YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

**CUSTOMER SATISFACTION AND REPURCHASE
INTENTION ON FOODPANDA**

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MBA II-97

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis prepared entitled **"Customer Satisfaction and Repurchase Intention on Foodpanda"** has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairman)

Dr. Tin Tin Htwe

Rector

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(Supervisor)   (Examiner)

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(Examiner)   (Examiner)

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ABSTRACT

The main objectives of this paper are to study customer satisfaction on repurchase intention of Foodpanda consumers and to analyze the moderating role of switching barriers on the relationship between customer satisfaction and repurchase intention of Foodpanda. Two hundred and seventy one respondents are chosen using simple random sampling method and a structured questionnaire is applied in collecting the primary data. For secondary data, it is gathered from relevant text books, websites, published notes, reports, local and global news, online articles, international papers and previously done local papers. According to the findings, among the service quality dimensions, application design, delivery and food quality have shown significant influence on customer satisfaction. The results also show that customer satisfaction has a significant effect on repurchase intention of Foodpanda. In analyzing moderating effect of switching barriers, it is revealed that switching barriers have a significant negative moderating effect on the relationship between customer satisfaction and repurchase intention of Foodpanda. Therefore, online food delivery services like Foodpanda should focus on service quality dimensions and leveraging switching barriers to increase customer satisfaction and repurchase intention.

ACKNOWLEDGEMENTS

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LIST OF ABBREVIATION

E-commerce	Electronic commerce
E-service	Electronic service
FMCG	Fast Moving Consumer Goods
iOS	iPhone Operating System
MOHS	Ministry of Health
OFD	Online Food Delivery
SERVQUAL	Service Quality
SPSS	Statistical Package for the Social Sciences
WOM	Word of Mouth

CHAPTER 1

INTRODUCTION

With the increased emergence of digital technology, e-commerce has resulted as a new business model. Retail sales in E-commerce reached 3.53 trillion US dollars worldwide in 2019 and are estimated to have 6.54 trillion US dollars in revenues in 2022 (Statista , 2019). It appears that just like many other industries, selling and buying process is also benefited and transformed by a great deal through digital technology. As customers are getting used to e-commerce experience more and more, the increasing number of people are also starting to desire the same e-commerce related experiences from dining aspect and hence the appearance of online food ordering and delivery services. In 2018, the online food delivery and takeaway market was at the value of USD 5.36 billion according to a research report conducted by (Azoth Analytics, 2019). Based on this, it can be assumed that the online food delivery and takeaway market also has intense competition and it is extremely important to stay competitive so that the business can continue to thrive.

Online food delivery services have been made accessible in Myanmar since 2013. Among the online food delivery services that have entered the country due to the market potential, Foodpanda is one of them. Foodpanda is based in Germany and has its business presence in over 40 countries. Its business model is acting as an intermediary between food service businesses like restaurants and customers by leveraging internet. Though Foodpanda has entered Myanmar only in late 2019, the brand has grown tremendously over the short span of time due to its business strategies. However, the success was not gained easily. Even since the beginning, competition between OFD services is fierce and they often engage in price competitions to compete with each other. With pandemic, it is becoming more important to get ahead of competition due to increased demand as well as costs.

A product or service's cumulative satisfaction of a brand brings many attributes: contribution towards a brand's advantage; reduction in price elasticity, lowered transaction costs (due to obtaining new customers), and it also acts as a shield from competitors and improves reputation amongst the market (Egan, 2001). Based

on the most widely accepted theory about customer satisfaction process – Expectation theory or Expectancy-Disconfirmation theory – it states that satisfaction or dissatisfaction stems from comparing the performance with customer expectation (Oliver, 1997).   The higher the expectation is, the greater the degree of disconfirmation and thus leads to higher dissatisfaction. Since customer satisfaction can be used to predict the likelihood of customer purchase, managers can try to grasp the customer satisfaction level through forecasting performance outcome or expectation.

To achieve long term business success, firms should continuously examine factors influencing customer satisfaction. For online food delivery services, e-service quality instead of traditional service quality needs to be considered in measuring customer satisfaction. Electronic service (e-service) is the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services (Zeithaml et al., 2002). Zeithaml et al.'s definition implies that electronic or e-service quality refers to customers' appraisal of the delivered services that were purchased and possibly tracked and assessed using an electronic device. The online food delivery service offers both tangible and intangible variables and thus food quality also needs to be taken into consideration. Food quality is an essential element for a restaurant as it has an important role in influencing customer experience with any restaurant service (Ha & Jang, 2010). Food quality is about evaluating the quality of food before and after purchase (Chamhuri & Batt, 2015).

Businesses strive beyond creating customer satisfaction, which is building long-term relationship. Satisfied customers are more likely to have positive behavioral consequences like repurchase intention, positive WOM and become more loyal (Byambaa & Chang, 2012) than those who are dissatisfied. Among various behavioral consequences, repurchase intention will be studied in this paper. Repurchase intention is the desire to repurchase same products and services from the same provider after past experiences (Filieri & Lin, 2013). The relationship between satisfaction and online repurchase intention has also been established by many recent previous studies (Blut et al., 2015; Rezaei & Amin, 2013; Chou & Hsu, 2016).

However, satisfaction does not always translate into positive behavioral intentions (Sanchez-Garcia et al., 2012). There are a growing number of studies that

have investigated the role of switching barriers as a construct to explain customer behavioral intentions (Dawi et al., 2018). Switching barriers prevent customers from switching to other service providers due to increased costs or difficulty in switching (Jones et al., 2000). Hence, customer stays with the current service provider in the presence of high switching barriers.

This study aims to examine the influence of service quality on customer satisfaction and repurchase intention of Foodpanda online food delivery service, with switching barriers acting as a moderator. The empirical research is carried out on Foodpanda users in Yangon.

1.1   Rationale of the Study

Use of the Internet continues to grow at an explosive rate. While entertainment, education and communication are main reasons for the usage of the Internet, e-commerce continues to emerge as an increasingly significant business phenomenon. One key variable for the growth and development of e-commerce is internet penetration. In Myanmar, Internet and social media usage reached 22 million as of January, 2020 (Facebook accounting for 85% of internet traffics) and internet penetration stood at 41% (Kemp, 2020). Though Myanmar's e-commerce market is just an infant market at the moment and valued at USD 6 million, it is expected to have huge potential in the future. The Myanmar e-commerce market has two significant players at the moment, Alibaba's Shop.com.mm and the local start-up rgo47.

Online food delivery services are among the influx of e-commerce activities in recent years in Myanmar. Myanmar's very first online food delivery service is Yangon Door2Door which was founded in 2013 (Shwe Gaung, 2016). Foodpanda, Germany based company which is currently available in more than 40 countries, entered Myanmar market in 2019. As Myanmar's economics grow, lifestyles of people have also changed. People have become busier and income levels have also increased, which results in demanding more convenient and time saving alternatives. Along with increased usage in smartphones and internet, the market's potential is viewed in positive lights. With leading ride-hailing service, Grab with its GrabFood

solution and giant food delivery service FoodPanda, competition is intense more than ever. Aside from international food delivery giants, there are also other competition like Yangon Door2Door, Deliverink, Hi-So Mall and numerous small scale food delivery services (Amora, 2020).

In order to create companies' competitive advantage and secure market share, business management and marketing are concerned with ways of satisfying and retaining customers (Amer & Abdulwahhab, 2020). Some of the mostly studied business management areas include studies of customer relationship marketing, which analyses how customer satisfaction relates to competitive advantage and business gains, ways to measure customer satisfaction.

A growing body of empirical work supports the fundamental logic that customer satisfaction positively influences customer retention. It is expressed that by increasing customer retention, customer satisfaction can increase future revenues and reduces associated costs like communications, sales, and service. Consequently, net cash flows will also grow. At the same time, high customer retention indicates a stable customer base that can bring in a certain anticipated amount of future revenue as customers repurchase, one that is less vulnerable to competition and environmental changes (Anderson et al., 2004).

It has been pointed out, starting with Hirschman, that customers remain loyal to a supplier either because they want to or they have to. High switching barriers means that customers have to stay (or perceive that they have to) with suppliers without considering the satisfaction aspect. Such constrained freedom of choice could, according to reactance theory, create lower satisfaction; repurchase intentions and attitudinal loyalty than a more unconstrained situation (Calfee & Ringold, 1994).

It is important that Foodpanda is aware of the demographic characteristics of its consumers so that Foodpanda can segment the market and target their products and services to the right customers since customers search for necessary product information and purchase them partly based on those demographic factors (Leila & Zohra, 2018). In addition, by finding out the factors that contribute to the customer satisfaction, Foodpanda will be able to create a competitive edge. Switching barriers that affect repurchase intention of the customers also have to be examined so that

marketers know which barriers exist and which do not in order to develop strategies around them. According to Frontier's article, Yangon Door2Door's customers are mostly tech savvy young people in their twenties to early thirties since young people are more open to new ideas and are able to get used to new technologies. Similarly, main customer segment for Foodpanda is also the same, comprising of young people who are welcoming of new techonologies and thus can be assumed that OFD services are generally targeting specific customer segments. These customers demand great service and are always looking for better things. Hence, it is necessary to analyze and examine the above factors and develop appropriate strategies in order to stay in the competition.

