of personnel. These include the ability to create trust such as cope with the problem of the service recipient, keep the client's secret, be polite and gentle with service recipients all the time and the knowledge that can answer the questions of the service recipient [8].

3. Tangibles means giving the service client the view of the availability and elements of the utilities, equipment, tools and the dress of the personnel in the organization. It can be applied to each service business such as modern and quality equipment, appropriate buildings, and good looking for personnel and staff that dressed appropriately [9].

4. Empathy means making service recipients feel the service. This is caused by the care and attention of the service recipient individually such as service recipients should receive individual attention, should have sufficient personnel to provide advice, and interact with clients in caring [10].

5. Responsiveness means to make the service recipient feel the response. Caused by the intention to help the service recipient and provide fast services such as should provide services to the recipient in a timely manner [11].

In this study, the researchers concluded that service quality is the recipient expectations from the service. If it is at an acceptable level, the service recipient will be satisfied with the service. Which will have different levels according to

individual expectations and this satisfaction received from the service over time. The service quality provided in this study was based on the concept of Parasuraman [12]. It is the key to providing services that affect the quality of the organization's service. Parasuraman's concept of service quality will be applied in five areas: reliability, assurance, tangibles, empathy, and responsiveness.

Cronin, J. J. et al. conduct the research on assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. The result show that the service quality, service value, and satisfaction have directly related to the user behavior and also impact on behavioral intentions [13].

The study on the effect of service quality dimensions on the repurchase intention [14]. The research found that the empathy and assurance dimensions are related to customer satisfaction. Also the customer satisfaction has a significant effect on word of mouth (WOM) and repurchase intention (RI).

The research on formation of e- satisfaction and repurchase intention: Moderating roles of computer self-efficacy and computer anxiety explore the online customer satisfaction and repurchase. The research findings suggested that computer-related for individual differences (self-efficacy and computer anxiety) are the factors that affect customer e-satisfaction and repurchase [15].

III. METHODOLOGY

A. Purpose of the Study

To study the importance of service quality to repurchasing decision of food delivery customer. Data obtained from research analysis can be presented to benefit entrepreneurs in conducting sales promotions to meet target groups. As well as to improve service quality, in order to affect the increase in food delivery sales effectively.

B. Conceptual Framework and Hypotheses

The conceptual framework for the research is as follow:

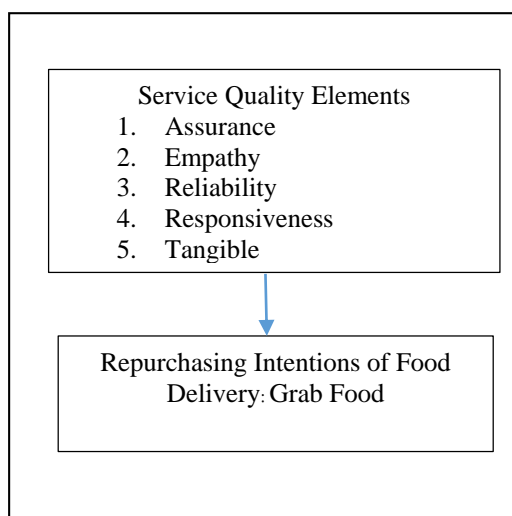


Figure 1. Research Framework.

Hypothesis: The service quality elements correlate with repurchasing intentions of food delivery: Grab Food.

C. Scope of Study

The population used in the study was people in Pathum thani province who used to order food delivery from grab food service provider. A sample population of 385 people, calculated from the Cochran formula [16]. Questionnaires were used to collect basic data from October 2020 to January 2021. The statistics used for data analysis were descriptive statistics and Pearson correlation.

IV. FINDINGS

The population are mostly Female (58.2%), age between 18-30 yrs. (58.2%), educational background in Bachelor degree (92.7%), with the status of working with private sector (54.5%), and the monthly income between 15,000.00 – 30,000.00 Thai Baht (61.8%). This population is considered as a target group that entrepreneurs should pay attention to due to the income and limited time components in the provision of food consumption. The descriptive statistics is used to explain the service quality elements that important to the customer of food delivery are in Table I.

TABLE I. SHOWS THE NUMBER (FREQUENCY), PERCENTAGE, MEAN AND STANDARD DEVIATION OF THE SERVICE QUALITY ELEMENT

Service Quality Elements	\bar{x}	S.D.	Meaning	Order
1. Assurance	4.61	0.60	Highest	2
2. Empathy	4.39	0.70	Highest	5
3. Reliability	4.64	0.51	Highest	1
4. Responsiveness	4.46	0.64	Highest	4
5. Tangible	4.49	0.60	Highest	3

From Table 1, it was found that respondents paid attention to the five aspects of service quality with the highest level of importance. The most important aspect of the group is the reliability of the service and the areas that were least important in the group were empathy aspect.

