RESEARCH OF CUSTOMER SATISFACTION OF FOOD TAKEAWAY IN O2O MODEL

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หัวข้อสารนิพนธ์	RESEARCH OF CUSTOMER SATISFACTION OF FOOD TAKEAWAY IN O2O MODEL
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ABSTRACT

In the Internet era, 020 (Online to Offline) model has brought great opportunities and challenges to the rapid development of the restaurant industry. The O2O model of food take-away is the development prospects of large areas after the purchase of catering enterprises. Recently, Bangkok post pointed out that the total GMV of online food deliveries grew 183% in Southeast Asia in 2020, from US$4.2 billion to $11.9 billion. Thailand was the second largest food delivery market in Southeast Asia with $2.8 billion GMV, behind Indonesia at $3.7 billion and followed by Singapore at $2.4 billion(WILLIAMHICKS 2021), For now, customers, especially busy people, like the meal delivery option because they can enjoy fresh and healthy food, even if they are still restricted at work, at home or due to a pandemic (COVID-19, for example). Previously, food distribution was expected to grow by 10 to 20 percent a year. However, in March and April 2020, during the COVID-19 pandemic, it grew to more than 100 percent, with orders increasing two to three times (MGR ONLINE 2020). As food delivery services and app usage behaviors are emerging in Thailand this may influence customer behavior changes in food consumption. For example, the growth of technological innovation such as applications, has affected Japan's information service sector(Kadono,2015).Therefore, the evaluation model of the customer satisfaction of the food and beverage take place in the O2O model is established, and the suggestions on improving the customer satisfaction And

countermeasures, the 020 mode of food and take-off industry development is of great significance.

Key words: O2O model, Food take-away, Customer satisfaction, Evaluation model

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INTRODUCTION

1.1 Research Background

The era of “Internet and digital” is coming, Nowadays the internet is more and more popular and people cannot live without internet, so make the traditional business and internet more strong to work together. The catering business is a huge consumer market. As the economy develops, people’s income also raising, life is obviously faster. The Internet&digital also changing the catering business. It’s make it more information and digital.at the same time,people develop a new habit.In the context of the big data and mobile internet.reconstruction e-commerce business model.from PC to mobile,work in PC,life in mobile,become Maley people’s new behavior(Digital Thailand,2021).020 mode quickly infiltrated all aspects of people's clothing , food , housing , transportation and other life .O2O is online to offline,it means doing offline business combine with internet,let the internet become the front stage of offline transaction.

In Thailand especially Bangkok,people’s lifestyle is hustling,the worse traffic,and the hot weather. sometimes people are lazy to go out to eat.but in recent years,mobile internet technology improved,make an online food order and delivery has become possible.Some companies such as Grab,Food Panda,Line Male,Wukong and Feixiang are rise up.Now all over the world is under the Covid-19 attack,people must work from home,and people cannot eat food at restaurants,but can takeaway.the opportunity for the delivery company is coming.from Research Central 2019(Wenda ma,2021),the food delivery up 14% from 2018.account for 8% of Thailand's total restaurant business value in 2019.

With the rapid development of food takeaway under the 020 model, some of its

problems are exposed.For example:the real food not match with the platform picture,the service attitude is not good,customer wait long time to get the food,and the sanitation isn't substandard and so on,for those problem,Not only will consumers trust in the company and the platform be reduced,and will bring various negative effects to the company and the platform for a long time.As a result, research on customer satisfaction analysis under the 020 model has become increasingly important.

1.2 Research Objective

Entering the new century, Maley companies have entered the stage of total quality and quantity Maleagement. The premise of successful operation of enterprises is to obtain the satisfaction of consumers.Consumer satisfaction can represent the quality of company development, therefore, to the new food takeaway industry in the strong competition can not leave without support of consumer.The particularity of 020 takeout is that consumers have to pay online and consumption offline, so the food or service of offline consumption has an important impact on the satisfaction of consumers.The higher of customer satisfaction,then the merchant will do it better or do it more perforMalece,customer willing to purchase it again and again,improve customer's loyalty.In addition, Thailand has one of the strongest transport networks and is one of the top three largest food delivery markets in the ASEAN(Fitch ,S 2020)(Yorlin,2020).Although the Covid-19 has put severe pressure on all restaurant,but the food sales through online platform still has soared(Sukanya, S.2020). The new environment has prompted Thai consumers to switch to online food delivery services provided by well-known restaurant, because consumers' try to avoid exposure COVID-19. Therefore, Maley restaurants have shifted their focus to takeaway, which has become a key way for their sales and revenue growth.

1.3 Research Question

1. What are the factors that influence customer's satisfaction of food takeaway in O2O model?

2. How to improve the satisfaction especially under the Covid-19 situation?

1.4 Research Methodology

1. Literature research method

Go through a lot of relevant information, Collect and sort out some related research results.find O2O model,food takeaway and customer satisfaction literature Data,Provide a theoretical basis for the article.

1) Survey research method

Questionnaires Satisfaction survey of food takeaway in 020 mode for Condo residents.

2) Data analysis method

Use SPSS 20 to analysis date from questionnaires satisfaction survey.

3) Study Variables:

Independent variables: (1) Demographics profile

-Gender

-Education

-Income

-Frequency

(2) Factor

-platform design quality

-ordering platform information

-food service quality

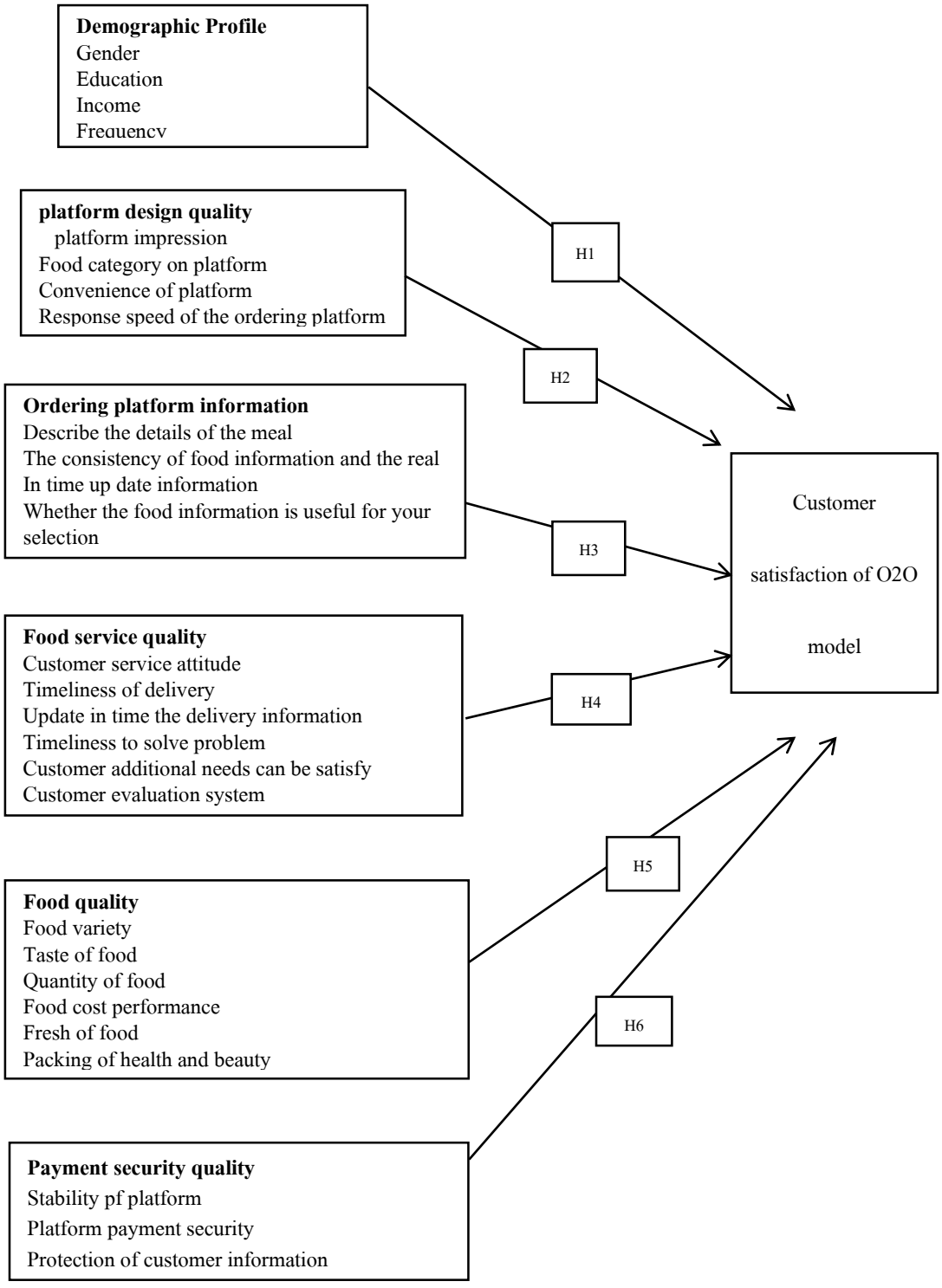
-food quality

-Payment security quality

Dependent Variable: Customer satisfaction

1.5 Conceptual Framework

Table 1.1 Conceptual Framework



1.6 Hypothesis of study

H1: The gender influence on customer satisfaction of O2O food takeaway.

H2: The income influence on customer satisfaction of O2O food takeaway.

H3: The frequency of use food takeaway influence on customer satisfaction of O2O food takeaway.