1.2   Objectives of the Study

This study aims at examining the influence of service quality and food quality on customer satisfaction and repurchase intention on Foodpanda. The main objectives of the study are:

(a) To examine the influence of service quality on customer satisfaction of Foodpanda

(b) To analyze the effect of customer satisfaction on repurchase intention of Foodpanda

(c) To examine the moderating effect of switching barriers on relationship between customer satisfaction and repurchase intention of Foodpanda

1.3   Scope and Method of the Study

Both descriptive and analytical methods are used to conduct this study based on the collected primary and secondary data. The paper aims to study the influence of service quality on customer satisfaction and repurchase intention of Foodpanda online food delivery service with switching barriers as moderator.

A structured questionnaire is constructed to gather primary data from the respondents. The questionnaire consists of multiple choices and Likert scales questions of five scales. As for population, the number of Foodpanda's Official Facebook page like and follow number is chosen. Foodpanda has accumulated

roughly 6.2 million likes. The sample size is 271 according to Raosoft sample size calculator (population=6.1 million, margin of error=5%, confidence level=90%). Since the service is online based, simple random sampling method is utilized and data collection is also performed mainly through online. For secondary data, it is collected from relevant text books, websites, published notes, reports, local and global news, online articles, international papers and previously done local papers. The data is then processed and analyzed by using SPSS tool.

This study focuses only on the users of Foodpanda food delivery service. It only collects data from respondents residing in Yangon. It excludes other online food delivery services and also excludes in-house and traditional food delivery services. The paper also does not consist of the information from respondents from other cities. Therefore, this study may not represent all the consumers of online food delivery services in Myanmar.

1.4   Organization of the Study

This study is presented with five separate chapters. Chapter (1) is the introduction of the paper and consists of brief introduction, rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter (2) touches the related theoretical background concerned with the study. As in Chapter (3), the background of food delivery services in Myanmar and profile of Foodpanda online food delivery service are presented. Chapter (4) is concerned with the statistical analysis of the objectives of this study – the influence of service quality on customer satisfaction, the relationship between customer satisfaction and repurchase intention, and the moderating role of switching barriers in predicting repurchase intention of Foodpanda delivery service. Lastly, Chapter (5) deals with discussion of the findings resulting from the analysis. It also gives suggestions and recommendations based on those discussed findings. In addition, it also points out areas that need further research.

CHAPTER 2

THEORETICAL BACKGROUND

In this chapter, theoretical background of the study is analyzed. It includes discussions on customer satisfaction, service quality, repurchase intention, and lastly, switching barriers. After that, previous related studies are explored in order to develop conceptual framework of the study.

2.1   Customer Satisfaction

Customer satisfaction is an important aspect for organizations since it is associated with various beneficial aspects for them that it has long been regarded to be at corporate strategy level importance (Rust & Zahorik, 1993). Firstly, it was discovered that customer satisfaction has positive association with performance of an organization (Fornell & Larcker, 1981). It is proven that attracting new customers costs four times more than maintaining the existing ones, businesses strive to achieve customer loyalty. Customer satisfaction is likely to lead to achieving customer loyalty (Byambaa & Chang, 2012), also in online setting (Yoon , 2002). Customer satisfaction can also influence and positively affect consumer behaviors as repurchase behavior (Oliver, 1980), retention (Anderson & Sullivan, 1993) and positive word-of-mouth (Schneider & Bowen, 1999). Thus, customer satisfaction is important for both success and survival of the business (Ha & Jang, 2010). Therefore, customer satisfaction brings so many benefits to the organizations like customer loyalty, retention, cost reduction and increase in reputation of the organizationsthat organizations have been improving customer satisfaction through significant investment of resources (Fornell, 1992).

Since customer satisfaction is a broadly studied subject, many definitions have been developed. Customer satisfaction results when customers compare the experienced service with their expectations (Oliver, 1997). Likewise, it can also be defined as positive or negative emotions or feelings which are the consequences from comparison of expectations against perceived outcomes (Kotler & Keller, 2006).

Customer satisfaction occurs with overall performance evaluation of the previous encounter with the provider of product or service (Bitner & Hubbert, 1994). Satisfaction means customers' attitude or emotional response to product or service provider, towards difference resulting from anticipation and actual service/products customers receive in the aspects of fulfilling certain goals or desires of them (Hansemark & Albinsson, 2004). To summarize, customer satisfaction is the comparison of the pre-purchase expectations and post-purchase experience and can be positive or negative consequences. In the setting of online retail experience like online food delivery services, customer satisfaction deals with e-retail experience of customers instead of conventional physical retail experience and e-satisfaction includes the consideration of internet technology. Similarly, it is also defined as consumer perception extent in regards to online shopping experience against acquired expectations (Li & Zhang, 2002). Because of that, satisfaction in online setting can be defined as the evaluation of emotional fulfilment that customers experience after performing purchase transactions via online. As customer satisfaction is considered part of corporate level strategy and the strategy success is based on the ability to fulfil the proposed promises, which will lead to long-term mutual beneficial relationships (Carpenter & Fairhurst, 2005). It is important to uncover elements that can lead to satisfaction for occurrence of dissatisfaction can cause consumer brand switching (Chow & Zhang , 2008).

2.2   Service Quality

Service quality can be defined as the perceived quality that results after comparing expectations and actual performance of the service provider by the customers (Parasuraman et al., 1985). As organizations place great importance on customer satisfaction, they regard service quality as also a crucial aspect since service quality is what brings customers to be loyal customers of the organizations. Since service quality is an important factor, various researchers have applied different service quality dimensions. SERVQUAL tool by (Parasuraman et al., 1988) is the first concept of service quality dimensions and is the most applied one. And for businesses that are online in nature, researchers have adopted the SERVQUAL model and modified it in order to be more fitting for online food delivery services; E-service

needs to be studied in order to understand meeting customer service expectations. For OFD (online food delivery) services, service quality is more than only the intangible aspect – E-service quality – since they also offer food which is the tangible factor of the business (Sjahroeddin, 2018). For that reason, both E-service quality and food quality aspects need to be discussed.

Services that are interactively provided on the internet through modern information and telecommunications technologies along with various technology media is called E-service (Boyer et al., 2002). In turn, E-service quality is the capability of a website in its efficient and effective facilitation from shopping and purchasing to delivering of the service (Zeithaml, 2000). Due to the widespread of technologies and their usage along with consumer changing behaviors like prioritizing convenience nowadays, food industry is also being affected by these factors and made E-commerce a normality within the industry. Online food ordering is conducted through websites or mobile application and majority of the service provision goes through via online setting and thus, E-service quality measurements rather than traditional service quality dimensions should be applied here.

In E-service quality measuring, the most popular models are WebQual dimensions (Barnes & Vidgen, 2002; Loiacono et al., 2002) and, eTailQ dimensions (Wolfinbarger & Gilly, 2003), E-S-Qual dimensions (Parasuraman et al., 2005) and E-service quality hierarchical model (Blut et al., 2015). These dimensions are applied for online businesses of various industries and have gathered different results with different factors. In this research, five criteria are chosen in measuring E-service quality of OFD services. They are Website/App design, information quality, privacy and security, payment and delivery and previous studies in OFD industry exist applying these four factors like (Kedah et al., 2015; Shipman, 2019).

(a) Website/App Design

Website or application design consists of every customer experience gained from interacting with such website or application and quality of website/app mainly depends on its ability to offer appealing visual as well as navigation (Cyr, 2008). Website/app design is a crucial factor since in online setting; customers are expected to operate transactions on their own with self-service system (Jun et al., 2004). Website/app design is considered good when it has the provision of pleasing

aesthetics, powerful and related brand image reflection and the ability to attract customers (Diaz & Koutra, 2013). And hence, for website/app design criteria, information, aesthetics, process, convenience, price, customization and system availability items are inquired. It was also discovered that website design has positive and significant impact on customer satisfaction as well as perceived service quality (Lee & Lin, 2005). Furthermore, in e-commerce setting, website design is related to customer satisfaction (Cho & Park, 2001).

(b) Information Quality

Information quality is another crucial E-service quality dimension. Studies have proved that information quality influences online businesses' success significantly (Delone & McLean, 2004) since it greatly affects consumers in their purchase decision making. Quality information should thus include reliability, accuracy and timeliness during the information exchange process. Information quality is prioritized since reliable websites/apps reduce perceived risks and assist customers in decision making (Katerattanakul, 2002) indicating accurate and reliable quality information is necessity for process of information exchange (Daft & Lengel, 1986). Information quality is one of the determinants of customer perceived quality, In addition, it can lead to achieving customer satisfaction and in turn, customer purchase intention in online setting (Liu et al., 2008).

