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Determining Influential Factors of Customer Satisfaction and Repurchase Intention Toward Online Food Application in Chengdu, China

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Abstract

Purpose: This study pinpoints the influential factors of customer satisfaction and repurchase intention toward online food application in Chengdu, China. The conceptual framework draws a causal association between online repurchase intention, customer satisfaction, service quality, food quality, convenience, and ease of use. **Research design, data, and methodology:** The questionnaire with the quantitative technique (n=500) was used to collect sample data from the target population. Before the survey's release, its content validity and reliability were assessed using Item-Objective Congruence (IOC) and a pilot Cronbach's Alpha test. The data were assessed using confirmatory factor analysis (CFA) and structural equation modeling (SEM) to confirm the causal relationship between the variables and the model's goodness of fit. **Results:** The findings demonstrate that two important determinants and antecedents of online repurchase intention to utilize online food applications are perceived value and customer satisfaction. The ease of use, perceived value, convenience, service quality, and food quality substantially influence customer satisfaction. **Conclusions:** It recommends that the developers, managers, marketers, and take-out shops of the online food application pay more attention to how customers perceive the value of the application and whether customers can discern the quality of the food and service through a series of useful, quick, and simple operations in this online service.

Keywords: Online Food Application, Food Quality, Convenience, Customer Satisfaction, Online Repurchase Intention

JEL Classification Code: E44, F31, F37, G15

1. Introduction

The mobile internet market has changed in China due to the country's shifting environment, which has also intensified the influence on consumers' lives. The Internet addresses people's consuming requirements holistically and

provides for their many needs in the context of the shifting social landscape. For instance, the rise of civilization, the advancement of science, and the advancement of technology, particularly the explosive growth of the Internet, have all considerably improved people's access to food, clothes, housing, and transportation. Based on this robust hardware

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backing, China's digital consumers quickly embrace and demand more innovative online shopping experiences. Internet food purchases have significantly increased, and rural households' online activity levels are surprisingly high. Food delivery is one of the businesses that depend on the Internet because of the rise in job pressure. Our consuming habits have undergone major shifts. People could only cook at home or dine outside in the past. Today, only the takeout app may be used to click on programs that provide different meals. Others claim that "everything may be carried out for takeout," including common medications, flowers, cellphones, cosmetics, pet food, toys, and apparel, all of which can be ordered through a typical takeout APP. In China, almost everyone often orders takeout. More Chinese people are changing their eating and drinking habits as life progresses.

Users of food delivery apps (FDA) have access to straightforward online ordering and offline delivery services, which is advantageous for both customers and caterers (Zhao & Bacao, 2020). The unexpected COVID-19 Pandemic has severely impacted China's public catering business, and both catering supply and consumption have dramatically decreased throughout the Pandemic. The virus's spread significantly impacts the global economy. Fresh food e-commerce witnessed a considerable increase in interest after the epidemic was made public, and the frequency of search phrases also increased dramatically. The catering industry has historically provided the bulk of non-contact services. However, since the Pandemic, online retail, live broadcast, short films, and community marketing models have seen the quickest growth. The epidemic tends to become the norm, but in contrast to previous models, attentiveness increases even throughout this time (Shim et al., 2021).

This study selected Meituan APP and EleMe APP to process the data sample. Meituan serves as a Chinese online-to-offline (O2O) platform dedicated to local lifestyle services. This robust platform facilitates connections between more than 240 million consumers and five million local merchants. Offering an extensive range of e-commerce services and products, Meituan boasts a user base of 600 million individuals and collaborates with nearly 4.5 million business partners, encompassing a vast majority of regions across China. Ele.me, translating to "Are you hungry?" in Chinese, stands as a prominent on-demand delivery and local services platform within China. This platform empowers consumers to utilize mobile applications such as Ele.me, Alipay, Taobao, and Koubai to conveniently place online orders for a variety of offerings including meals, food items, groceries, fast-moving consumer goods (FMCG), flowers, and pharmaceutical products.