H4: Order platform design influence customer satisfaction

H5: Ordering platform information influence customer satisfaction

H6: Food service quality influence customer satisfaction

H7: Food quality influence customer satisfaction

H8: Food and payment security influence customer satisfaction

CHAPTER 2

LITERATURE REVIEW

2.1 The concept of O2O model

Online-to-offline (O2O) commerce is a business strategy that attracts potential customers from online channels to physical stores. O2O (online-to-offline) e-commerce uses e-mail and online advertising to identify customers in cyberspace, and then uses various tools and methods to induce customers to leave the cyberspace. This strategy combines the techniques of online marketing and physical marketing.

2.2 The difference between O2O model with B2B,B2C,C2C

In the traditional e-commerce model, B2B model simplifies the workflow of business transactions, which greatly reduces the operating costs and administrative expenses of businesses(Lars-Johan,2011).The B2C model has shown strong vitality in various industries, with good two-way information communication ability, more convenient means of transaction and mature logistics distribution system(Linzhu Hu.2018)(Cao kaiying,2018)The C2C model platform presents commodity information and personalized service in a unique way, provides real and effective commodity information for consumers, reduces business costs, beginner easier to enter the market, and provides a platform structure layout with commercial value for the society(Lori N.K.Leonard,2011).

O2O mode and B2B,B2C,C2C are base on the internet online payment.However,the B2C,C2Cpoint to commodities,after customer pay for goods online,the commodities will delivered to customer through logistics.but for O2O is mainly goods and service,after pay for

goods online,customers go to stores to pick up goods.This is a way combination of online payment model and offline create shop customer flow.which is a new consumption model for customer(xiaoming zhu,2016).

Different	C2C	B2C	B2B	O2O
logistics	Third-part logistics	Third-part logistics	Third-part logistics	Customer go to shop
Relationship With shop	No need shop	Some customer will go online	No need warehouse	Help shop get more customer
Network Technique	PC&Mobile	PC&Mobile	PC&Mobile	PC&Mobile
communication	Consumer,web, seller	Consumer,web, seller	Consumer,web, seller	Consumer,web, Seller,shop
service	Whole network	Whole network	Whole network	local

Figure 2.1 O2O model and C2C, B2C, B2B models differences

2.3 Features and Advantages of O2O model

2.3.1 Regional

The online and offline experience of 020 mode has continuity and integrity. In addition, it needs the support of entity company, so the 020 mode has the special features of regionalism.The essence of 020 mode is to pay online and experience offline. Different customer groups will be limited by region(Julius Malesa,2019).So O2O platform need a product and service standard to make sure customer has a good experience.

2.3.2 Light logistics

Logistics is an important link in the development of e-commerce,Traditional e-business model needs to deliver products to consumers through logistics distribution,the transport maybe slow or lost your goods.but O2O model is consume online and service offline,This greatly reduces to use logistics and reduces the risk in the process of logistics distribution(Xingang Weng,2015).

2.3.3 Easy to pay

O2O model has Maley payment methods,It is can pay online,also can pay after you get your order(COD).It's very convenience and easy to check it.

2.4 The concept of customer satisfaction

As early as 1965, Cardozo carried out an analytical study on customer satisfaction.He explored the relationship between customer engagement, customer expectation and customer satisfaction, and he was the first person to extend the concept of customer satisfaction to the marketing field of marketing(Wei-ya zhao,2010).

Customer satisfaction actually is a variable indicator, not just a customer satisfaction product.customer satisfied with something,but maybe another customer not satisfied.Even if a customer is satisfied with something in one situation, changing the situation may make a difference in customer satisfaction.Therefore,only has a good understanding of the influencing factors,then can achieve a high degree of customer satisfaction.

2.4.1 Review Customer satisfaction when they using offline service

In the 1990s, foreign scholars defined customer satisfaction as the matching degree of expectation and customer experience. In other words, the index is derived by comparing the perceived effects of a product to its expectations. Berry first used consumer surplus value theory in 1970 to explain customer satisfaction (John H.Kunkel,1970), i.e. The difference between the total value of the customer's products (services) and the total cost of the customer. Customers

will be satisfied if the value of the customer is positive, otherwise, they are not satisfied. In the late 1990s, the definition of Philip Kotler emphasized the value orientation of consumer satisfaction: when a customer's consumer experience satisfies the state of mind after perception, in other words, the satisfaction of the customer is that the effect of expectation and perception(Philip Kotler,2009).

LinQing consider Two important values appear in changes in the relationship between customer satisfaction and customer loyalty.when the satisfaction is going up,the loyalty increases,otherwise the decline(LinQing,2020).

From the perspective of research content, the concept and extension of customer satisfaction evaluation index and model, and the level of customer behavior preference, the correlation between satisfaction and the influence of customer behavior preference on customer satisfaction. The academic research focuses on the relationship between customer satisfaction and customer loyalty, and proves that customer satisfaction and customer loyalty interact and have positive correlation(OsMale Mahamad,2010)(Richard Chinomona,2013)Keller deem that use customer value subtract the cost will determine the customer’s satisfaction(Keller, K. L.1993)

Boshoff C research and analysis of customer’s behavior in South Africa then find in quality, value, satisfaction, and loyalty is difference(Boshoff C.2010).

OdileJ.Streed deem in the new age,company strengthening service is the key to improved customer satisfaction(OdileJ Streed,2008).

Customer satisfaction is affected by Maley reason,ParasuraMale established Service Quality Model point out Customer satisfaction is the difference between expectation and perception in terms of service(ParasuraMale,1998).

Andaleeb believed that the most important factor of customer satisfaction is the response ability of the workers who have direct contact with the customers,second is price.the dining-room decorate and so on didn’t have to much influence(Andaleeb,2006).

Sometimes customer like to talk with staff,communication with employees has a positive impact on customer satisfaction.In different catering market,the influence satisfaction also different. In Fast Food market(Brady&Robertson,2001).School Canteen market(Kim,2009).Chinese Restaurant(Liu Y Jang,2009).The customer most satisfaction is food quality.

2.4.2 Review Customer satisfaction when they using online service

In recent year,the Internet development is very fast,more and more shops try to sale online.It makes more consumers change their traditional consumption habits and lifestyle.shopping online is increase everyday.but also has Maley problems appear.For solve those problems and want make shopping online better,Maley people comes and research it.shopping online not only service.Delivery,payment system also need to solve it.

Wang Lisheng analysis satisfaction of people who shopping on Internet,the results show customer concern about payment security,Convenience and price,customer not really care about web page design(Wang Lisheng,2006).

Lee point out:shopping online satisfaction from service before customer pay,price,delivery or logistics and web or app convenience.he established Online customer satisfaction model evaluation.While this model covers Maley customer satisfaction.but on service and delivery it is not good enough and clear(Lee MKO,1999).

SzyMaleski and Hise Analyze and construct models of online retail customer satisfaction.It is the first time come up of the concept of e-commerce customer satisfaction.Their article research of what factors affect customers satisfaction of shopping online.e.g convenience,the web design,the detail of products,safety of payment system and so on.The most impact is convenience.Although this model prove the influence of these factors on customer satisfaction, but it doesn’t analyze the importance of these influences and is not comprehensive enough(David,2000).

Park and Cho deem customer is not only consumption people,they are computer user too.customer decide to buy something from internet base on,easy to use or not,easy to find product or not,product category.product information,answer question speed,payment method,time to get product(Nanjae Cho,2001).

Ah Keng Kau through the research find people's age,gender,earning and consumption concept also influence people how much money can spend,then affect customers satisfaction(Ah Keng Kau,2003).

Soyong Kim and Leslie stoel research the influence degree of website quality of customer satisfaction factors in clothing industry,The quality of website is divided into six dimensions: website design, information quality, timeliness, trust,transaction ability and entertainment.through analysis it is find three that have a greater impact on customer satisfaction are information quality, timeliness and transaction ability.However, the negative influencing factors of logistics distribution have not been analyzed in detail(Kim S,2004).

Matthew K.O.Lee and Christy MK.Cheung base on service quality theory and computer user satisfaction theory,they find service quality,computer system quality and information quality is the main factor that affect customer's shopping online satisfaction(Cheung CMK,2005).

Nelson Barber Pei-Jou Kuo and Melissa Bishop point out,there are large gaps between actual payment and expectation payment in customer online shopping,reduce the gap can increase customer satisfaction(Nelson Barber,2012).

Review on relevant theories of food takeout and customer satisfaction,we can find:in the academic circle has been familiar with the customer satisfaction.and built different kind of satisfaction model.some online satisfaction model also from tradition satisfaction model,some factors online and offline are the same.Maley are the college students with the main force of online consumption and enterprise workers as the respondents, the sample representative is strong, but there are also some shortcomings.all over the world is under the covied-19,Maley students

and workers are work form home,maybe they will stay at home all day. everything they will use delivery.This is also a factor of satisfaction when people use one thing everyday.

The development of food and beverage takeaway in 020 mode is not long in Thailand,so this article will combine existing theories and the model,select people who live in Condo as the survey objects,take food takeaway as the research object.Establishing a New Model for analysis of the Impact Factors of Customer Satisfaction in the 020 Model.

2.4.3 Several mature customer satisfaction models

Customer satisfaction from perceived experience and actually experience,usually will has three kind of situation:1.Perceived experience lower than actually experience customer will unsatisfied.2.Perceived experience close to actually experience customer will satisfied.3. Perceived experience higher than actually experience,customer will loyal it.

2.4.3.1 Customer Satisfaction Index Model in Sweden

Formall professor and his group build a Sweden Customer Satisfaction Barometer(SCSB),this model include:Perceived PerforMalece,Customer expectation,Customer satisfaction,Customer complaints,Customer loyalty(Michael,2001).