(c) Security/Privacy

In online purchasing, another significant concern for customers is security and privacy issues. Security/privacy element deals with securing payment details and personal shared information (Blut, 2016). When online transactions are conducted, the experience is directly associated with trust level, it is expected that customer personal information is maintained and protected (Shipman, 2019) since online purchase process requires customers to include private and personal information like payment details and contact information. In increasing website/app credibility and to in turn increase service quality, the aspects of security and assurance need to be enhanced and highlighted (Wang et al., 2015) for an effective and good website/app showcases good security and privacy measures (Schmidt et al., 2008). It is also discovered that security/privacy influences customer satisfaction (Shipman, 2019).

(d) Payment

For E-commerce businesses, different payment methods are used: credit and debit cards, cash and telegraphic remittance. As for payment system, customers are concerned with the convenience and availability of the payment options along with the business's ability to provide security measures in regards to it. For example, in Myanmar, the usage of international credit/debit cards is still low compared to other countries. Hence, the primary preferred payment method is through cash, with 99% of consumers using the payment (Visa, 2017). Because of that, it is important that businesses include a more variety of payment options like local electronic banking methods for example. When it concerns with payment systems in online ordering and business transactions, customers expect their financial information protected and secured based on the previous studies (Franzak et al., 2001; Grace & Chia, 2009). The longer it takes to shop and pay, the higher the costs of intangible things will be incurred (Grace & Chia, 2009).

(e) Delivery

Delivery can be defined as time required for the product/service between distribution and the arrival (Guo et al., 2012). Delivery is a very important element in online based businesses because delivery delay problems can occur which can be a problem since consumers need the delivery to be made in order to consume the products/services. For that reason, delivery factor is also considered when post purchase evaluation is made. Delayed in delivery can negatively affect consumer satisfaction and other behavioral intentions (Liu et al., 2008). On top of that, timing of the delivery is even said to be the biggest concern for consumers who shop online (Dholakia & Zhao, 2010). For online food delivery services, consumers place great importance on having the order delivered on time since saving time and ease of convenience is what motivate them to use the service in the first place. Additionally, since consumers also want the orders to arrive in acceptable level of temperature and condition, it places more importance on delivery (Shipman, 2019).

(f) Food Quality

Food quality is one fundamental role in enriching overall experience for restaurant businesses (Ha & Jang, 2010). For online food ordering services, the

tangible element of the service is, meaning it also plays an important role in measuring E-service quality since service includes both intangible aspects as well as tangible product provided along or independently (Kotler et al, 1991). Food quality can be defined as comparing and measuring food quality before and after purchase (Chamhuri & Batt, 2015).

Customers want their food orders to be healthy, tasty and fresh, well cooked and presented based on past study (Kivela et al., 1999). As a result, six items of food quality are developed, consisting of healthy options, food that is fresh and at appropriate temperature, presentation of the food, food that is tasty and well presented (Namkung & Jang, 2007).

When customers select restaurants, food quality is main indicator for selection (Liu et al., 2017). Food quality also leads to customer loyalty. Likewise, it is also discovered that food quality is also one crucial factor in fulfilling customer satisfaction (Andaleeb & Conway, 2006).

2.3   Repurchase Intention

Businesses aim to go beyond customer satisfaction which is developing and building long-term customer relationship. Satisfied customers will more likely to have further behavioral intentions like intention to repurchase, positive WOM, and become loyal (Byambaa & Chang, 2012). Behavioral intention is defined as the prediction of consumers' behaviors concerned with products and services consumption in the near future (Suhartanto et al., 2019). Behavioral intention is used to predict customer retention as well as customer defection (Suhartanto et al., 2018). Positive consumer behaviors can actually lead to reduced costs in operations and marketing, development of brand loyalty and increased profit (Reichheld & Teal, 2001). When behavioral intention is concerned, three factors are measured frequently; intention to repurchase, intention to recommend and to pay more (Pham & Ahammad, 2017).

Maintaining existing customers and increasing the probability of intention to repurchase is marketing's one main important factor since acquiring new customers costs a lot more than retaining the existing customers (Fornell, 1992). Therefore, repurchase intention with customer satisfaction as its one of the precedents determines

and affects long-term relationship between customers and businesses, the profitability and ultimately the success of the organizations (Weun, 1997). As for repurchase intention, it can be defined as the consumers' desire and willingness to repurchase same products and services from same company based on past purchase experiences (Filieri & Lin, 2013). Repurchase intention is part of consumer behaviors that is made before the actual purchase decision or consumption is set (Kinnear & Taylor, 1991). Most consumers can be determined as having the probability of being return customers (Peyrot et al., 1994). Customers then have certain attitudes after past purchase experiences towards the product/service providers and those attitudes are consistent likes and dislikes based on (Oliver, 1997). These attitudes then translate into behavioral intentions like repurchase intention and engaging in WOM like described before. Repurchase intention is the main element for development of commitment and loyalty (Day, 1969; Jacoby & Kyner, 1976; Jarvis & Wilcox, 1977). Nonetheless, having repurchase intention does not necessarily mean the consumers harbor positive attitude and bond with the service provider. Consumers can still conduct repurchase behavior even without commitment or loyalty (Jones, 1998). In this study, repurchase intention means the probability of repurchase intention of Foodpanda online food delivery service whether they have positive psychology bond with the service provider or not. With the ability to figure out repurchase intention of the consumers regarding a product or service, organizations can accurately predict future consumer behaviors.

2.4   Switching Barriers

It is regarded that customer satisfaction leads to customer behavioral intentions and thus, leads to repurchase intention (Anderson & Sullivan, 1993). Despite that, satisfaction is not always an indicator for positive behavioral consequences (Sanchez-Garcia et al., 2012) and similarly, dissatisfaction also does not always lead to consumers switching service providers (Rowley & Dawes, 2000). One reason is the presence of hurdles in the forms of changing costs to other service providers even in negative conditions and they are also known as switching barriers (Tsai et al., 2006). Uncovering and developing switching barriers can help in efforts to retain customers (Ranaweera & Prabhu, 2003) because the switching barriers

mechanisms enable organizations to perform service recovery initiatives for customers will not be able to switch even in the case of negative experiences (Burnham et al., 2003).

Hence, switching barriers can be defined as those factors that make changing services providers more difficult and costly (Jones et al., 2000). In a way, switching barrier factors impact customer retention. When switching barriers are studied, some view them from negative aspect that those switching barriers cause customers to feel snared into a relationship that is not real according to and (Barnes, 1994). They want to emphasize that in those cases, customers only stay because of possible negative repercussions from leaving the service providers. However, not only negative switching barriers exist when there are also positive switching barriers are present. Relational benefits that takes the importance precedence even against service performance (Henning-Thurau et al., 2002) is developed from long-term relationship between customers and service provider and it hinders service switching. Furthermore, hard benefits like loyalty programs that focus on developing integrity and customer attention as well as soft benefits like treating customers special that develops loyalty also prevents switching behaviors (Balabanis et al., 2006).

When customers want to be in a relationship with a service provider, the barrier could be regarded as positive they are regarded as negative barriers when customers have to be in such relationship, and this view is supported by various researchers, (Egan, 2001; Vazquez-Carrasco & Foxall, 2006; Colgate & Lang, 2001). It is discovered that with the presence of switching barriers whether positive or negative lessen the probability of switching behaviors even if other influencing factors favor towards switching like low trust and quality (Han, 2007). Switching barriers can be grouped into switching costs and attractiveness of alternatives as negative barriers and relational benefits and service recovery as positive switching barriers after categorizing the past studies.

(a)   Switching Costs

Switching costs can be defined as perceived degree of extra added costs that results from stopping the usage of the current provider or changing to an alternative option (Porter, 1980). Switching costs consist of time and effort costs, economic costs and financial costs (Colgate & Lang, 2001). There is a consensus agreement among

researchers that switching costs include both monetary and non-monetary costs (Ranaweera & Prabhu, 2003; Balabanis et al., 2006; Patterson, 2004). Monetary costs are related to economic or financial costs (financial benefits and costs) and it occurs as sunk costs as consumers switch to other service providers (Aydin et al., 2005). Non-monetary costs are time/effort costs (search costs, set up costs and other costs) and perceived risk which is also known as psychological costs which is related to uncertain or unfamiliar results arising from switching (Dowling & Staelin, 1994). Switching costs is thus switching barrier which causes difficulty in customers switching to alternatives.