The problem statement is that there is limited research to assess online food application during COVID-19 in China, where the country has its homegrown food delivery platform

developers. Furthermore, a causal association between online repurchase intention, customer satisfaction, service quality, food quality, convenience, ease of use and online repurchase intention has not yet been determined. Therefore, this study aims to fill the research gap to examine the influential factors of customer satisfaction and online repurchase intention toward online food application in Chengdu, China.

2. Literature Review

This research is mainly supported by the uses and gratification (U&G) theory and the Updated DeLone and McLean information systems success model (D&M ISS model). By reviewing the past literature and the theoretical framework, the researcher ultimately developed a new conceptual framework with seven factors: ease of use, perceived value, convenience, service quality, food quality, customer satisfaction, and online repurchase intention (DeLone & McLean, 1992).

2.1 Online Repurchase Intention (ORI)

Online repurchase intent, a crucial aspect of customer loyalty in e-commerce, is typically described as the consumer's willingness to make another purchase. The desire of customers to repurchase the same products or services following an online transaction is referred to as online repurchase intention. This readiness is frequently seen as one of the crucial components of client loyalty. Several factors are included in the study of online repurchase intent, including the website's effectiveness, customer happiness, online trust, brand recognition, social media reviews, etc. (Chang & Chen, 2016). The influence of website quality, customer happiness, network trust, brand recognition, product type, and perceived risk on online procurement intent is mostly covered in the pertinent literature on this topic. These research findings are crucial guidelines for developing and implementing Internet marketing strategies (Huang & Lin, 2018).

2.2 Ease of Use (EU)

One of the key determinants of technology adoption and usage behavior is perceived ease of use (Kucukusta et al., 2015). Ease of use, which measures how easy it is for users to learn how to use a product, how little memory work is needed, how pleased users are with their usage, etc., is a crucial aspect of usability. The product's restricted functionality and plain user interface are probably to blame for how easy it is to use (Bao & Zhu, 2022); nevertheless, the small user cognitive cost might also be a factor (Adnan et al.,

2021). In a nutshell, the environment, interface, and product are all the same. The ease of use of meal delivery software increases consumer interest in using it. Both alternative systems can be utilized without difficulty. Wang et al., (2006) demonstrated similar positive associations between ease of use and intention to use. The typical "online reservation intention" is that the EU affects perceptions of expected behavior (Kucukusta et al., 2015).

H1: Ease of use has a significant impact on customer satisfaction.

H6: Ease of use has a significant impact on perceived value.

2.3 Perceived Value (PV)

It is possible to describe customer perceived value from the angles of money, quality, benefit, and social psychology. According to the theory that human nature tends to benefit from, perceived value is defined as the customer's overall appraisal of the usefulness of perceived value, and interests and perceptions are sacrificed (Zeithaml, 1988). The perceived value is the difference between the price at which individuals are ready to spend the most on goods or services and the amount paid (Kim et al., 2007). How valuable consumers consider a service to be is influenced by various factors, including how well-made and desirable they believe a product to be (Zeithaml, 1988). Suppose customers believe the goods or services are of high value because they are of exceptional quality and affordably priced. In that case, they will likely be persuaded to reuse things when utilizing food distribution software for online shopping. Wang et al. (2006) found that perceived value in online transactions reveals consumers' assessments of the worth of a good or service, which has a favorable impact on client contentment. Also, a customer's perceived value from a prior purchase may impact their buying decision (Li & Hitt, 2010).

H2: Perceived value has a significant impact on customer satisfaction.

2.4 Convenience (CVN)

Instead of the characteristics or attributes of goods, convenience refers to the time and effort people spend acquiring things. According to marketing research, a trait that decreases a product's non-monetary price is the time and effort required to use or purchase it (Brown, 1990). In early marketing jargon, "convenience" refers to the time and effort consumers spend purchasing items rather than the features or characteristics of those objects (Leonard & Wen, 2002). Regular monitoring of consumer attitudes and expectations on this issue is crucial for continually increasing the supply of highly convenient online services (Jiang et al., 2013). If users can quickly and easily get the information they need, they prefer these attractive online platforms for information processing (Duarte et al., 2018).