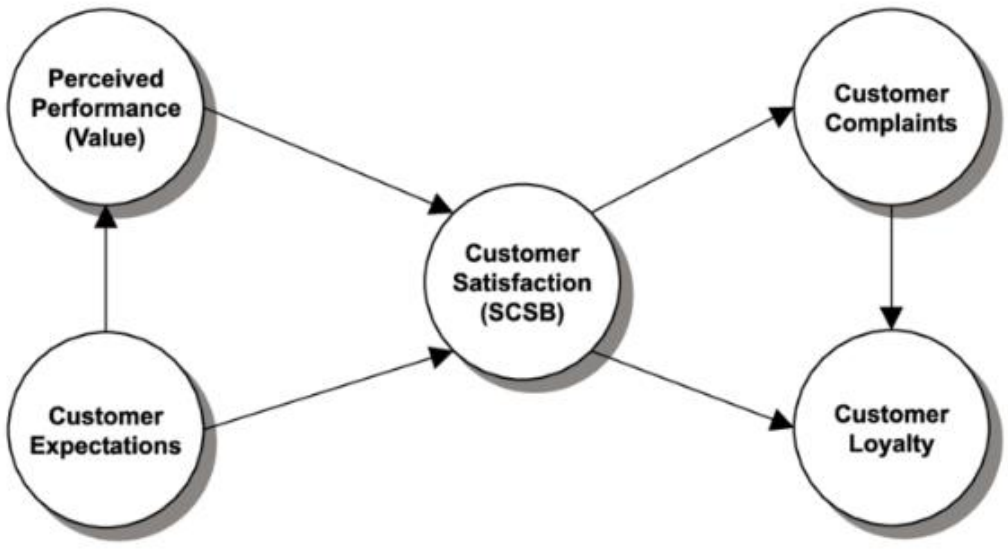


Figure 2.2 Sweden Customer Satisfaction Barometer

SCSB there are only two causal variables in this model,Customer expectations and perceived value.In fact, perceived value is the result from perceived quality and price.Therefore, SCSB model cannot reflect the difference of customer satisfaction between products of different prices and quality.

2.4.3.2 American Customer Satisfaction Index(ACSI)

ACSI began in 1994, developed by researchers with the National Quality Research Center at the University of Michigan, in cooperation with the American Society for Quality and CFI Group, Inc. The model was originally designed in 1989 for the Swedish economy (the Swedish Customer Satisfaction Barometer (SCSB). Both the Swedish version and the ACSI were developed by Claes Fornell, Donald C. Cook Distinguished Professor Emeritus of Business Administration at the University of Michigan, and chairMale of CFI Group(Sipher-Malen,2009).

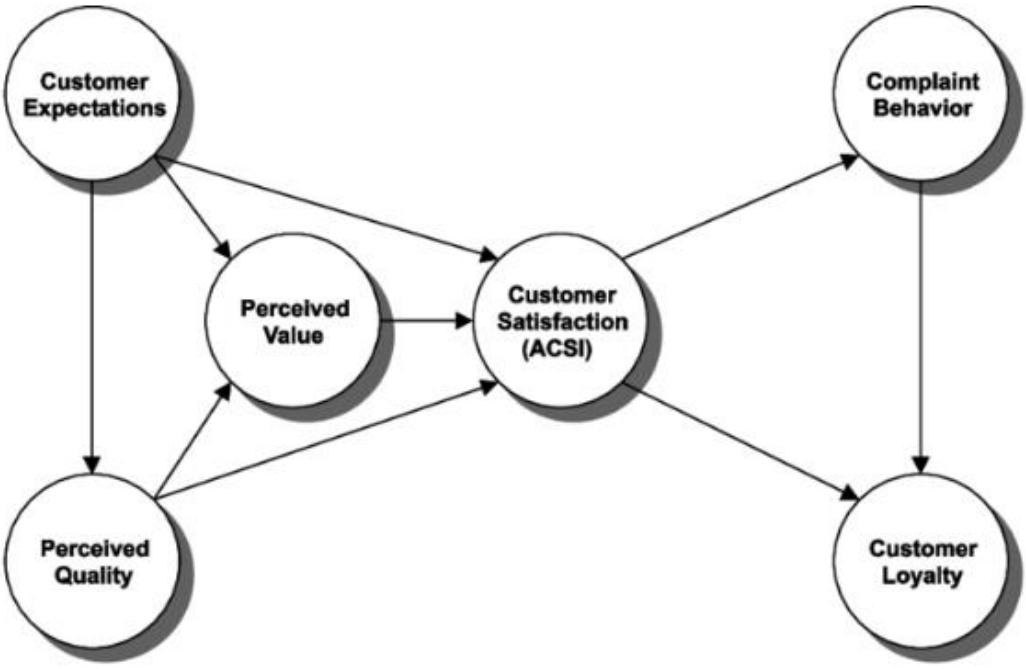


Figure 2.3 American Customer Satisfaction Index

By add the perceived quality, ACSI makes up for the defect that SCSB model cannot reflect the difference of customer satisfaction between products price ranges and quality.

2.5 Customer Satisfaction Evaluation Model for Food Takeaway under O2O Mode

2.5.1 Process of food Delivery in O2O Mode

Food takeaway delivery based on 020 mode still has the fixed process of 020 e-business mode.Base on the internet then Customers still need to purchase products on the O2O platform and complete the order.The order platform give the information to merchant,After receiving the information,the merchant arranges delivery Man to deliver them to the customer.customer get product offline.

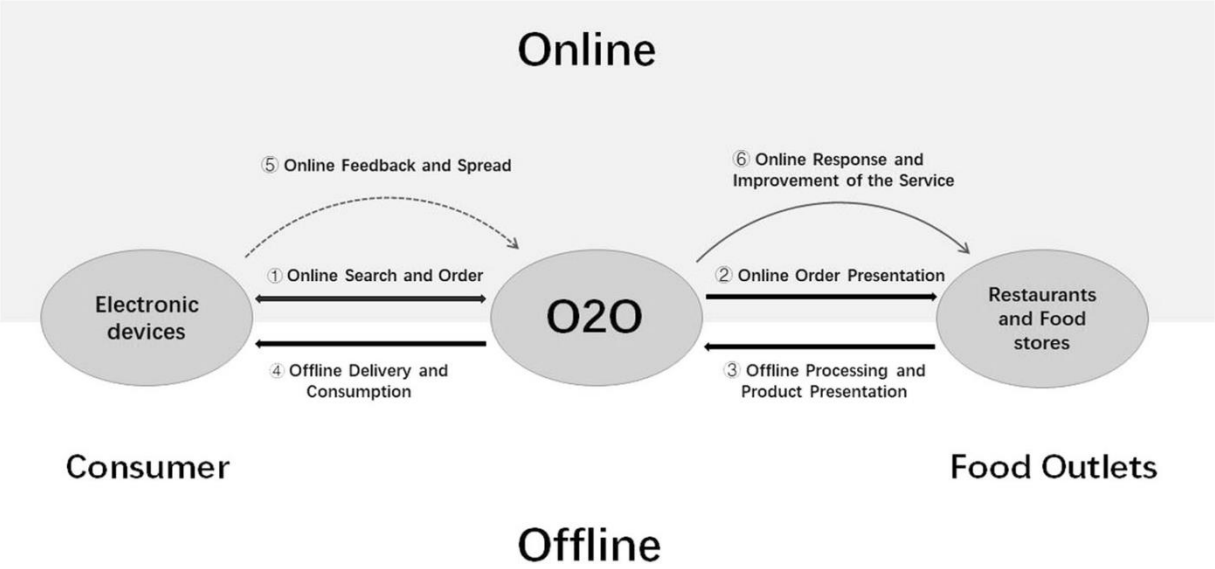


Figure 2.4 Ordering takeaway flow chart in online to offline

2.5.2 The characteristics of food takeaway in O2O Mode

2.5.2.1 Need the Internet as a medium, because of internet, customer changing from the traditional telephone ordering to the Internet ordering.

2.5.2.2 The traditional telephone ordering, customer also need to go to restaurant, but O2O mode customer no need go to restaurant, the merchant will arrange delivery Male to you. save Maley time for customer. It is more efficient.

2.5.2.3 The delivery mode, at the begin of O2O mode food takeaway. most merchant delivery by themselves, they would not use takeaway platform. Major merchant like KFC, Pizza Company, they can insure the food quality. but some small merchant can not insure it.as the time goes on, more and more people lazy, so they choose to use food delivery. the order increase, delivery by themselves is not efficient anymore.at the same time, the delivery platform more profession. then most merchant will choose cooperation with food delivery platform.

2.5.2.4 The limit of delivery distance. On the delivery process must keep the food fresh and keep warm, and customer can not wait long time. customer only can choose merchant close to customer.

2.5.3 Customer satisfaction evaluation model of food takeaway under O2O mode

Base on O2O mode food delivery satisfaction literature analysis, and research on Szy Maleski, Hise and Lee's mod el. Established a customer satisfaction evaluation model for food takeaway under O2O mode. In order to better research Condo residents under O2O mode of food takeaway customer satisfaction. This paper mainly discusses platform design quality, information quality, service quality, food quality, safety of platform and other factors influence on customer satisfaction on food takeaway. and discusses correlation between gender, degree of education, income with customer satisfaction.

Figure 2.5 theory model of customer satisfaction of food takeaway under O2O

I use for reference American Customer Satisfaction Index.platform design quality and security of payment equate perceived quality.because customer will use it feel it. Information and service quality equate customer expectations.Because that is customer's willing.Food quality equate perceived value.When those of three customer feel good,that means customer satisfaction.