(b) **Attractiveness of Alternatives**

Attractiveness of alternative is defined as consumers' perceived degree of the availability of other attractive alternatives in the market (Jones et al., 2000). Or, alternatively, it can also mean consumer's perceived lack thereof the alternatives in the market. Previous studies have proved and discovered that lack of attractiveness of alternatives is one important factor stopping consumers from acting on switching behaviors (Colgate & Lang, 2001; Holloway, 2003; Patterson & Smith, 2003). It is discovered that when there are not enough attractive alternatives, probability of consumers continuing the relationship with the current service provider increases (Dube & Maute, 1998). Therefore, absence of attractiveness of alternatives is beneficial for protecting customers from switching (Ping , 1993).

(c) **Relational Benefits/Investment**

Relational benefits mean social benefits, confidence and special treatment by the service provider to the customers through investing in cultivation of relationship (Vazquez-Carrasco & Foxall, 2006). Relational benefits bring organizational advantages like customer loyalty or retention as well as individual benefits for customers and hence, the relational benefits aspect has been given increasing care (Colgate & Danaher, 2000). It is even more important for service industry because services deal with intangible elements and frequent and close interaction with the customers. For that reason, one factor for customers staying with the existing service provider could be because of that provider's efforts in relational investment (Patterson, 2004; Vazquez-Carrasco & Foxall, 2006; Patterson & Smith, 2003).

Because of such relational investment efforts, customers might lose relational benefits from leaving service providers (Berry & Parasuraman , 1991).

(d)   Service Recovery

Service recovery means when the service provider fails at delivering the service as designed and promised and the actions taken by the provider to reduce or fix the damage (Johnson & Hewa, 1997). Thus, it refers to as all activities and actions by a service provider to repair and rebuild the customers' experienced loss after a service failure (Gronroos, 1988). It is yet practically impossible to aim for zero errors or defects during the process of service delivery (Collie et al., 2000) though most of them are salvageable and controllable (Hoffman & Kelly, 2000). More than customers who never experience service failures, those customers who experience them and receive well service recovery by the service provider can retain even higher satisfaction level and customer retention rates (Maxham & Netemeyer, 2002). For that reason, as good service recovery prevents customer switching behaviors, it is an important element of switching barriers (Colgate & Lang, 2001).

2.5   Previous Studies

In constructing conceptual framework of the study, previously conducted papers are analyzed and studied**.** In this section, the influence of service quality on customer satisfaction is presented first. Additionally, the effect of customer satisfaction on repurchase intention is also explained. Previous study of the moderating effect of switching barriers on the relationship between customer satisfaction and repurchase intention is also discussed.

2.5.1   The Influence of Service Quality on Customer Satisfaction

For the first previous study, the paper "Understanding Online Food Ordering: How the Process Results in Satisfaction of the Customers" by (Shipman, 2019) is referenced. The paper studies factors affecting customer satisfaction and behavioral intention in online food ordering. The study is a quantitative research with convenience sampling method and final 213 surveys are used in data analysis. The

questionnaire consists of demographic, E-service quality, customer satisfaction and behavioral intention dimensions. Descriptive analysis and regression analysis is applied. The following figure shows the conceptual framework of the study.

Figure (2.1) Conceptual Framework of Shipman
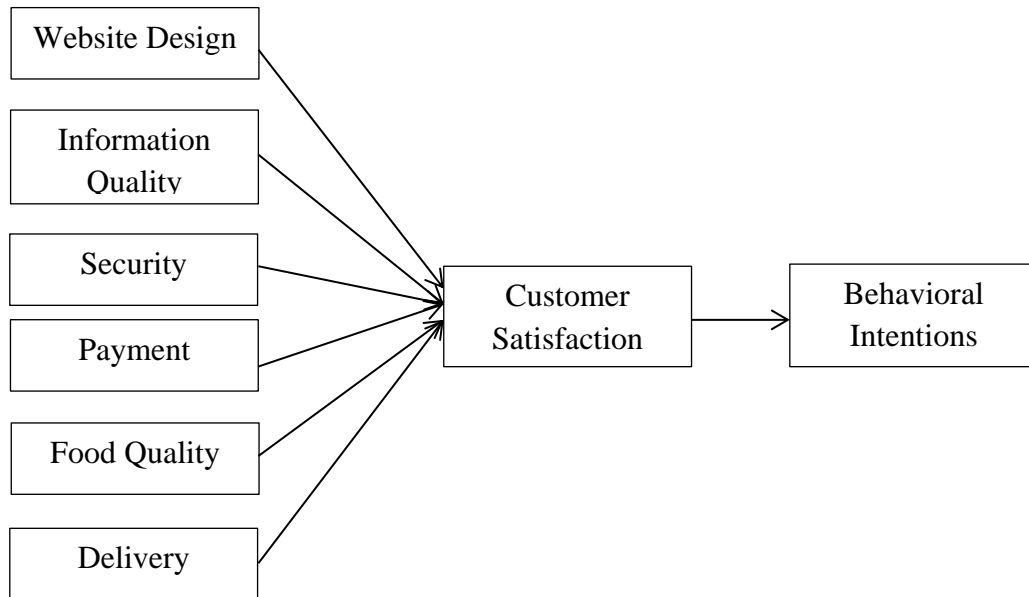
Source: Shipman (2019)

Since there is various E-service quality dimensions applied in various studies, this study also develops after studying different dimensions. The study adopts website quality, information quality, security, payment, food quality and delivery in order to measure E-service quality that influences customer satisfaction and these dimensions are based on (Kedah et al., 2015). As the Shipman believes these dimensions will not have same influence extent on customer satisfaction, each E-service quality dimension is measured to figure out which dimension has relative importance on customer satisfaction.

As for results, among the six dimensions that are used to study the influential effect on customer satisfaction using regression analysis, three factors are found to have significant effect on customer satisfaction. Website design, delivery and food quality are discovered to have positively increased the customer satisfaction, showing positive significant effect. The other three dimensions, information quality, payment, and security on the other hand do not have significant influence on customer satisfaction. Shipman reasoned that the three factors' insignificant influence might be explained by the website trust concept and that the three dimensions could be in

relation with trust towards the website. These three factors are found to increase consumer trust and in turn influence customer satisfaction, supporting customer satisfaction through the creation of trust.

2.5.2 The Effect of Customer Satisfaction on Repurchase Intention

As for examining the effect of customer satisfaction on repurchase intention, part of the conceptual framework of the paper "The Influence of Service Quality on Customer Satisfaction and Customer Behavioral Intentions by Moderating Role of Switching Barriers in Satellite Pay TV Market" by (Dawi et al., 2018) is examined. In this paper, relationship between service quality, customer satisfaction and behavioral intentions in pay TV market is studied with switching barriers taking the moderating role. The study is conducted in Malaysia's TV market with 245 final respondents using convenience sampling method. The following is the conceptual framework of the study.

Figure (2.2) Conceptual Framework of Dawi et al.
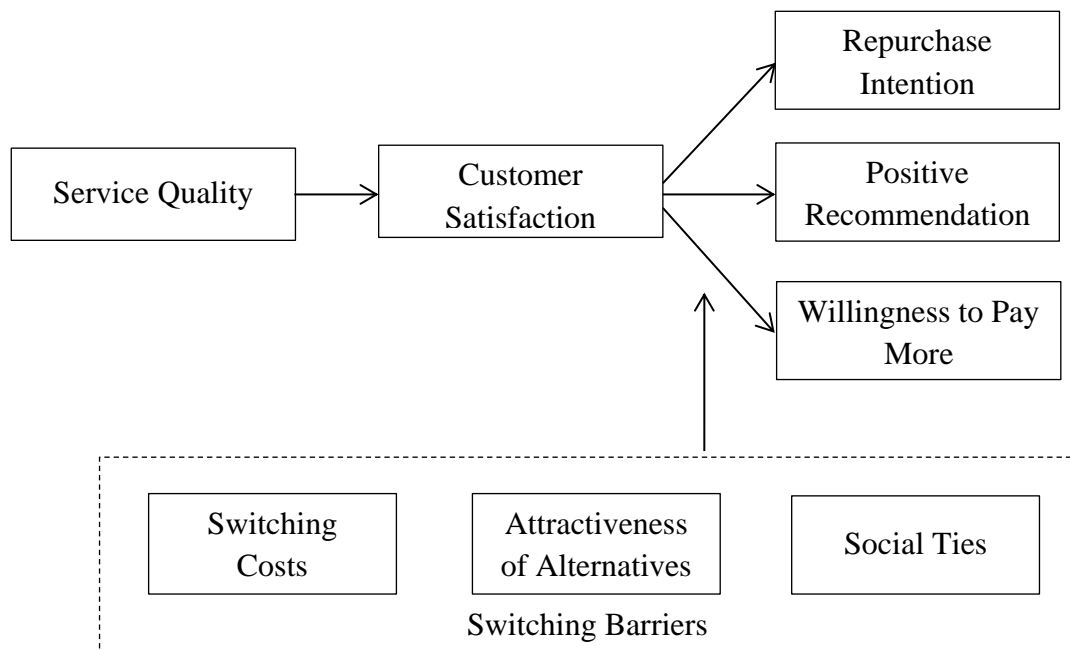
Source: Dawi et al. (2018)

For behavioral intentions, three dimensions are studied; repurchase intention, positive recommendation and willingness to pay more. From this paper, the effect of

customer satisfaction on repurchase intention is referenced and the related hypothesis is customer satisfaction has a positive effect to repurchase intention. The authors have stated that the more satisfied a customer's experience is, the higher probability of repurchase intention will be.