H3: Convenience has a significant impact on customer satisfaction.

H7: Convenience has a significant impact on perceived value.

2.5 Service Quality (SQ)

Zeithaml (1988) defined service quality as the consumers' subjective evaluation of the variations or superiority of services. Customer reviews and general assessments of the excellence and quality of the services provided in the virtual market may be used to gauge the quality of electronic services (Amin, 2016). By putting "service quality" front and center, a company may set itself apart from competitors and gain sustainable competitive advantages. Both manufacturing and service organizations must deliver high-quality services to succeed in the long run. In many industrial organizations, "service quality" is seen as being more important than "product quality" in winning over customers' orders. More service quality, not lower operational costs, is the secret to increasing profitability. Businesses must change the focus of their online company from e-commerce, the transactions, to e-service, all interactions, including pre-and post-transaction, to promote repeat purchases and foster customer loyalty (Zeithaml et al., 2002).

H4: Service quality has a significant impact on customer satisfaction.

2.6 Food Quality (FQ)

Food quality is one of the key elements influencing consumer happiness and online repurchase intent. Customers are more inclined to make another purchase if they are pleased with their meal. Individuals typically assert that a variety of factors affect food quality. These components are known as a food's characteristics, and each dish has unique features. Temperature, presentation, menu type, and delicacy are generally considered the most critical elements of meal quality.

Nevertheless, Kim et al. in 2007 identified the six components of presentation: variety, healthy alternatives, flavor, freshness, and temperature. According to He et al. (2018), food quality and location choices are two important variables for restaurants in this growing industry. Customer behavior has a significant impact on businesses' decisions about food quality.

H5: Food quality has a significant impact on customer satisfaction.

2.7 Customer Satisfaction (CS)

Customer satisfaction describes how consumers feel about their purchased products or services. Enterprises may evaluate their position and direction of development in the market and strategies to enhance their business by examining and evaluating client feedback. Customer happiness is a crucial indicator in the marketing and service industries. Understanding customer wants and fostering high satisfaction may increase client loyalty and reputation and support an organization's long-term growth. According to research, high customer satisfaction may boost an organization's income, market share, and customer loyalty (Feng et al., 2022).

In contrast, a low level can have the opposite impact and have negative repercussions. According to Oliver (1999), customer satisfaction with goods and services is a comparison of the anticipated and actual buying experience. The real buy experience is based on the actual emotion following the purchase, whereas the anticipation is based on accurate information and experience. Customer satisfaction is, therefore, a relative idea based on individual expectations and experiences. In order to improve, it must comprehend customer expectations rather than just using their input as a basis for assessment. Businesses must spend money on market research and customer service to increase consumer satisfaction. Businesses may build long-lasting consumer trust and loyalty and advance their growth by continually examining the opinions and demands of their customers, offering high-quality services, and performing after-sale maintenance.

H8: Customer satisfaction has a significant impact on online repurchase intention

3. Research Methods and Materials

3.1 Research Framework

The researcher used one primary model, one primary theory, and several theoretical frameworks to provide a conceptual framework for the study. First, the fundamental hypothesis is the Uses and Gratification (U&G) theory, which is an effort to describe how individuals utilize media and technology to meet their wants and accomplish their goals (Ruben, 1983). Secondly, a successful information system model proposed by DeLone and McLean is The Main Mode - Updated DeLone and McLean (1992). Information Systems Success Model (Model-D&M-ISS)