2 items to measure customer expectation influence customer satisfaction of O2O model food takeaway.ordering platform information and food service quality.

2 items to measure perceived quality influence customer satisfaction of O2O model food takeaway.platform design quality and payment security quality.

1 items to measure food quality influence customer satisfaction of O2O model food takeaway.

2.5.4 The description of the evaluation customer satisfaction

O2O mode platform design quality

Before customer pay,they will use O2O platform to search and select what food does they like,so the Perceived Usefulness and Perceived Convenience will affect consumer satisfaction.so this article will select two aspects to evaluate it.The Perceived Usefulness means

when customer use some platform,they will judge this platform is efficiency or not,if good enough they use it frequently(Davis 1993).Teo point out the Perceived Convenience is affect customer satisfaction when they using internet(Teo,1999).Convenience means this platform is easy to use or not.Seiders point out The convenience of the website consumer is reflected in whether the consumer can collect enough information sources to complete operation(Seiders,2007).Hsieh It has been proved in research,more convenience the consumer more willingness to continue using it(Hsieh,2007). C.S.lin also point out Convenience can have an impact on the consumer's willingness to continue using.the specific is(C.S.lin,2005);visual,food category,the system reaction speed and son on.

2.5.4.1 O2O mode information quality

The information quality means the O2O food takeaway platform showing true information e.g.food,merchant,and other information to consumers they want to know.The food detail is not only food information,It can also provide the merchant address,working time,even restaurant permit.and the platform can timely inform consumers of the product changes.

2.5.4.2 O2O mode service quality

The quality of service refers to the service enjoyed by the consumer in the process of food takeout consumption under the O2O mode.In the fierce competition of O2O mode sales, it is also important to improve the quality of service.Gronroos said service quality is perceived service quality(Gronroos,1982).It means comparison between the expected service and the actual perceived service of the consumer.For the tradition, only restaurant service.under O2O mode,not only has platform provide service,there has merchant and delivery provide service.This article will select two aspects to evaluate it:Customer service attitude of the ordering system,speed of takeaway delivery,delivery Man attitude,Timeliness of handling problem and solve problem speed.

2.5.4.3 O2O mode food quality

The most consumer satisfaction from food quality,so the food quality is used as a structural variable in the evaluation of the satisfaction in this article.usually customer care about:taste of food,size of the meal,fresh of food,cost performance of meal,food packaging.

2.5.4.4 Security of platform

Security of network platform is the basics when consumer use it.It is an important factor affecting satisfaction.but When payment methods are convenient and varied,consumer become worry about their money and personal information.In this article will select the stability of the ordering platform, the payment security of the ordering platform, and the protection of the ordering platform to the personal information, three aspects to research impact on satisfaction.

2.5.5 Hypothesis of satisfaction evaluation model

2.5.5.1 Demographic

According to the previous literature the results of most researchers have shown that there has relate between demographic statistics variable and O2O customer satisfaction.

Hypothesis:

H1: The gender influence on customer satisfaction of O2O food takeaway.

H2: The income influence on customer satisfaction of O2O food takeaway.

H3: The frequency of use food delivery influence on customer satisfaction of O2O food takeaway.

2.5.5.2 platform design quality

When people want order food,the first step is turn on the application,Therefore, quality is crucial for business success and future development.application quality can be defined as a multidimensional interface stimulating negative or positive responses to the use of the food delivery app(Chi.T,2018).so the application platform must be easy to use,look nice,comfortable to use and so on will increase customer satisfaction(Wang.C.Teo,2020)(Wang.Q.Kim,2020).

Hypothesis:

H4: Order platform design influence customer satisfaction

2.5.5.3 Information quality

Customer through O2O platform to get information,they can not communication face to face with the restaurant.so sometimes they customer will misunderstand (Gwinner,2002)said.Javenpaa and Todd proved that the authenticity and integrity of the information of platform products will have an impact on customer satisfaction(Javenpaa,1991).

Hypothesis:

H5: Ordering platform information influence customer satisfaction

2.5.5.4 Service quality

In the strong competition of O2O food takeaway market,Maley of platform Starting to improve the quality of service to increase the willingness of customers to buy again,instead of low price competition.so Malhotra forward that enterprises should gradually shift their focus from trading to service in the future(Malhotra,2002).Hellier,Carr,Geursen concluded that customer perception of service quality has a significant positive impact on customer satisfaction(Hellier&Geursen,2003).Gebhart pointed out that the service attitude of customer service staff on the platform have a significant impact on customer satisfaction(Thomas Gebhart,2005).

Hypothesis:

H6: Food service quality influence customer satisfaction

2.5.5.5 Food quality

The food taste, weight, price,freshness even the packaging box,will have an impact on their satisfaction.Because what customers care most is the food they order.

Hypothesis:

H7: Food quality influence customer satisfaction

2.5.5.6 Payment Security quality

With the rapid development of online shopping.has Maley payment method,such as

line pay,true wallet,Rabbit card,7-11 payment and so on.it is very convenience,but Due to evil attack,virus and other causes, sometimes there will be some customers account stolen.It is become a key problem that customer need to pay attention.Khalifa and Kohli point out money security is a important issue of customer satisfaction(M,Khalifa,2000)(M Kohli,2012).

Hypothesis:

H8: Food and payment security influence customer satisfaction

CHAPTER 3

METHODOLOGY

3.1 Population and Selection

Under the Covid-19 situation,Maley restaurant can not have lunch or dinner inside,Reduce aggregation risk.employ and student also work from home or study at home.Nowadays company reduce employ’s salary,so they will care more about price and food quality.O2O model food takeaway provides a new way of eating and brings great convenience.It has become an integral part of Maley people's dining habits,Therefore,the O2O model food takeaway is a big market.

At U-delight Condo HuaMak,has 20 floors,and one floor has 48 rooms.total has 867 rooms.this condo is the biggest condo in the area,and in Condo can not use gas to cook food,so most people will use food takeaway.It has significance to the development of food takeaway industry under the 020 mode.

3.2 Data Collection

Total of 480 survey were sent out and 480 survey were collected back,the return rate is 100%,In order to ensure the validity of data ,44 invalid survey were removed after checking and analyzing,and 436 survey were actually valid,the effective rate was 90.8%.

3.3 Questionnaire survey design content

The questionnaire is divided into two parts:

The first part is the basic information of the survey target, which mainly includes the

survey target's gender, education, income, and the frequency of ordering meals for takeout. research whether these factors have an impact on customer satisfaction of food takeaway under the 02 model.

The second part is to design the questionnaire based on the indicator system of the food takeaway satisfaction model under the 020 model proposed in the previous article. Turn the three-level indicators into question items, include platform impression, food category on platform, convenience of platform, response speed of the ordering platform, describe the details of the meal, the consistency of food information and the real, in time update information, whether the food information is useful for your selection, customer service attitude timeliness of delivery, delivery Male attitude, update in time the delivery, timeliness to solve problem, customer additional needs can be satisfy, customer evaluation system, food variety, taste of food, quantity of food, food cost, fresh of food, packaging of health and beauty, stability of platform, platform payment security, protection of customer information. total 26 items.

The third part is aimed at condo resident overall satisfaction evaluation of food delivery under the 020 model. From three question:overall food evaluation,value for money of the food,and the actual food received.use five-point scale to estimate.

This survey will use quantify level:

"5" = very important

"4" = important

"3" = general

"2" = not important

"1" = less important

3.4 Data analysis

Use SPSS 20 to analyze the collected data. First, descriptive statistical analysis of the survey questionnaire sample, then analysis the demographic. then use Descriptive Statistics,

Reliability analysis, Validity analysis and sample T test to research those factors have an impact on the customer satisfaction of food takeaway in the mode of O2O or not.

The steps of validity tests for survey:

3.4.1 Descriptive statistical analysis

Percentage, mean, and standard deviation.

3.4.2 Reliability analysis

Generally speaking, the reliability of the questionnaire mainly depends on Alpha (a coefficient)

3.4.3 Validity analysis

Validity refers to how accurately a method measures what it is intended to measure.

3.4.4 Independent sample T test

The Independent Samples *t* Test compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different

CHAPTER 4

FINDING

4.1 Demographic data

A total of 436 valid questionnaires were obtained in this survey, which research the statistical characteristics of demographic,such as gender,education,income and frequency of use food takeaway.Is show in the Figure 4.1

		Category	Percentage(%)
Gender			
	Female	249	57.1
	Male	187	42.9
	Total	436	100
Education			
		Category	Percentage(%)
	High school	12	2.8
	college	409	93.8
	master	15	3.4
	Total	436	100
Income			
		Category	Percentage(%)
	below 15000 baht	6	1.4
	20000-25000 Baht	198	45.4
	35000-40000 Baht	219	50.2
	more than 40000 Baht	13	3

	Total	436	100
frequency			
		Category	Percentage(%)
	1-4 times	5	1.1
	5-8 times	18	4.1
	9-12 times	74	17
	more than 12 times	339	77.8
	Total	436	100

Descriptive result of satisfaction

Figure 4.1 Descriptive result of Demographic

4.2 Descriptive Statistics

The scale used a five-point bisection method, with the median equal to 3, as show in Figure 4.2, the mean is higher than 3,and the smaller standard deviation the more stable it is.