Based on the PLS analysis, there is a significant positive relationship between customer satisfaction and repurchase intention. A moderate relationship between customer satisfaction and repurchase intention with R squared value of 0.62 exists being consistent with past study (Jang & Noh, 2011). Based on the findings, it is suggested that service providers focus on behavioral intentions like repurchase intention to remain competitive. Businesses need to focus on customer satisfaction in order to keep consumers purchasing even after the service contract period.

2.5.3   Moderating Effect of Switching Barriers

For switching barriers as moderators, the paper "Restaurant Customers' Emotional Experiences and Perceived Switching Barriers: A Full-Service Restaurant Setting" is referenced with its conceptual framework. The paper studies relationship between consumption emotion, customer satisfaction, revisit intention and switching barriers of restaurants. Online survey is conducted and final 401 respondents are used in data analysis. The following is the conceptual framework of the study.

Figure (2.3) Conceptual Framework of Han
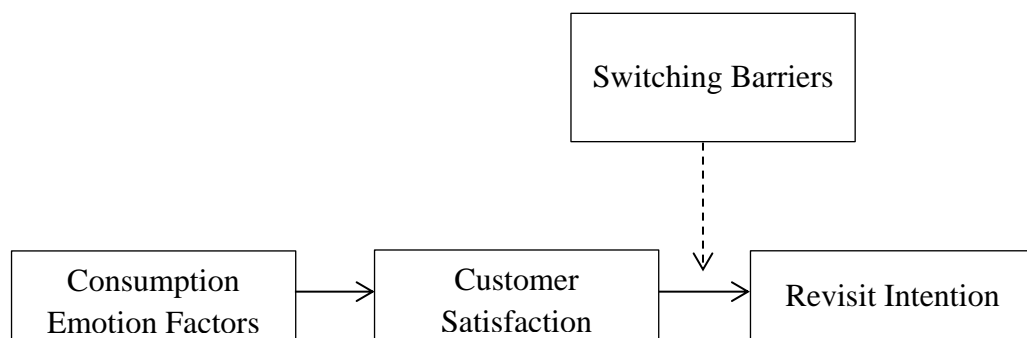
Source: Han (2007)

Han concludes that with low perceived switching barriers, moderating role of switching barriers on customer satisfaction and revisit intention will be higher when compared with high switching barriers. Therefore, it studies whether switching barriers have a significant moderating role in the relationship between customer satisfaction and revisit intention. As for elements, online focus group was conducted as a preliminary test with an online survey following behind with 149 participants. Four factors are used as final dimensions; switching costs, relational investment, preference and relational investment.

The results reveal switching barriers of both positive and negative have significant impacts on the relationship between customer satisfaction and revisit intention, being consistent with previous studies by various researchers in this regard (Jones et al., 2000; Ranaweera & Prabhu, 2003; Patterson, 2004), and support the proposed hypothesis. It means customers will continue to come back to visit the restaurants even if the experience is not satisfactory in the face of these switching barriers. It suggests businesses can include barriers to get a better understanding the post-purchase behaviors. Relying only on negative switching barriers should be done with cautions since they carry the passive component and negative experiences can lead to negative WOM and disloyalty (Jones et al., 2000).

Aside from the above paper, another research paper is also referenced where switching barriers are used as moderators. The title of the paper is "The Moderating Effect of Switching Barriers: Online Stock and Derivatives Trading" and in this paper, it studies the direct effects of customer satisfaction and switching barriers on customer retention and the moderating role of switching barriers on the relationship between customer satisfaction and retention in the setting of retail online stock and derivatives trading industry in Hong Kong (Wong, 2012). Online survey is conducted for two months and final 810 respondents are used for analysis of the data. The following is the conceptual framework of the study.

Figure (2.4) Conceptual Framework of Wong
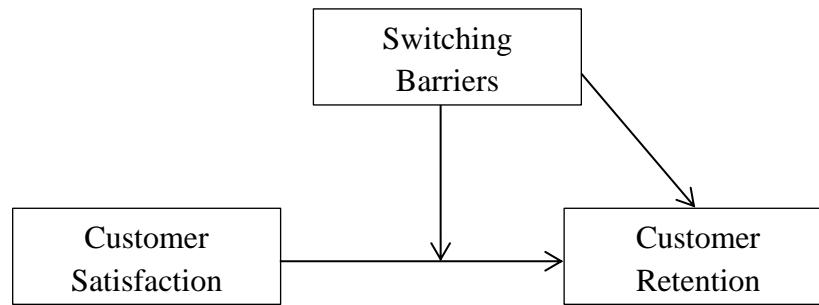
Source: Wong (2012)

Based on the results, both customer satisfaction and switching barriers each has positive significant effect on customer retention with customer satisfaction having stronger effect on customer retention compared to switching barriers. Since the interaction of customer satisfaction and switching barriers is negative and the value is significant, there is a negative moderating effect of switching barriers on the relationship of customer satisfaction and customer retention. Based on the value, it means the more switching barriers increase, the effect of customer satisfaction on customer retention will reduce. Switching barriers thus hinders customers who are less satisfied from switching to another service provider.

2.6 Conceptual Framework of the Study

This paper aims to study customer satisfaction and repurchase intention of Foodpanda, with switching barriers as the moderator. In conducting the survey for the research, 271 respondents who are users of Foodpanda and only those who are currently residing in Yangon region are chosen using simple random sampling method.

Independent variables are service quality and switching barriers while dependent variables are customer satisfaction and repurchase intention. For service quality dimensions, application design, information quality, security/privacy, payment options, delivery, and food quality are measured. In measuring food quality, measurement items include menu variety, healthy options, freshness, presentation, taste and temperature. As for switching barriers, switching costs, attractiveness of

alternatives, service recovery, relational investment and preference related items are applied as measurement items for switching barriers.

Figure (2.5) Conceptual Framework of the Study
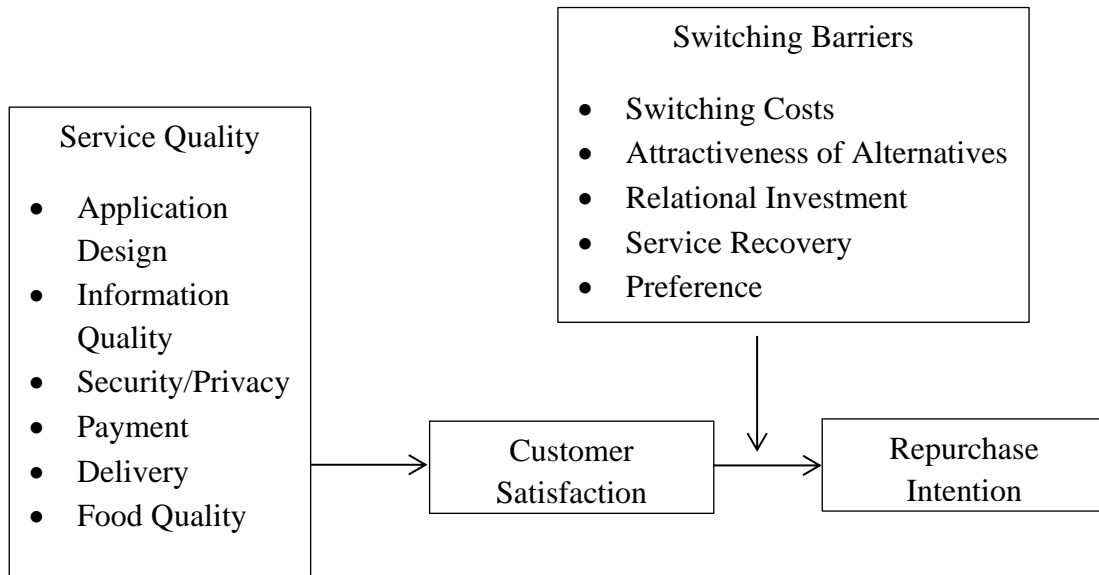
Source: Own Compilation (2022)

For the analysis, the influence of service quality on customer satisfaction is examined first. After that, the effect of customer satisfaction on repurchase intention of Foodpanda is analyzed. Furthermore, moderating role of switching barriers of relational investment, preference, switching costs, service recovery, and attractive of alternatives on the relationship between customer satisfaction and repurchase intention is measured.