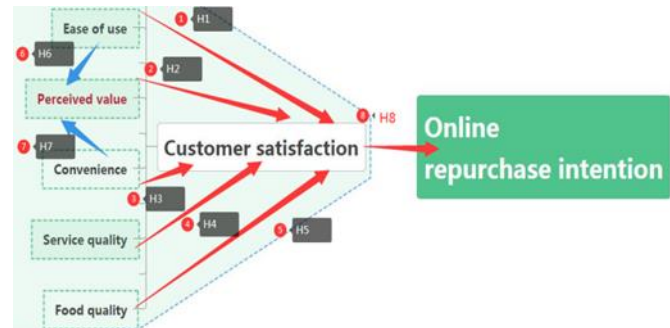


Figure 1: Conceptual Framework

H1: Ease of use has a significant impact on customer satisfaction.

H2: Perceived value has a significant impact on customer satisfaction.

H3: Convenience has a significant impact on customer satisfaction

H4: Service quality has a significant impact on customer satisfaction.

H5: Food quality has a significant impact on customer satisfaction.

H6: Ease of use has a significant impact on perceived value.

H7: Convenience has a significant impact on perceived value.

H8: Customer satisfaction has a significant impact on online repurchase intention.

3.2 Research Methodology

Based on empirical analysis and a quantitative approach, this study used a questionnaire survey to gather sample data to examine the variables that affect Chengdu's online food delivery customers' satisfaction and plans to make more online purchases. To make dissemination and data collecting accessible and quick, the questionnaire was designed using the online questionnaire, namely "Tencent Questionnaire". Three sections make up the survey. The screening questions are then utilized to determine the traits of the responders. Second, a 5-point Likert scale measuring five suggested variables—ranging from strong disagreement (1) to strong agreement (5)—was utilized to investigate all four hypotheses. Age, gender, and educational background make up the final three demographic questions.

The 42 respondents' expert ratings of the IOC (index of item-objective congruence) have been examined as part of a pilot study. The validity and reliability of Cronbach's Alpha method were examined. The questionnaire was sent to the intended audience after the reliability test, and 500 valid replies were received. The researcher examined the gathered data with AMOS. The convergence accuracy and validity were then examined using confirmatory factor analysis (CFA).

To confirm the validity and reliability of the model, the model fit measurement was derived with the results of the comprehensive test using the provided data. The researcher lastly used the Structural Equation Model (SEM) to investigate the impact of factors.

3.3 Population and Sample Size

Customers who use online platforms to order meals for delivery in Chengdu are the target market. The researcher chose two well-known mobile apps in China to study consumers: MeiTuan APP (First-Rank) and EleMe APP (Second-Rank). The questionnaires were completed to study the ad hoc correlations between the variables and assess the proposed hypotheses. Purposive and quota sampling are utilized for any Chengdu respondents willing to answer the surveys. The sample size is 500 sets. The quantitative approach was used to collect data using a web-based questionnaire survey.

3.4 Sampling Technique

Choosing the right sample size is essential when performing empirical research. Researchers used purposive selection and quota sampling to choose the top two applications. The researchers used a sample size of 500 persons. They used practical online sampling to carry out the study to examine the elements that influence consumer satisfaction with online meal delivery and online repurchase intention in Chengdu.

Table 1: Sample Units and Sample Size

Typical (OFA) Online Food Application	Chengdu (OFA) Active User	The proportion of the total target population	Proportional Sample Size
MeiTuan	16.08 million	68.7%	344
Eleme	7.31 million	31.3%	156
Total	23.39 million	100%	500