Variable	Mean	Std. Deviation
Platform quality		
Platform impression	4.22	0.691
Food category on platform	4.25	0.699
Convenience of platform	3.97	0.753
Response speed of the order platform	4.00	0.837
Average mean	4.11	
Order platform information		
Describe the details of the meal	4.74	0.437
The consistency of food information and the real	3.89	0.484
In time up date information	4.81	0.591

Whether the food information is useful for your selection	4.69	0.638
Average mean	4.53	
Food service quality		
Customer service attitude	4.69	0.638
Timeliness delivery	4.69	0.638
Timeliness to solve problem	4.69	0.638
Customer additional needs can be satisfy	4.52	0.843
Timeliness evaluation system	4.90	0.305
Average mean	4.69	
Food quality		
Food variety	3.65	0.558
Taste of food	4.89	0.448
Quantity of food	4.33	0.472
Food cost	4.60	0.490
Fresh of food	4.11	0.693
Packaging of health and beauty	4.33	0.911
Average mean	4.32	
Payment security quality		
Stability of platform	3.94	0.805
Platform payment security	4.43	0.725
Protection of customer information	4.42	0.695
Average mean	4.26	
Customer satisfaction		
Overall food evaluation	4.22	0.865
Value of money	3.65	1.043
Actual food received	3.67	0.922

Average mean	3.85

Figure 4.2 Descriptive Statistics

4.3 Reliability Analysis

Generally speaking, the reliability of the questionnaire mainly depends on Alpha (a coefficient), a<0.7 indicates that the reliability of the designed questionnaire is unreliable, 0.7<a<0.8 indicates that the questionnaire has a certain degree of reliability, 0.8<a<0.9 indicates that the questionnaire is reliable Reliability is very good.

For the accuracy of the data, the customer satisfaction under the 020 model selected to uses the method of measuring the Cronbach's a value to test its reliability. Is show in the Figure 4.3

	Cronbach's Alpha α	N of Items
platform design quality	0.726	4
Ordering platform information	0.858	4
Food service quality	0.917	5
Food quality	0.895	6
Payment security quality	0.728	3
The customer satisfaction	0.734	3

Figure 4.3 Reliability Analysis

4.4 Regression analysis

4.4.1 Platform design quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.239[a]	.057	.048	.84377165

a. Predictors: (Constant), Responsespeedoftheorderingplatform, Foodcategoryonplatform, Convenienceofplatform, Platformimpression

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.569	4	4.642	6.520	.000[b]
	Residual	306.851	431	.712		
	Total	325.420	435			

a. Dependent Variable: Overallfoodevaluation

b. Predictors: (Constant), Responsespeedoftheorderingplatform, Foodcategoryonplatform, Convenienceofplatform, Platformimpression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	5.212	.313		16.626	.000	4.596	5.828
	Platformimpression	.103	.077	.082	1.332	.184	-.049	.255
	Foodcategoryonplatform	-.194	.067	-.157	-2.878	.004	-.326	-.061
	Convenienceofplatform	-.203	.068	-.176	-2.998	.003	-.335	-.070
	Responsespeedoftheorderingplatform	.051	.061	.049	.835	.404	-.069	.171

Figure 4.4 Regression analysis of platform design quality

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.239, which reflects the degree of linear correlation between all independent variables x and dependent variable y. The larger the value, the closer the linear correlation. R Square is close to 1, the better the model fits the data. The ANOVA table of the result output shows the results of the analysis of variance to test the overall significance of the regression model. The F statistic is 6.52, P <0.001. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.219[a]	.048	.039	1.02225908

a. Predictors: (Constant), Responsespeedoftheorderingplatform, Foodcategoryonplatform, Convenienceofplatform, Platformimpression

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.608	4	5.652	5.409	.000[b]
	Residual	450.401	431	1.045		
	Total	473.009	435			

a. Dependent Variable: Valueofmoney

b. Predictors: (Constant), Responsespeedoftheorderingplatform, Foodcategoryonplatform, Convenienceofplatform, Platformimpression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.850	.380		10.136	.000	3.103	4.596
	Platformimpression	-.196	.094	-.130	-2.089	.037	-.380	-.012
	Foodcategoryonplatform	.156	.082	.104	1.910	.057	-.005	.316
	Convenienceofplatform	.173	.082	.125	2.119	.035	.013	.334
	Responsespeedoftheorderingplatform	-.181	.074	-.145	-2.449	.015	-.326	-.036

a. Dependent Variable: Valueofmoney

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.219, The F statistic is 5.409, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.288[a]	.083	.075	.88730716

a. Predictors: (Constant), Responsespeedoftheorderingplatform, Foodcategoryonplatform, Convenienceofplatform, Platformimpression

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.766	4	7.692	9.769	.000[b]
	Residual	339.332	431	.787		
	Total	370.099	435			

a. Dependent Variable: Actualfoodreceived

b. Predictors: (Constant), Responsespeedoftheorderingplatform, Foodcategoryonplatform, Convenienceofplatform, Platformimpression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.705	.330		11.238	.000	3.057	4.353
	Platformimpression	-.162	.081	-.122	-1.997	.046	-.322	-.003
	Foodcategoryonplatform	-.131	.071	-.099	-1.852	.065	-.270	.008
	Convenienceofplatform	.437	.071	.357	6.152	.000	.297	.577
	Responsespeedoftheorderingplatform	-.132	.064	-.119	-2.053	.041	-.258	-.006

a. Dependent Variable: Actualfoodreceived

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.288,The F statistic is 9.769, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

4.4.2 Order platform information

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.229[a]	.053	.044	.84576542

a. Predictors: (Constant), Whetherthefoodinformationisusefulforyourselection, Theconsistencyoffoodinformationandthereal, Intimeupdateinformation, Describethedetailsofthemeal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.117	4	4.279	5.982	.000[b]
	Residual	308.303	431	.715		
	Total	325.420	435			

a. Dependent Variable: Overallfoodevaluation

b. Predictors: (Constant), Whetherthefoodinformationisusefulforyourselection, Theconsistencyoffoodinformationandthereal, Intimeupdateinformation, Describethedetailsofthemeal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	6.686	.603		11.090	.000	5.501	7.871
	Describethedetailsofthemeal	-.467	.187	-.236	-2.494	.013	-.834	-.099
	Theconsistencyoffoodinformationandthereal	-.331	.084	-.185	-3.916	.000	-.497	-.165
	Intimeupdateinformation	-.044	.084	-.030	-.520	.603	-.210	.122
	Whetherthefoodinformationisusefulforyourselection	.266	.114	.196	2.335	.020	.042	.490

a. Dependent Variable: Overallfoodevaluation

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.229,The F statistic is 5.982, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.301[a]	.090	.082	.99910779

a. Predictors: (Constant), Whetherthefoodinformationisusefulforyourselection, Theconsistencyoffoodinformationandthereal, Intimeupdateinformation, Describethedetailsofthemeal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.778	4	10.694	10.714	.000[b]
	Residual	430.231	431	.998		
	Total	473.009	435			

a. Dependent Variable: Valueofmoney

b. Predictors: (Constant), Whetherthefoodinformationisusefulforyourselection, Theconsistencyoffoodinformationandthereal, Intimeupdateinformation, Describethedetailsofthemeal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.152	.712		3.022	.003	.752	3.552
	Describethedetailsofthemeal	.092	.221	.039	.418	.676	-.342	.527
	Theconsistencyoffoodinformationandthereal	-.033	.100	-.015	-.330	.742	-.229	.163
	Intimeupdateinformation	-.218	.100	-.123	-2.185	.029	-.414	-.022
	Whetherthefoodinformationisusefulforyourselection	.477	.135	.291	3.541	.000	.212	.741

a. Dependent Variable: Valueofmoney

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.301,The F statistic is 10.714, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.279[a]	.078	.069	.88999203

a. Predictors: (Constant), Whetherthefoodinformationisusefulforyourselection, Theconsistencyoffoodinformationandthereal, Intimeupdateinformation, Describethedetailsofthemeal

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.710	4	7.177	9.061	.000[b]
	Residual	341.389	431	.792		
	Total	370.099	435			

a. Dependent Variable: Actualfoodreceived

b. Predictors: (Constant), Whetherthefoodinformationisusefulforyourselection, Theconsistencyoffoodinformationandthereal, Intimeupdateinformation, Describethedetailsofthemeal

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.150	.634		1.812	.071	-.097	2.397
	Describethedetailsofthemeal	-.121	.197	-.057	-.615	.539	-.508	.266
	Theconsistencyoffoodinformationandthereal	.520	.089	.273	5.844	.000	.345	.694
	Intimeupdateinformation	.080	.089	.051	.902	.367	-.094	.255
	Whetherthefoodinformationisusefulforyourselection	.147	.120	.101	1.224	.222	-.089	.382

a. Dependent Variable: Actualfoodreceived

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.279,The F statistic is 9.061, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

4.4.3 Food service quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.264[a]	.070	.063	.83708561

a. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.712	3	7.571	10.804	.000[b]
	Residual	302.708	432	.701		
	Total	325.420	435			

a. Dependent Variable: Overallfoodevaluation

b. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.817	.805		5.987	.000	3.236	6.399
	Timelinesstosolveproblem	.411	.105	.303	3.902	.000	.204	.618
	Customeradditionalneedscanbesatisfy	-.361	.094	-.352	-3.841	.000	-.546	-.177
	Timelinessevaluationsystem	-.182	.172	-.064	-1.061	.289	-.520	.155

a. Dependent Variable: Overallfoodevaluation

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.264,The F statistic is 10.804, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.307[a]	.094	.088	.99600503

a. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.454	3	14.818	14.937	.000[b]
	Residual	428.555	432	.992		
	Total	473.009	435			

a. Dependent Variable: Valueofmoney

b. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.337	.957		-.352	.725	-2.219	1.545
	Timelinesstosolveproblem	.395	.125	.241	3.149	.002	.148	.641
	Customeradditionalneedscanbesatisfy	.006	.112	.005	.053	.958	-.214	.226
	Timelinessevaluationsystem	.431	.204	.126	2.109	.036	.029	.832

a. Dependent Variable: Valueofmoney

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.307,The F statistic is 14.937, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.046[a]	.002	-.005	.92458937

a. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.797	3	.266	.311	.18[b]
	Residual	369.302	432	.855		
	Total	370.099	435			

a. Dependent Variable: Actualfoodreceived

b. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.092	.889		3.479	.001	1.345	4.838
	Timelinesstosolveproblem	.072	.116	.050	.617	.538	-.157	.301
	Customeradditionalneedscanbesatisfy	-.018	.104	-.016	-.172	.863	-.222	.186
	Timelinessevaluationsystem	.066	.190	.022	.349	.727	-.306	.439

a. Dependent Variable: Actualfoodreceived

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.406,The F statistic is 0,311, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