CHAPTER 3

PROFILE AND SERVICES OF FOODPANDA

In this chapter, overview of online food delivery services including Foodpanda in Myanmar is presented. First, the background of online food delivery services in Myanmar is discussed. Then, the profile of Foodpanda and its services offered in Myanmar are explored.

3.1 Background of Online Food Delivery Services in Myanmar

Online food delivery services have gained significant amount of demand worldwide. The growth rate of this online food ordering and restaurant delivery industry is over 20% in the last five years with a target of $365 billion to reach by 2030 (Cheng, 2018). It has been growing so much that around 42% of all food ordering market are being done through online (FATbit Blog, 2017). Accompanies by digital age, customers are now relying more and more on shopping online and having the products delivered, including food category. The main customer segment is millennials and households with high income who live busy lifestyle with convenience being the driver for the sales.

Online food delivery services are part of E-commerce industry. It is true that Myanmar's E-commerce industry is still in fledgling state. Though it was valued only at $6 million in 2019, there is positive outlook for E-commerce since the retail industry is actually worth around $10 billion (Mcknight, 2020). Another reason of this positive outlook is the increased usage of communication technologies in Myanmar in recent years. As more people in Myanmar, especially young people, are also adopting technology in their everyday aspect along with fast-paced lifestyle changes, people are having less and less time to prepare and cook for themselves, especially those living in urban areas and hence, the growing of food delivery service market. Though eating out culture is still widespread, due to accessibility of internet, food delivery services are also being promoted. Convenience, time saving aspect, variety of choices and increased spending power of consumers are all contributing towards food delivery

market growth. According to research, revenue of online food delivery services is expected to be US$24 million by 2022 with an annual growth rate of 7.26% within 2022-2026 and by the year 2026, the market will likely be valued at US$31 million. The amount of users will likely reach 2.7 million by 2026. Among the segments of restaurant-to-consumer and platform-to-consumer, the former segment takes over most percentage (Statista, 2021). In fact, this growth is boosted by the breakout of pandemic in 2020. With pandemic in full swing, public safety rules and regulations have been exercised by MOHS and safety restrictions have been placed upon businesses, especially restaurants, restricting dining in experiences. Lots of businesses have been rotating their employees by making them work from homes to control the spread. Travel restrictions have also been exercised. Due to these reasons, restaurant and food industry as well as customers have been increasing their reliance on food delivery services in meeting their needs during pandemic season.

Figure (3.1) Online Food Delivery Services Revenues in Myanmar
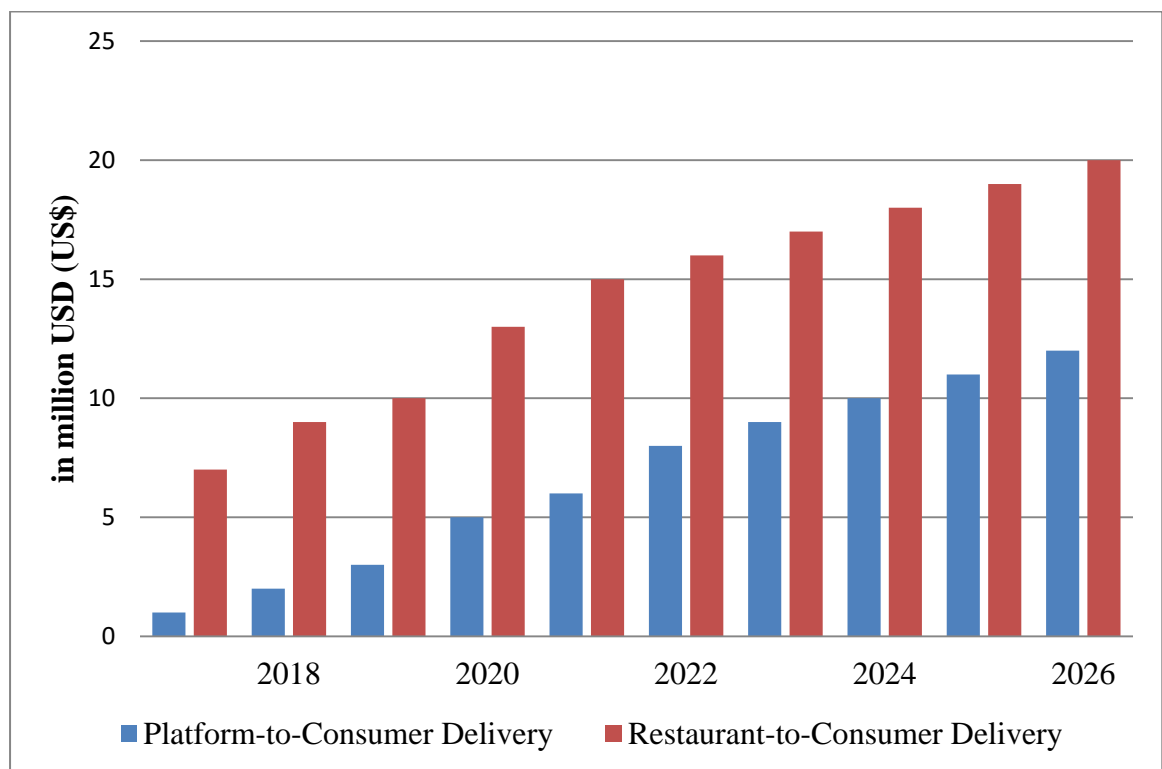
Source: Statista (2021)

Just like online food delivery services from other countries, in Myanmar, there are two forms of online food delivery services. First is restaurant operated food delivery services. The orders are done through their own websites or application and

then either get them delivered to designated destinations or have them picked up at the restaurants. And in Myanmar, instead of own websites/applications, Facebook is used as a medium since 85% of internet traffic accounts from the Facebook usage and most online shopping is conducted there (Mcknight, 2020). Another method is third party platforms like GrabFood and, Foodpanda. Through this, restaurants have access to provide online food ordering services without their own delivery networks.

In Myanmar market, Yangon Door2Door and Foor2U are among the pioneers of food delivery services since 2013 and 2015. After that, international online food delivery services like Foodpanda, GrabFood, Deliverink, Hi-So Mall have gradually entered Myanmar market. Along with these well-known third party services, there are also small-scale services owned by local businesses that are operating in the industry. These international brands offer groceries, ready to eat meals and other products.

3.2   Profile of Foodpanda in Myanmar

Foodpanda Group is headquartered in Berlin, Germany and is one of the leaders in online food delivery services worldwide. Its's parent company is Delivery Hero since December of 2016 after complete takeover (Bellon & Auchard, 2016). Currently, Foodpanda has its presence in over 40 countries of 5 continents. Foodpanda mainly operates with its business model of enabling customers to place orders of their preferred meals via internet conveniently (Foodpanda, 2022).

Foodpanda has launched its presence in Myanmar since January of 2020, starting from Yangon. In the beginning, they promised they would offer their services from around 1,000 restaurants and the services would be available to customers' homes, work places and other hotspot locations. Currently, the company employs within 201-500 of permanent employees and has over 7,000 independent contractors as delivery riders. The user rate has reached over 1 million users at the moment, said in an interview with Foodpanda (The Irrawaddy, 2021). As for service areas, as of October of 2020, Foodpanda has entered partnership agreement with over 8,000 restaurants in 8 cities – Yangon, Madalay, Bagan, Naypyitaw, Taunggyi, Bago, Pyin Oo Lwin, and Mawlamyaing – and the company has plans to expand to other cities. Right now, Foodpanda services are available in both iOS and Android systems.

3.3 Services of Foodpanda in Myanmar

As for services of Foodpanda, the company is now operating with over 8,000 restaurants across 8 cities in Myanmar like described above. Foodpanda is collaborating with FMCG retailers in order to offer groceries and other products in addition to ready to eat meals. The restaurants include international food chains like KFC, Pizza Hut, Café Amazon, Gong Cha and alike accompanied with local restaurant chains and shops like YKKO, Rangoon Tea House and so on. Foodpanda generates its revenues through commissions from its restaurant partners.

Foodpanda promises its services with the aim to save time and efforts of the customers. Customers have to browse through Foodpanda application for a list of restaurants and place their orders. Then, the restaurants receive the placed orders and prepare them. Those orders are then picked up by the designated Foodpanda riders and be delivered to customers' places. And then, the payment is made through preferred options, cash or credit. To distinguish itself from the competitors, Foodpanda offers discounts and special programs on top of being the service with low delivery charges. Foodpanda's current products and services are explained in details based on service quality dimensions in the following.