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

Five hundred participants are the target demographic, as shown in Table 2. 39 percent of respondents were men, whereas 61% were women. Almost 60 percent of responses are clustered in the 20 to 30 age range in terms of age group. 42.4 percent of respondents, who reported their marital status, are married. 30.6 percent reported having a monthly salary of between 5000 and 8000 yuan.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	%
Gender	Male	195	39.0%
	Female	305	61.0%
Age	Less than 20	10	2.0%
	20-25 years old	155	31.0%
	26-30 years old	159	31.8%
	31-35 years old	104	20.8%
	36-40 years old	48	9.6%
	41-45 years old	16	3.2%
	46-50 years old	5	1.0%
	51-55 years old	2	0.4%
	More than 55 years old	1	0.2%
Marital status	Single	169	33.8%
	In a Relationship	111	22.2%
	Married	212	42.4%
	Divorce	8	1.6%
Monthly income	Less than 1000 yuan	16	3.2%
	1001-1500 yuan	14	2.8%
	1501 to 2000 yuan	16	3.2%
	2001-3000 yuan	19	3.8%
	3001-5000 yuan	122	24.4%
	5001-8000 yuan	153	30.6%
	8001-10000 yuan	69	13.8%
	10001-20000 yuan	55	11.0%
	More than 20,000 yuan	11	2.2%
	Not convenient to disclose	25	5.0%

Source: Constructed by author

4.2 Confirmatory Factor Analysis (CFA)

This research used confirmatory factor analysis (CFA), convergent validity, and discriminant validity. In Table 3, Cronbach's Alpha method were ensured at the score above 0.7. To evaluate the discriminant validity, all items in each variable are significant and indicate factor loading. The importance of each item's factor loading and permissible values demonstrate the quality of fit (Hair et al., 2006). More than 0.30 and a p-value of less than 0.05 are displayed in factor loadings (Pallant, 2010). Furthermore, the average extracted variance was greater than the cut-off points of 0.5, and the construct reliability was greater than the cut-off points of 0.7 (Fornell & Larcker, 1981).

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Ease of use (EU)	Bao and Zhu (2022)	3	0.809	0.730-0.791	0.810	0.588
Perceived value (PV)	Shah et al. (2020)	5	0.870	0.678-0.825	0.879	0.593
Convenience (CVN)	Bao and Zhu (2022)	3	0.813	0.739-0.802	0.814	0.593
Service quality (SQ)	Dsouza and Sharma (2021)	4	0.841	0.697-0.822	0.844	0.575
Food quality (FQ)	Shah et al. (2020)	5	0.872	0.691-0.831	0.876	0.586
Customer satisfaction (CS)	Dsouza and Sharma (2021)	3	0.848	0.779-0.839	0.849	0.652
Online repurchase intention (ORI)	Bao and Zhu (2022)	3	0.826	0.728-0.867	0.830	0.620

Both the measurement model and the structural model are included in structural equation models. The measurement model is confirming in the goodness of fit indices without modification. According to Table 4, indicators for model fit in CFA testing includes GFI, AGFI, NFI, CFI, TLI, and RMSEA.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/df	<3.00 (Hair et al., 2006)	1.805
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.927
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.908
NFI	≥ 0.80 (Wu & Wang, 2006)	0.929
CFI	≥ 0.80 (Bentler, 1990)	0.967
TLI	≥ 0.80 (Sharma et al., 2005)	0.961
RMSEA	< 0.08 (Pedroso et al., 2016)	0.04
Model Summary		In harmony with empirical data

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation.

To evaluate the discriminant validity, according to Table 5, the square root of the average variance retrieved shows that all correlations are higher than the corresponding correlation values for that variable. Thus, the discriminant validity is supportive.

Table 5: Discriminant Validity

	EU	CVN	SQ	FQ	PV	CS	ORI
EU	0.767						
CVN	0.285	0.770					
SQ	0.276	0.453	0.758				
FQ	0.348	0.386	0.404	0.766			
PV	0.437	0.493	0.546	0.468	0.770		
CS	0.419	0.432	0.495	0.453	0.585	0.807	
ORI	0.281	0.440	0.418	0.322	0.501	0.491	0.787

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

According to Hair et al., 2006, Structural Equation Modeling (SEM) validates the causal link among variables in a suggested model and incorporates measurement imperfection in the structural coefficient. As shown in Table 6, the goodness of fit indices for the structural equation model (SEM) is calculated. According to Greenspoon and Saklofske (1998) recommendations, the model fit measurement should not exceed 3 for the Chi-square/degrees-of-freedom (CMIN/DF) ratio, and GFI and CFI should be greater than 0.8. The results of the SEM calculation and model after adjustment using the SPSS AMOS version showed satisfactory fit with the fit index values of CMIN/DF = 2.985, GFI = 0.878, AGFI = 0.849, NFI = 0.879, CFI = 0.916, TLI = 0.904, and RMSEA = 0.063.