4.4.4 Food service quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.264[a]	.070	.063	.83708561

a. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.712	3	7.571	10.804	.000[b]
	Residual	302.708	432	.701		
	Total	325.420	435			

a. Dependent Variable: Overallfoodevaluation

b. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.817	.805		5.987	.000	3.236	6.399
	Timelinesstosolveproblem	.411	.105	.303	3.902	.000	.204	.618
	Customeradditionalneedscanbesatisfy	-.361	.094	-.352	-3.841	.000	-.546	-.177
	Timelinessevaluationsystem	-.182	.172	-.064	-1.061	.289	-.520	.155

a. Dependent Variable: Overallfoodevaluation

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.264,The F statistic is 10.804, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.307[a]	.094	.088	.99600503

a. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.454	3	14.818	14.937	.000[b]
	Residual	428.555	432	.992		
	Total	473.009	435			

a. Dependent Variable: Valueofmoney

b. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.337	.957		-.352	.725	-2.219	1.545
	Timelinesstosolveproblem	.395	.125	.241	3.149	.002	.148	.641
	Customeradditionalneedscanbesatisfy	.006	.112	.005	.053	.958	-.214	.226
	Timelinessevaluationsystem	.431	.204	.126	2.109	.036	.029	.832

a. Dependent Variable: Valueofmoney

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.307,The F statistic is 14.937, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.046[a]	.002	-.005	.92458937

a. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.797	3	.266	.311	.818[b]
	Residual	369.302	432	.855		
	Total	370.099	435			

a. Dependent Variable: Actualfoodreceived

b. Predictors: (Constant), Timelinessevaluationsystem, Timelinesstosolveproblem, Customeradditionalneedscanbesatisfy

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.092	.889		3.479	.001	1.345	4.838
	Timelinesstosolveproblem	.072	.116	.050	.617	.538	-.157	.301
	Customeradditionalneedscanbesatisfy	-.018	.104	-.016	-.172	.863	-.222	.186
	Timelinessevaluationsystem	.066	.190	.022	.349	.727	-.306	.439

a. Dependent Variable: Actualfoodreceived

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.406,The F statistic is 311, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

4.4.5 Food quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.323[a]	.104	.092	.82437585

a. Predictors: (Constant), Packagingofhealthanbeauty, Quantityoffood, Tasteoffood, Foodcost, Freshoffood, Foodvariety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.873	6	5.646	8.307	.000[b]
	Residual	291.546	429	.680		
	Total	325.420	435			

a. Dependent Variable: Overallfoodevaluation

b. Predictors: (Constant), Packagingofhealthanbeauty, Quantityoffood, Tasteoffood, Foodcost, Freshoffood, Foodvariety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	7.900	.833		9.485	.000	6.263	9.537
	Foodvariety	-.076	.095	-.049	-.804	.422	-.263	.110
	Tasteoffood	-.240	.099	-.124	-2.419	.016	-.434	-.045
	Quantityoffood	.100	.087	.055	1.152	.250	-.071	.270
	Foodcost	-.464	.095	-.263	-4.881	.000	-.650	-.277
	Freshoffood	.090	.074	.072	1.212	.226	-.056	.235
	Packagingofhealthanbeauty	-.206	.052	-.217	-3.957	.000	-.309	-.104

a. Dependent Variable: Overallfoodevaluation

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.323,The F statistic is 8.307, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.341[a]	.116	.104	.98708631

a. Predictors: (Constant), Packagingofhealthanbeauty, Quantityoffood, Tasteoffood, Foodcost, Freshoffood, Foodvariety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.018	6	9.170	9.411	.000[b]
	Residual	417.992	429	.974		
	Total	473.009	435			

a. Dependent Variable: Valueofmoney

b. Predictors: (Constant), Packagingofhealthanbeauty, Quantityoffood, Tasteoffood, Foodcost, Freshoffood, Foodvariety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	7.385	.997		7.405	.000	5.425	9.345
	Foodvariety	.488	.114	.261	4.296	.000	.265	.711
	Tasteoffood	-.145	.119	-.062	-1.220	.223	-.378	.088
	Quantityoffood	-.230	.104	-.104	-2.215	.027	-.434	-.026
	Foodcost	-.677	.114	-.318	-5.951	.000	-.901	-.453
	Freshoffood	-.187	.089	-.124	-2.105	.036	-.361	-.012
	Packagingofhealthanbeauty	.017	.062	.015	.274	.784	-.106	.140

a. Dependent Variable: Valueofmoney

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.341,The F statistic is 9.411, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.290[a]	.084	.071	.88901066

a. Predictors: (Constant), Packagingofhealthanbeauty, Quantityoffood, Tasteoffood, Foodcost, Freshoffood, Foodvariety

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.043	6	5.174	6.546	.000[b]
	Residual	339.056	429	.790		
	Total	370.099	435			

a. Dependent Variable: Actualfoodreceived

b. Predictors: (Constant), Packagingofhealthanbeauty, Quantityoffood, Tasteoffood, Foodcost, Freshoffood, Foodvariety

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.701	.898		1.893	.059	-.065	3.466
	Foodvariety	.419	.102	.253	4.094	.000	.218	.620
	Tasteoffood	.029	.107	.014	.270	.787	-.181	.239
	Quantityoffood	.017	.094	.009	.178	.859	-.167	.200
	Foodcost	.192	.102	.102	1.869	.062	-.010	.393
	Freshoffood	.007	.080	.005	.082	.934	-.150	.164
	Packagingofhealthanbeauty	-.156	.056	-.154	-2.778	.006	-.267	-.046

a. Dependent Variable: Actualfoodreceived

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.29,The F statistic is 6.546, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

4.4.6 Payment security quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.232[a]	.054	.047	.84415141

a. Predictors: (Constant), Protectionofcustomerinformation, Stabilityofplatform, Platformpaymentsecurity

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.580	3	5.860	8.224	.000[b]
	Residual	307.840	432	.713		
	Total	325.420	435			

a. Dependent Variable: Overallfoodevaluation

b. Predictors: (Constant), Protectionofcustomerinformation, Stabilityofplatform, Platformpaymentsecurity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.035	.293		13.750	.000	3.458	4.612
	Stabilityofplatform	.083	.056	.077	1.489	.137	-.026	.192
	Platformpaymentsecurity	-.354	.077	-.297	-4.570	.000	-.506	-.202
	Protectionofcustomerinformation	.324	.079	.260	4.086	.000	.168	.479

a. Dependent Variable: Overallfoodevaluation

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.232,The F statistic is 9.224, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.104[a]	.011	.004	1.04075977

a. Predictors: (Constant), Protectionofcustomerinformation, Stabilityofplatform, Platformpaymentsecurity

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.075	3	1.692	1.562	.198[b]
	Residual	467.934	432	1.083		
	Total	473.009	435			

a. Dependent Variable: Valueofmoney

b. Predictors: (Constant), Protectionofcustomerinformation, Stabilityofplatform, Platformpaymentsecurity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.787	.362		10.465	.000	3.076	4.498
	Stabilityofplatform	-.147	.069	-.113	-2.141	.033	-.281	-.012
	Platformpaymentsecurity	.050	.095	.035	.527	.599	-.137	.238
	Protectionofcustomerinformation	.050	.098	.033	.508	.612	-.142	.241

a. Dependent Variable: Valueofmoney

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.104,The F statistic is 1.562, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.281[a]	.079	.072	.88834141

a. Predictors: (Constant), Protectionofcustomerinformation, Stabilityofplatform, Platformpaymentsecurity

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.186	3	9.729	12.328	.000[b]
	Residual	340.913	432	.789		
	Total	370.099	435			

a. Dependent Variable: Actualfoodreceived

b. Predictors: (Constant), Protectionofcustomerinformation, Stabilityofplatform, Platformpaymentsecurity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.932	.309		12.731	.000	3.325	4.539
	Stabilityofplatform	.035	.058	.030	.594	.553	-.080	.150
	Platformpaymentsecurity	.396	.082	.311	4.857	.000	.236	.556
	Protectionofcustomerinformation	-.487	.083	-.367	-5.840	.000	-.650	-.323

a. Dependent Variable: Actualfoodreceived

The Model Summary table of the result output shows the fit of the model. The multiple correlation coefficient R is 0.281,The F statistic is 12.329, P <0.005. Under the test level of α=0.05, the fitted multiple linear regression equation can be considered to have Statistical significance.