(a) Application Design

The components of Foodpanda's system structure includes website/application for customers in both iOS and android versions, the delivery riders side of the application and the administration side of the application (for both the restaurants and Foodpanda management). The application is designed to offer each customer their own unique customization of service. It has own account feature where the algorithms will remember contact information, payment option, past orders and favorites to make the experience enjoyable. It has installed interactive features like ability to contact the rider, GPS tracker, time tracker and contact information for restaurants in order to enrich the transaction experiences. It is designed with user-friendliness as top priority; information is organized neatly, navigation and system loading are smooth, display is easy to understand and pleasing to the eyes and purchasing process is also made easy.

(b)   Information Quality

Foodpanda always strives to provide reliable and accurate information. With its advanced technology, it enables restaurants to adjust item availability accordingly and automatically calculates the waiting time based on the queue of the orders to provide waiting time frame precisely. It also applies a pricing policy that promises best price to customers, meaning price at Foodpanda is the same with from dine-in option. Aside from normal transactions, occasional promotional campaigns are also designed in details to ensure information consistency. Foodpanda provides frequently asked questions, their policies and such for customers, riders and restaurants. For any further information, they can directly contact customer service management of Foodpanda to get the necessary information.

(c)   Security/Privacy

Since Foodpanda deals with customer information like contact information and banking information, it takes the security and privacy matters seriously. Foodpanda works to solve incurred security related problems by utilizing talents from security industry and own internal security and IT teams. Customers are allowed to contact to inquire about data protection issues. They are also given rights to cancel subscription at any time and to reject use of cookies and advertising like newsletters. Other rights include the accessing, the correction, the erasing, the processing and issuing complaint about the collected data. Foodpanda also provides the types of data they gather and reasons for gathering them like contact information, location, profile data, device related data, payment methods, and transaction data. The collected data is only given to service providers and third parties like layers, consultants and so on. Security measures to prevent data breaches are also set.

(d)   Payment

As for payment methods, Foodpanda has both cash and card systems provided. Customers though rely mostly on cash payments. Part of the reason is the provided card payment method is debit and credit card from Visa and in this country, only a handful of the customers use those cards. Foodpanda now tries to include other popular payment methods in Myanmar by working together with Mytel Pay and Wave Money. Foodpanda also plans to include more payment options in the future since as

digital payments grow more and more, Foodpanda will need to incorporate those payment methods in order to provide convenience.

(e)   Delivery

Foodpanda has independent contract riders of over 7,000 altogether in order to fulfil the delivery requirement well. Foodpanda makes the best use of location and incorporates it into their algorithms to make the delivery most efficient and effective. After an order is placed, it reaches to the restaurant. At the same time, a designated rider is chosen as the restaurant is preparing the ordered meals. By optimizing the data at hand, Foodpanda makes the waiting time of the rider at the restaurant as less as possible. The order is assigned to the rider who will arrive to the restaurant at the same time as the food is done instead of just assigning to the nearest rider. It is even possible to assign only one rider with multiple orders if they are within the specific location and time frame. Foodpanda considers convenience for both the riders and the customers by utilizing location intelligence in their algorithms.

(f)   Food Quality

Foodpanda has partnered with around 8,000 restaurants across 8 cities, indicating a rich selection of menu. It has categorized them based on types of cuisine; Asian, Western, Burmese, beverages, cakes and many other more. Foodpanda also arranges specific menu selection with certain themes in mind. For example, they have breakfast special, cafe and bakery treats, hot & spicy category. They mix and match the menu regularly to keep the customers engaged. Every customer is provided with a range of restaurants within the possible preferable price range that is customized based on each customer's location, and past orders. In addition to ready to eat meals, Foodpanda also offers grocery shopping by partnering up with grocery stores like G&G stores, ABC and so on. Since meals are prepared only when the order arrives, customers can enjoy fresh and flavorful meals. In order to deliver the orders in good conditions and temperatures, the riders are provided with insulated and spacious carriers and the system algorithms also assist in making deliveries as efficient as possible.

3.4   Profiles of Respondents

Respondents who are users of Foodpanda online food delivery service from Yangon are chosen to answer the questionnaire. The questionnaires cover respondents' general demographic questions, their opinions on service quality of Foodpanda, customer satisfaction, repurchase intention and switching barriers.

Table (3.1) Demographic Profile of Respondents

Description		Frequency	Percentage (%)
	Total	**271**	**100.0**
Gender	Male	97	35.8
	Female	174	64.2
Age Group	Under 20 years	65	24
	21-30 years	146	53.9
	31-40 years	49	18.1
	41-50 years	10	3.7
	Above 50 years	1	0.4
Level of Education	High School Graduate	59	21.8
	Undergraduate	70	25.8
	Graduate	101	37.3
	Postgraduate	41	15.1
Monthly Income	Less than Ks 100,000	91	33.6
	Ks 100,000 to 399,999	83	30.6
	Ks 400,000 to 699,999	45	16.6
	Ks 700,000 to 999,999	35	12.9
	Ks 1,000,000 and above	17	6.3
Occupation	Employee	116	42.8
	Student	86	31.7
	Pensioners	-	-
	Self-employed	37	13.7
	Unemployed	32	11.8

Source: Survey Data (2022)

The total number of respondents is 271. For demographic profile section, respondents are inquired about demographic profile questions of gender, age group, level of education, monthly income, and occupation.

Based on the collected data, 174 (64.2%) of respondents are female and 97 (35.8%) of them are male respondents. Though OFD services do not have gender bias, it is found that female number is around two times higher than male respondents. However, previous studies also show that women are more likely to use OFD services. As for the age group analysis, under 20 years group has 65 respondents (24%), 146 respondents (53.9%) represent 21-30 years, 10 respondents (3.7%) are from 31-40 years and only 1 respondent was from 41-50 years. The possible reason might be the technical nature of online food ordering services and elder people may be reluctant or have difficulty to use such services. According to Frontier's article, Yangon Door2Door's customers are mostly tech savvy young people in their twenties to early thirties; it is also the same for Foodpanda based on the data. For level of education, 59 respondents (21.8%) are high school graduates, undergraduate people are 70 respondents (25.8%), 101 respondents (37.3%) and postgraduate respondents account for 41 (15.1%). Graduate respondents are the highest number in relation to level of education.

The next questionnaire inquires monthly income of the respondents. 91 (33.6%) respondents have a monthly income of less than Ks 100,000. For income bracket of Ks 100,000 to 399,999, (30.6%) 83 respondents fall under the category. 45 respondents (16.6%) have an income of Ks 400,000 to Ks 699,999. 35 respondents (12.9%) has a monthly income of Ks 700,000 to Ks 999,999. And lastly, 17 respondents (6.3%) have the highest income bracket level, which is over Ks 1,000,000. As most respondents are below the age of 30 years, they also have limited income due to them being at the beginning of their careers or still continuing their education. And due to their young ages, it means most of them are probably still living with their family or not having family of their own, enabling them to spend on food delivery services even with the amount of small income.

As for the occupation, the largest proportion is public and private sector employees with 116 respondents representing 42.8%. Students take up 86 (31.7%) of the respondents and 37 respondents (13.7%) are self-employed. As for number of

unemployed respondents, 32 respondents (11.8%) have chosen the option. Students as well as public/private sector employees may not always have time to prepare food for themselves. Convenience and time saving factor may have influenced them to use online food delivery services.

CHAPTER (4)

ANALYSIS OF CUSTOMER SATISFACTION AND REPURCHASE INTENTION

In this chapter, service quality dimensions and their influence on customer satisfaction of Foodpanda are examined and the mean scores calculated through SPSS are presented. And then, the effect of customer satisfaction on repurchase intention of Foodpanda is analyzed. Finally, the moderating role of switching barriers on the relationship between customer satisfaction and repurchase intention is presented.

4.1 Analysis of the Influence of Service Quality on Customer Satisfaction of Foodpanda

For this section, the analysis of service quality – application design, information quality, security/privacy, payment, delivery and food quality elements will be discussed through inquiring all 271 respondents. The questionnaire items are measured with 5-point Likert scale. For descriptive analysis, mean and standard deviation of each dimension are discussed. And then, Linear Regression model is applied. Regression correlation analysis is performed to analyze the influence of service quality on customer satisfaction of Foodpanda.

4.1.1 Service Quality

Six dimensions are used to measure service quality of Foodpanda. They are application design, information quality, security/privacy, payment, delivery and food quality. The questionnaire items include 12 items for application design, 8 items for information quality, 6 items for security/privacy, 5 items for payment, 6 items for delivery and 6 items for food quality.

(a)   Application Design

In analyzing application design which is one of service quality dimension, 12 items regarding the factor are inquired to understand application design and its influence on customer satisfaction. Table (4.1) shows mean, standard deviation and overall mean.