Table 6: Goodness of Fit for Structural Model

Index	Acceptable Criteria	Statistical Values Before Adjustment	Statistical Values After Adjustment
CMIN/df	<3.00 (Hair et al., 2006)	3.364	2.985
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.862	0.878
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.834	0.849
NFI	≥ 0.80 (Wu & Wang, 2006)	0.861	0.879
CFI	≥ 0.80 (Bentler, 1990)	0.879	0.916
TLI	≥ 0.80 (Sharma et al., 2005)	0.885	0.904
RMSEA	< 0.08 (Pedroso et al., 2016)	0.069	0.063
Model Summary		Not in harmony with empirical data	In harmony with empirical data

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation.

4.4 Research Hypothesis Testing Result

The relevance of each variable in the research model is determined by its standardized path coefficient and t-value. According to Table 7, all hypotheses were considered significant at $p < 0.05$. The highest effect, customer satisfaction, has a 0.575 (β) effect on the likelihood of making another online transaction.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-Value	Result
H1: EU→CS	0.203	3.599*	Supported
H2: PV→CS	0.398	5.672*	Supported
H3: CVN→CS	0.153	2.613*	Supported
H4: SQ→CS	0.249	5.377*	Supported
H5: FQ→CS	0.200	4.456*	Supported
H6: EU→PV	0.420	7.744*	Supported
H7: CVN→PV	0.489	8.735*	Supported
H8: CS→ORI	0.575	10.136*	Supported

Note: * $p < 0.05$

Source: Created by the author

The result from Table 7 can be refined that:

H1 has proven that consumers who find a product or service to be too difficult to use may switch to alternatives. Hence, to maximize customer satisfaction, usability should be prioritized in every organization's product design and development process, according to Zhao and Bacao (2020), who represents the standard coefficient value of 0.203.

Customers' propensity to reuse may be raised when utilizing online food apps, according to **H2**, if they believe that the goods or services are highly valuable due to their great quality and low price (Li & Hitt, 2010). This corresponds to the standard coefficient value of 0.398.

According to **H3**, which represents the standard coefficient value of 0.153, convenience has an impact on customer satisfaction while using eating apps (Alalwan, 2020). Customers would feel satisfied when perceived service quality is in line with expectations, **H4** demonstrating the standard coefficient value of 0.249.

Ha and Jang (2010) assert that **H5** has demonstrated that food quality is essential for customer satisfaction, indicating a standard coefficient value of 0.2. According to **H6** evidence, the outcome will be better if it satisfies the requirements of simplicity or simple comprehension and is practical, if customers can quickly and conveniently find the information they need (Hong et al., 2022), ease of use that will undoubtedly improve and maximize consumers' perceptions of the worth of items, representing the standard coefficient value of 0.42.

According to Cho et al. (2019), reflecting the standard coefficient value of 0.489, **H7** has demonstrated that the easier a service is to use, the fewer money consumers will have to pay and the higher their perceived value will be.

Customer satisfaction has been shown to be substantially connected with behavioral intention in the food industry (Kim & Kim, 2020), as evidenced by **H8**, reflecting the standard coefficient value of 0.575.

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

This article focuses on analyzing the factors influencing local Chengdu, China, inhabitants who, as a result of today's hectic work and personal schedules, are progressively adopting more practical and quick ways to order takeaway. By examining perceived value, ease of use, service quality, food quality, consumer satisfaction, and subsequent purchases, create a fundamental framework by conducting pertinent hypothesis tests to investigate how these aspects interact. The following is how the study's findings were stated. According to research, customer happiness has a very big and important influence on repeat purchases. It has been demonstrated that customer satisfaction has a beneficial effect on customer loyalty and usage behavior while having a negative effect on customer complaints (Bolton, 1998).