4.6 Independent sample test

4.6.1 Independent sample T test

Hypothesis: O2Ofood takeaway satisfaction with Gender

platform design quality	Gender	Mean	Std.	Sig	Meaning
Platform impression	Female	4.128	0.729	0.462	No influence
	Male	4.331	0.619	0.453	No influence
Food category on platform	Female	4.437	0.765	0.485	influence
	Male	3.989	0.497	0.363	No influence

Convenience of platform	Female	4.104	0.693	0.439	No influence
	Male	3.791	0.792	0.057	No influence
Response speed of the order platform	Female	3.726	0.836	0.053	No influence
	Male	4.369	0.686	0.050	No influence
Order platform information					
Describe the details of the meal	Female	5	0.00	0.00	influence
	Male	4.4011	0.491	0.059	No influence
The consistency of food information and the real	Female	3.9398	0.467	0.096	No influence
	Male	3.8289	0.500	0.065	No influence
In time up date information	Female	5	0.00	0.00	influence
	Male	4.5508	0.836	0.612	No influence
Whether the food information is useful for your selection	Female	5	0.00	0.00	influence
	Male	4.2834	0.809	0.059	No influence
Food service quality					
Customer service attitude	Female	5	0.00	0.00	influence
	Male	4.2834	0.809	0.059	No influence
Timeliness delivery	Female	5	0.00	0.006	No influence
	Male	4.2834	0.809	0.059	No influence
Timeliness to solve problem	Female	5	0.00	0.0053	No influence
	Male	4.2834	0.809	0.059	No influence
Customer additional needs can be satisfy	Female	5	0.00	0.005	No influence
	Male	3.8717	0.964	0.070	No influence
Timeliness evaluation system	Female	5	0.00	0.007	No influence
	Male	4.7594	0.42862	0.0634	No influence
Food quality					
Food variety	Female	4.036	0.187	0.118	influence
	Male	3.128	0.457	0.053	No influence
Taste of food	Female	5	0.000	0.051	No influence

	Male	4.75	0.658	0.058	No influence
Quantity of food	Female	4.373	0.484	0.050	No influence
	Male	4.283	0.451	0.063	No influence
Food cost	Female	4.630	0.483	0.070	No influence
	Male	4.561	0.497	0.096	No influence
Fresh of food	Female	4.305	0.686	0.063	No influence
	Male	3.839	0.60	0.05	No influence
Packaging of health and beauty	Female	4.738	0.609	0.038	No influence
	Male	3.791	0.964	0.070	No influence
Payment security quality					
Stability of platform	Female	3.851	0.846	0.053	No influence
	Male	4.048	0.735	0.053	No influence
Platform payment security	Female	4.578	0.662	0.041	influence
	Male	4.235	0.760	0.0556	No influence
Protection of customer information	Female	4.413	0.642	0.0547	No influence
	Male	4.427	0.7612	0.0556	No influence

Figure 4.5 Hypothesis testing results of hypothesis H1

According to the test result P>0.05(Figure 10),It can be seen that there is no difference between the O2O takeaway satisfaction and gender.The gender didn't affect scores on takeaway satisfaction.so,hypothesis H1:The gender influence on customer satisfaction of O2O food takeaway is invalid.

4.6.2 Hypothesis: O2O takeaway satisfaction with income.

Make the income to be factor,the food takeaway satisfaction be the dependent list.use One-way ANOVA to analysis.as show in figure 5.0.

Income	Value	df	Sig.	Meaning
platform design quality				
Platform impression	5.538	9.0	0.009	influence
Food category on platform	33.721	44.5	0.000	influence
Convenience of platform	26.232	32.0	0.000	influence
Response speed of the order platform	29.537	25.0	0.000	influence
Order platform information				
Describe the details of the meal	28.983	30.0	0.000	influence
The consistency of food information and the real	16.95	95.0	0.000	influence
In time up date information	16.513	25.8	0.000	influence
Whether the food information is useful for your selection	45.183	20.1	0.000	influence
Food service quality				
Customer service attitude	45.183	9.0	0.000	influence
Timeliness delivery	45.183	44.5	0.000	influence
Timeliness to solve problem	45.183	18.5	0.002	influence
Customer additional needs can be satisfy	19.897	3.0	0.000	influence
Timeliness evaluation system	13.031	30.0	0.000	influence
Food quality				
Food variety	135.606	21.6	0.000	influence
Taste of food	87.147	1.6	0.000	influence
Quantity of food	97.11	2.7	0.006	influence
Food cost	104.56	5.1	0.000	influence
Fresh of food	209.147	6.3	0.000	influence
Packaging of health and beauty	360.778	20.9	0.033	influence
Payment security quality				
Stability of platform	210.19	2.8	0.004	influence
Platform payment security	325.42	11.3	0.000	influence
Protection of customer information	473.009	1.4	0.037	influence

Figure 4.6 Hypothesis testing results of hypothesis H2

According to the test result P<0.001,It can be seen that there is difference between the O2O takeaway satisfaction and income,so Hypothesis:The income influence on customer satisfaction of O2O food takeaway is valid.

4.6.3 Hypothesis: O2O takeaway satisfaction with frequency.

Make the frequency to be factor, the food takeaway satisfaction be the dependent list.use One-way ANOVA to analysis.as show in figure 5.1.

Frequency	Mean	Std.	F	Sig.	Meaning
platform design quality					
Platform impression	4.216	0.7	9.172	0.000	influence
Food category on platform	4.245	0.7	13.436	0.000	influence
Convenience of platform	3.970	0.8	9.625	0.000	influence
Response speed of the order platform	4.002	0.8	0.812	0.488	No influence
Order platform information					
Describe the details of the meal	4.743	0.4	3.082	0.027	influence
The consistency of food information and the real	3.892	0.5	22.384	0.000	influence
In time up date information	4.807	0.6	2.166	0.091	influence
Whether the food information is useful for your selection	4.693	0.6	3.898	0.009	influence
Food service quality					
Customer service attitude	4.693	0.6	3.898	0.009	influence
Timeliness delivery	4.693	0.6	3.898	0.009	influence
Timeliness to solve problem	4.693	0.6	3.898	0.009	influence
Customer additional needs can be satisfy	4.516	0.8	7.937	0.000	influence
Timeliness evaluation system	4.897	0.3	15.545	0.000	influence

Food quality					
Food variety	3.647	0.6	1.224	0.300	influence
Taste of food	4.895	0.4	2.332	0.074	influence
Quantity of food	4.335	0.5	11.224	0.000	influence
Food cost	4.601	0.5	30.361	0.000	influence
Fresh of food	4.106	0.7	6.922	0.000	influence
Packaging of health and beauty	4.333	0.9	4.714	0.003	influence
Payment security quality					
Stability of platform	3.936	0.8	7.959	0.000	influence
Platform payment security	4.431	0.7	6.713	0.000	influence
Protection of customer information	4.420	0.7	1.829	0.141	influence

Figure 4.7 Hypothesis testing results of hypothesis H3

According to the test result P<0.05,It can be seen that there is difference between the O2O takeaway satisfaction and frequency, so Hypothesis:H3:The frequency of use food delivery influence on customer satisfaction of O2O food takeaway.

(2) Use regression coefficient to analysis which of factors will influence the satisfaction.

1.platform design quality	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
platform impression	0.103	0.077	0.082	1.332	0.184
Food category on platform	-0.194	0.067	-0.157	-2.878	0.14
Convenience of platform	-0.203	0.068	-0.176	-2.998	0.31
Response speed of the ordering platform	0.051	0.061	0.049	0.835	0.404

a Dependent Variable: satisfaction

From the table P>0.05,It's means platform design quality doesn't influence the satisfaction of O2O takeaway mode.

2.Ordering platform information	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Describe the details of the meal	0.467	0.187	0.236	2.494	0.013
The consistency of food information and the real	0.331	0.084	0.185	3.916	0.00
In time up date information	0.044	0.084	0.03	0.52	0.603
Whether the food information is useful for your selection	0.266	0.114	0.196	2.335	0.02

a Dependent Variable: satisfaction

From the table,P<0.05,It's means Ordering platform information influence the satisfaction of O2O food takeaway model.

3.Food service quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
customer service attitude	4.638	0.058	0.369	4.223	0.021
Timeliness of delivery	4.817	0.805	0.0234	5.987	0.001
Timeliness to solve problem	0.411	0.105	0.303	3.902	0.003
Customer additional needs can be satisfy	0.361	0.094	0.352	3.841	0.030
Timeliness evaluation system	0.182	0.172	0.064	1.061	0.289

a Dependent Variable: satisfaction

From the table,P<0.05,It's means Food service quality influence the satisfaction of O2O food takeaway model.

4.Food quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Food variety	0.076	0.095	0.049	0.804	0.422
Taste of food	0.24	0.099	0.124	2.419	0.016
Quantity of food	0.1	0.087	0.055	1.152	0.025
Food cost	0.464	0.095	0.263	4.881	0.03
Fresh of food	0.09	0.074	0.072	1.212	0.026
Packaging of health and beauty	0.206	0.052	0.217	3.957	0.004

a Dependent Variable: satisfaction

From the table,P<0.05,It's means Food quality influence the satisfaction of O2O food takeaway model.

5.Payment security quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Stability of platform	0.083	0.056	0.077	1.489	0.137
Platform payment security	0.354	0.077	0.297	4.57	0.04
Protection of customer information	0.324	0.079	0.26	4.086	0.00

a Dependent Variable: satisfaction

From the table,P<0.05,It's means Payment security quality influence the satisfaction of O2O food takeaway model.