The descriptive statistics is used to explain the analysis of relationship of service quality element and the repurchasing intention are in Table II.

TABLE II. SHOWS THE NUMBER (FREQUENCY), PERCENTAGE, MEAN AND STANDARD DEVIATION FOR REPURCHASING INTENTION.

Repurchasing Intention	\bar{x}	S.D.	Meaning	Order
1. Repurchase within the next 1 month.	4.61	0.67	Highest	1
2. Repurchase within the next 3 months.	3.90	0.51	High	3
3. Definitely repurchase.	4.12	0.78	High	2

From Table II, it was found that most of the consumers in Pathum thani area who decided to order food via Grab Food app made repurchasing decisions at the highest level, with an

average of 4.21. Respondents who intend to purchase again within the next 1 month has the highest level of decision making. It shows that if a consumer who downloads an app and orders food for the first time, he or she is more likely to repeat orders in the near term or even become regular customers. Therefore, first impression and satisfaction is of utmost importance to online food ordering service providers. This will result in good customer retention in the future.

In the next table, the Pearson correlation statistics is used to analyze the relationship between service quality elements and the repurchasing intention as follow:

TABLE III. TESTING THE RELATIONSHIP BETWEEN THE SERVICE QUALITY ELEMENTS AND THE REPURCHASING INTENTION

Service Quality Elements		Repurchasing Intentions
1. Assurance	Pearson Correlation	0.629**
	Sig.	000.0
	Meaning	+(Moderate)
2. Empathy	Pearson Correlation	0.731**
	Sig.	0.000
	Meaning	+(High)
3. Reliability	Pearson Correlation	0.831**
	Sig.	0.000
	Meaning	+(High)
4. Responsiveness	Pearson Correlation	0.641**
	Sig.	0.000
	Meaning	+(Moderate)
5. Tangible	Pearson Correlation	0.492**
	Sig.	0.000
	Meaning	+(Low)

X = no correlation + = positive correlation - = negative correlation

* Statistically significant at 0.05 ** Statistically significant at 0.01.

From Table III shows the test results of the relationship between service quality factors and the decision to repurchase food products through "Grab Food" service providers in Pathum Thani district. The analysis is as follows:

1. Assurance element has a Sig. 0.00, which is less than 0.05, that is, reject the primary hypothesis and accept the secondary hypothesis. It showed that the two variables were statistically significant at the 0.05 level with $r = 0.629$, so they were moderately correlated.

2. Empathy element has a Sig. 0.00, which is less than 0.05, that is, reject the primary hypothesis and accept the secondary hypothesis. This showed that the two variables were

statistically significant at the 0.05 level with $r = 0.731$, so they were highly correlated.

3. Reliability element has a Sig. 0.00, which is less than 0.05, that is, reject the primary hypothesis and accept the secondary hypothesis. This showed that the two variables were statistically significant at the 0.05 level with $r = 0.831$, so they were highly correlated.

4. Responsiveness element has a Sig. 0.00, which is less than 0.05, that is, reject the primary hypothesis and accept the secondary hypothesis. The two variables were statistically significant at the 0.05 level with $r = 0.641$, so they were moderately correlated.

5. Tangible element has a Sig. 0.00 which is less than 0.05, that is, reject the primary hypothesis and accept the secondary hypothesis. It showed that the two variables were statistically significant at the 0.05 level with $r = 0.492$, so they were at low correlation.

From the relationship test, it was found that the quality of service factor in reliability was higher than other factors. It means that consumers who have ordered food online have repeat orders because the service provider can give good advice, resolve the issue, and delivery food on time to the location of the customer accurately. Therefore, online food delivery entrepreneur should focus on these three areas as much as possible.

The quality of service factors that were associated with the lowest repeat purchases were: tangible aspect which means Easy-to-use food ordering app, food ordering app be able to track food delivery information conveniently, and food delivery staff dress clean and suitable. This means that consumers are less concerned with the use of the application. It might be because current users of the system are already familiar with this type of application.

The results of the data analysis can be presented for discussion as follows:

1. Demographic aspects, the main customer group is likely to be the group under 31 years of age as students or who started working, having monthly income from 15,001 - less than 30,000 baht and work in a private organization. Because there is a way of life that is consistent with the convenience of online food ordering

2. Reliability of service quality is the highest in all three areas. Customers can trust the work of staff, the politeness, and the company has fully supported the performance of employees. This implies that confidence in the employees serving on behalf of the company is the highest priority of the customer.

3. Service quality factors are also related to repurchase decisions and have the overall relationship at a moderate level. The reliability aspect of the service has the highest relationship in the area of the service provider can advise and solve the problem well, the service delivers the food at the indicated time, and the service delivers the food according to the customer's location.

Overall, the analysis showed that customers who choose to order food online will place a high level of emphasis on service quality.

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