Customer satisfaction and the intention to make another purchase have a strong positive link. Customers are more likely to stick with a brand than switch to a competitor's goods when the brand meets their demands and leaves them happy (Oliver, 1997). Additionally, extremely happy consumers are more likely to recommend the brand to other potential customers, influencing them to pick it. Enhancing customer satisfaction may boost repurchase intentions, customer loyalty, and communication, all of which are essential to the survival and expansion of businesses (Soderlund & Rosengren, 2008). The entire perceived value is largely influenced by how customers perceive convenience and usability. The promotion of total consumer happiness also heavily relies on factors like usability, perceived value, convenience, service excellence, and food quality.

5.2 Recommendation

Takeout has had some effect on the economy as a sort of fast-food company. In addition to giving customers additional options and convenience, it boosts sales and profitability in the restaurant and catering industries. The takeaway industry has also helped individuals discover additional work options and numerous new careers. The need for external sales may rise more in the future, and this will likely lead to more job possibilities and higher profitability for the delivery sector. On the other side, because of the takeaway industry's explosive expansion,

conventional stores may be affected, which might result in some of them closing or seeing a decline in business. Thus, the takeaway sector should safeguard the growth and job possibilities of the conventional catering industry in addition to having a good influence on the economy. It also must pay attention to the balance of rights and interests between customers and operators.

With the increasing competition in the online food delivery market, it is crucial to continuously enhance the user experience to retain and attract more customers. A user-friendly UI and UX are critical factors in keeping customers engaged and satisfied. Ensure that your application has a clean and intuitive design, easy navigation, and minimal steps to place an order. Avoid clutter and make sure that the ordering process is smooth and hassle-free, from browsing through the menu to making payment. Accurate and timely deliveries are key to customer satisfaction. Invest in efficient order management and delivery systems to minimize errors and delays. Personalization is crucial to make customers feel valued and appreciated. Leverage customer data to provide personalized recommendations based on their preferences and past orders.

Prompt and effective customer support is essential in building trust and resolving any issues that may arise during the ordering process. The quality of food and packaging plays a significant role in customer satisfaction. Partner with reputable restaurants and ensure that the food is prepared with high-quality ingredients, packed securely, and delivered fresh. Encourage customers to provide feedback on their experience with your online food application and actively listen to their suggestions, comments, and complaints. In today's digital age, online reputation and social media presence can greatly influence customer satisfaction and repurchase intention. Monitor and respond to customer reviews, comments, and feedback on social media platforms and review websites.

5.3 Limitation and Further Study

According to research findings, it may be difficult to comprehend or forecast the attitudes, actions, or decision-making elements of a person. Hence, they shouldn't be generalized. In Chengdu, China, this research looks at the variables that influence people's desire to purchase takeout food. As a result, several restrictions must be addressed. There are still numerous elements that might impact repurchase intention and can be expanded, even though six influencing factors have been chosen from the literature. Additionally, the researchers restricted their screening to Sichuan Province, China's Chengdu, to just relevant persons. The sample is reasonably homogenous and can serve as a generalization of the region's perspectives. However, it's possible that this outcome won't be completely reproduced

in other provinces of China, particularly in affluent areas or abroad. At the same time, modifications in consumer takeout purchasing patterns may result from recent changes in China's economic, social, and commercial regulations as well as the acceptance of developing technology. So frequent examinations and follow-ups are also necessary. Although this study's focus is on specific areas and the elements that influence people's readiness to make a second online purchase, it offers individuals and business organizations new ways to think about the fast-evolving world of technology. All people share the desire to live better lives, and it is hoped that technological advancement will spread the better news, enabling human civilization to advance continually, and fostering sustainable growth that will improve the globe.

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