Figure 4.8 Hypothesis testing results of hypothesis H4-H8

From Figure 4.8 can see, the factors of Platform information quality,service quality,food quality,payment security quality .the P value is P<0.001,It means those factors

influence the satisfaction of O2O takeaway mode.The platform design quality P value is P>0.05,It's means the platform design quality doesn't influence the satisfaction of O2O takeaway mode.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This research base on American customer satisfaction index,and And according to the industry characteristics of food takeaway the 020 model,Divide the satisfaction model evaluation index into platform design quality,ordering platform information,food service quality,food quality and payment security quality.total 5 items,and 26 items Specific indicators.In the index,platform quality and security of payment is perceived value.information and service quality is perceived quality.food quality is customer expectation,eight hypotheses are proposed according to the variables in the model.use SPSS 20 to analysis the survey,has 6 hypotheses had been proved.

The finding revealed that Income,frequency,platform design quality,food service quality,food quality and payment security quality influence the O2O model food takeaway satisfaction.The gender and platform design quality doesn't influence the food takeaway satisfaction.

5.2 Discussion

The finding prove income influence the satisfaction,the income at 35000-40000 Baht (50.2%),they are the most people who like to use food takeaway,and the second is 45.4% people income at 20000-25000 Baht,The income more than 40000 Baht people they don't use food takeaway,maybe they more like to eat at restaurant.

The frequency also can influence the satisfaction,customer use more frequency of

food takeaway,they will more understand it.but if use 1-4 times,they will feel not much satisfaction,because first time to use it,need register,setting location.if at the same times meet problem,they will feel not satisfaction.

The payment security quality has a significant positive impact on the fullness of food takeaway customers under the 020 model, including platform stability, payment security, and the protection of customers' personal information. Security has always been a key concern for customers in online consumption. Customers need to enter their mobile phone number, account password and other personal information when consuming on the 020 platform. If there is a problem with the platform's security, the customer's personal information will be leaked, which is even more serious. It caused the loss of the customer's personal property. At this stage, the 020 platform has not yet established a complete third-party payment system

The information factors of the ordering platform have a significant positive impact on customer satisfaction under the 020 model, including the usefulness, detail, and timeliness of the update of the meal information. The meal information on the 020 platform is detailed and comprehensive to help customers make consumer choices. The meal information is consistent with the meal actually received by the customer, and timely updates of sold-out products will have an impact on satisfaction. In addition, if the restaurant can provide customers with the taste and portion requirements when ordering meals, it will greatly improve customer satisfaction. Therefore, the better the quality of the information on the ordering platform, the higher the customer satisfaction of the food takeaway under the 020 model.

The platform design has no significant positive effect on customer satisfaction under the 020 model, but the platform design has no significant effect on customer satisfaction. Since the main considerations for meals are the food and the brand effect,the impact of platform design on customer satisfaction under the 02 model is not so significant.

5.3 Recommendation

5.3.1 Improve platform impression and perforMalece quality.from the research,customer choose O2O model food takeaway is more expect of the food. platform impression is not influence the satisfaction.but if can design a special platform,customer easy to use,quickly to find food and so on,then customer will have a great online experience.

5.3.2 Improve information quality.information on the platform has important guidance for customer.when customer order food they will check the food price,quantity and taste.so the platform must give the true information and picture.and write the detail of delivery information,let customer understand.At the same time,platform O2O also needs to update the information in time to find out the potential merchants who may join the platform for sale,so that customer can purchases food from their favorite stores in the first time.

5.3.3 Improve service quality.need improve platform staff service quality and solve problem quality.because the food takeaway sometime need delivery,so the delivery Male also need a good service quality.give delivery Male good commission can make them work more harder and quick.reduce customer's waiting time,can get good satisfaction.

5.3.4 Improve food quality.Because the food quality is the most important element for the O2O food takeaway satisfaction.and the restaurant fierce competition.some restaurant not clean,if customer get sick after eat food,then will get a bad satisfaction.Nowadays people's life improve better than before.customer is not care full already,they more care the food health,delicious,beautiful and so on.so improve those elements.can get good satisfaction.

5.3.5 Improve payment security,make it more safe.This is the highest variable to influence customer satisfaction.Nowadays more and more people choose pay online,but if you pay online,the platform or shop will get your payment information.so platform must keep this information safe.let the customer feel paying here is safe,will not lost money.or can cooperate with big payment company to make sure the money will be safe.

5.4 Limitation

First this research the data is only for one Condo, and does not represent all other Condos,Bangkok has so Maley Condo,house and they are in different area,and different area people's income is different,because the income will influence the satisfaction,so maybe in future need do more research.

Second,the O2O food takeaway customer not only purchase from platform,customer also can buy from restaurant directly.future research should be include those restaurant.

Third,the research doesn't considered the foreigner,in Bangkok has Maley foreigners and they are also a big consume group,and they have different culture,and different religion.in future research could considered those factor.

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APPENDIX

APPENDIX

Questionnaire survey on customer satisfaction of food takeaway under 020 mode

Part 1:Basic information

1. Gender: ☐ Male ☐ Female

เพศ ☐ ชาย ☐ หญิง

2. Education: ☐ High school ☐ College ☐ Master ☐ PHD

การศึกษา ☐ มัธยม ☐ วิทยาลัย ☐ ปริญญาโท ☐ ปริญญาเอก

3. Income(เงินเดือน): ☐ 15,000 Baht ☐ 20,000-25,000 Baht ☐ 35,000-40,000 Baht ☐ more than 40,000 Baht

4. How often do you use Takeaway per month:

1เดือนสั่งอาหารกลับไปทานที่บ้านกี่ครั้ง

☐ 1-4 times ☐ 5-8 times ☐ 9-12 times ☐ more than 12 times

☐ 1-4 ครั้ง ☐ 5-8 ครั้ง ☐ 9-12 ครั้ง ☐ มากกว่า 12 ครั้ง

Part 2: Satisfaction survey of food takeaway

1.Platform design quality

สั่งออกแบบแพลตฟอร์มอาหาร

	less Important สำคัญน้อย	Not important ไม่สำคัญ	General ทั่วไป	Important สำคัญ	Very important สำคัญมาก
(1) platform impression การใช้เทคนิคภาพของแพลตฟอร์ม	O	O	O	O	O
(2) Food category on platform หมวดอาหารบนแพลตฟอร์ม	O	O	O	O	O

(3) Convenience of platform ความสะดวกสบายของแพลตฟอร์ม	O	O	O	O	O
(4) Response speed of the ordering platform ความเร็วในการตอบสนองของการสั่งซื้อในแพลตฟอร์ม	O	O	O	O	O

2. Ordering platform information

การสั่งซื้อข้อมูลแพลตฟอร์ม

	less Important สำคัญน้อย	Not important ไม่สำคัญ	General ทั่วไป	Important สำคัญ	Very important สำคัญมาก
(1) Describe the details of the meal อธิบายรายละเอียดของอาหาร	**O**	**O**	**O**	**O**	**O**
(2) The consistency of food information and the real ความสม่ำเสมอของข้อมูลอาหาร	**O**	**O**	**O**	**O**	**O**
(3) In time up date information เวลาในการอัพเดทข้อมูล	**O**	**O**	**O**	**O**	**O**
(4) Whether the food information is useful for your selection ข้อมูลอาหารมีประโยชน์สำหรับการเลือกของคุณหรือไม่	**O**	**O**	**O**	**O**	**O**

3. Food service quality

คุณภาพบริการส่งอาหาร

	less Important สำคัญน้อย	Not important ไม่สำคัญ	General ทั่วไป	Important สำคัญ	Very important สำคัญมาก
(1) Customer service attitude ทัศนคติเกี่ยวกับการบริการลูกค้า	**O**	**O**	**O**	**O**	**O**
(2) Timeliness of delivery เวลาในการจัดส่ง	**O**	**O**	**O**	**O**	**O**

(3) update in time the delivery information การอัพเดทข้อมูลการจัดส่ง	O	O	O	O	O
(4) Timeliness to solve problem เวลาในการแก้ไขปัญหา	O	O	O	O	O
(5) Customer additional needs can be satisfy สามารถตอบสนองความต้องการเพิ่มเติมของลูกค้าได้	O	O	O	O	O
(6) Customer evaluation system การประเมินผลลูกค้า	O	O	O	O	O

4. Food quality

คุณภาพอาหาร

	less Important สำคัญน้อย	Not important ไม่สำคัญ	General ทั่วไป	Important สำคัญ	Very important สำคัญมาก
(1) Food variety ความหลากหลายของอาหาร	O	O	O	O	O
(2) Taste of food รสชาติอาหาร	O	O	O	O	O
(3) Quantity of food ปริมาณอาหาร	O	O	O	O	O
(4) Food cost ค่าอาหาร	O	O	O	O	O
(5) Fresh of food อาหารสด	O	O	O	O	O
(6)Packaging of health and beauty ความสะอาด สวยงาม ของบรรจุภัณฑ์	O	O	O	O	O

5. Payment Security quality

คุณภาพความปลอดภัยในการชำระเงิน

	less Important สำคัญน้อย	Not important ไม่สำคัญ	General ทั่วไป	Important สำคัญ	Very important สำคัญมาก
(1) Stability of platform ความเสถียรของแพลตฟอร์ม	O	O	O	O	O
(2) Platform payment security ความปลอดภัยของการชำระเงินบนแพลตฟอร	O	O	O	O	O
(3) Protection of customer information การปกป้องข้อมูลของลูกค้า	O	O	O	O	O

6. The customer satisfaction

	less Important สำคัญน้อย	Not	General ทั่วไป	Important สำคัญ	Very
(1) Overall food evaluation การประเมินอาหารโดยรวม	O	O	O	O	O
(2)Value for money of the food คุ้มค่าของอาหาร	O	O	O	O	O
(3)The actual food received ปริมาณอาหารที่ได้รับ	O	O	O	O	O

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