Table (4.1) Application Design

No.	Application Design	Mean	Standard Deviation
1.	Displaying a visually pleasing design	4.01	.966
2.	Displaying easy to read text	4.11	.871
3.	Providing easy to understand labels	4.04	.829
4.	Allowing interaction for tailored information (picture, ph number, GPS and so on)	3.86	.957
5.	Providing interactive features for task completion (like feedback, pictures, ph number, GPS and so on)	3.86	.912
6.	Designing application quick loading	3.91	.986
7.	Organizing information well	3.79	.767
8.	Enabling easy navigation	3.94	.612
9.	Providing user-friendly application	4.08	.833
10.	Making easy purchasing process	4.11	.939
11.	Providing a good menu selection	3.87	.649
12.	Offering discounts or free shipping	4.07	.969
Overall Mean		3.97	

Source: Survey Data (2022)

Due to all mean values exceeding the cut-off point of 3 and the overall mean value is 3.97; it can be assumed that the respondents have positive views on application design of Foodpanda. The highest mean score is 4.11 by two statements, meaning respondents think Foodpanda's purchasing process is easy to conduct and the text display also is easy to read. They also perceive the app is user-friendly overall with a mean score of 4.08 and users also agree that Foodpanda offers a lot of discounts or free shipping with a mean score of 4.07 and it is proved by the fact that Foodpanda relies on promotional efforts in getting into the market and getting customers from already established brands. The labels are also easy to understand with a mean score of 4.04 though it is lower than the score for text display; respondents may find labels to be a bit more confusing. Foodpanda also places effort in making the app aesthetically pleasing as the mean score is 4.01. The navigation on the app is also easy to make with a mean score of 3.94 which is also assisted by the smooth loading of the app with a mean score of 3.91. It also provides a wide range of restaurants to select based on the mean score of 3.87. Respondents agree that the provision of Foodpanda with interactive features like GPS, addresses, visual aids and so on have helped them their purchase process as the mean scores are 3.86. The lowest mean score is 3.79 and respondents feel that information on the Foodpanda app is not that well organized; some reasons might be though the categories are defined, some expected restaurants can be in a different category or, time and time again, the searched restaurant may not appear.

(b)   Information Quality

8 items are included in inquiring respondents' view on information quality in order to understand information quality dimension and its influence on customer satisfaction Foodpanda. Table (4.2) describes the descriptive analysis of all the eight items' mean values, standard deviation values and overall means value in regards to information quality of Foodpanda.

Table (4.2) Information Quality

No.	Information Quality	Mean	Standard Deviation
1.	Supporting with needed information for transactions	3.65	.750
2.	Meeting information needs	3.83	.943
3.	Providing effective information	3.85	.869
4.	Offering timely information	3.85	.922
5.	Offering reliable information	3.85	1.006
6.	Providing accurate information to potential customers	3.79	.906
7.	Providing easily understandable information	3.92	.910
8.	Providing all detailed information	3.75	1.024
Overall Mean		3.81	

Source: Survey Data (2022)

Respondents seem to agree with information quality items overall since the mean value for all items is 3.81 which is over the cutoff point of 3. The highest mean value of 3.92 states that respondents agree the provided information is clear and easy to understand. 3 statements get the mean value of 3.85 as the second highest, indicating the information provided reaches their intended goal, while it is also made sure that information is delivered on a timely basis and that it is also reliable. Foodpanda makes sure to update the stock information or shop opening/closing time and updates them regularly. Generally, the necessary information for respondents to shop through Foodpanda is met based on the mean score of 3.83. As shown by the mean score of 3.79, it is assumed that Foodpanda provides accurate information. One example is Foodpanda is able to predict delivery time and GPS tracking as accurate as possible. It is also agreed that required information in details is also readily available with a mean score of 3.75. The lowest mean score is 3.65 stating respondents have less confidence in the provision of all information supporting the availability of detailed information. It seems respondents wish to receive information in more details

though the current information is enough to perform the transaction. The reason can be the different information presenting styles of each restaurant, creating the information inconsistency.

(c)   Security/Privacy

For service quality dimension of security and privacy, 6 items are included in asking respondents in regards to security and privacy aspect of Foodpanda and its influence on customer satisfaction. Table (4.3) is the table describing the 6 items' mean values, standard deviation values and the overall mean value.

Table (4.3) Security/Privacy

No.	Security/Privacy	Mean	Standard Deviation
1.	Ensuring safe transactions with the application	3.92	.801
2.	Setting adequate security features	3.78	.854
3.	Protecting information about credit card	3.77	.788
4.	Safeguarding customer personal information	3.77	.860
5.	Preventing misuse of personal information	3.76	.923
6.	Protecting information about shopping behavior	3.77	.798
Overall Mean		3.80	

Source: Survey Data (2022)

Based on the overall mean value of 3.8, which is over 3 the cut-off point, respondents agree with security/privacy statements. With the highest mean score of 3.92, generally, respondents feel protected with purchasing through Foodpanda and as with mean score 3.78, they agree that Foodpanda has set up proper security features like email order confirmations, terms and conditions in regards to safeguarding personal information, age confirmation in case of purchasing products with legal age requirements like alcoholic products or tobacco. Three items get the mean score of 3.77, meaning respondents believe Foodpanda protects financial information, personal

information and shopping behaviors. Foodpanda has strict controls in regards to fraud prevention. In order to protect security breach, it also works closely with people necessary skills and knowledges from security industry. It also does not store financial information since it is done by third party processor in accordance with laws. Consumer rights in regards to information are also provided like right to reject cookies, correct, access the data for example. The lowest mean score is 3.76 where respondents are not unsure that Foodpanda is not renting or selling the data. The concern stems from various personal data selling to third party organizations by businesses and since the issue is hardly cleared or communicated to the public.

(d)   Payment

In analyzing the payment dimension of service quality, 5 items are inquired to understand payment dimension's influence on customer satisfaction of Foodpanda. Table (4.4) describes the mean, standard deviation and overall mean value.

Table (4.4) Payment

No.	Payment	Mean	Standard Deviation
1.	Providing the payment options according to customer preferences	3.82	.896
2.	Providing efficient payment gateway system	3.71	.885
3.	Acceptance of payment option	3.97	.836
4.	Satisfying payment system	3.83	.821
5.	Providing convenient payment system	3.85	.847
Overall Mean		3.84	

Source: Survey Data (2022)

As the mean cut-off point is 3, the overall mean value of payment dimension is 3.84, indicating respondents' agreement to the payment items. Respondents are okay with the current payment methods as the mean score is 3.97. Though not all payment methods are available like mobile wallets, customers are still fine since they

mostly rely on cash on delivery method. Respondents also have positive agreement towards convenience of the payment system with a mean score of 3.85, payment system's satisfactory element with a mean score of 3.83 and the provision of preferred payment options with a mean score of 3.82. The efficiency of payment gateway system gets the lowest mean score which is 3.71 since most respondents are not familiar with card payment system since they only provide debit and credit card at the moment which are used only by a few percentage at the moment instead of widely used digital payment methods like mobile banking and wallets developed by local banks. Unfamiliarity with the use of such cards makes consumers confused about the matter. In order to solve the issue, Foodpanda is increasing its collaboration with mobile wallet providers like Mytel Pay and Wave Money currently.

(e)   Delivery

The delivery aspect of the service quality is also measured through inquiring respondents about it. In order to analyze the delivery influence on customer satisfaction, 6 statements are identified as measurement items for delivery dimension. Table (4.5) shows those 6 items' mean values, standard deviation values and the overall mean value of the 6 items combined.

Table (4.5) Delivery

No.	Delivery	Mean	Standard Deviation
1.	Delivering products with same presentation	3.28	.900
2.	Delivering within the promised time	3.81	.962
3.	Providing exact placed orders	3.93	.924
4.	Sending well packaged food	3.93	.960
5.	Delivering food efficiently	4.22	.839
6.	Arriving in good conditions	4.08	.870
Overall Mean		3.88	

Source: Survey Data (2022)

The overall mean value for delivery dimension is 3.88 and is over the point 3 cut-off point; respondents are agreeable towards delivery related statements. With the highest mean value of 4.22, respondents perceive the good efficiency in delivering the orders by the riders. Since in Yangon, the delivering is done by bikes, the traffic congestion is reduced and hence, increased efficiency. The placed orders are delivered in good conditions as the mean score is 4.08. Foodpanda delivery riders are provided with insulated and spacious delivery bags so that the orders can be placed safely inside them. 2 statements get the mean score of 3.93; respondents agree that the orders arrive as they order without mistakes while being packaged well without spills, leakages or thermal loss. Orders are also delivered within the expected time frame as the mean score is 3.81. When an order is placed, the order is given to the riders in its vicinity to reduce the time while also provided the estimated time frame based on the address of the customers; increasing time accuracy. When the waiting time is calculated, the order queue at the restaurant is also included automatically, improving accuracy more. The lowest mean score is 3.28; customers feel their orders are not presented as the way from the application. This is because the restaurants tend to take visually more enhanced pictures of their products in order to attract customers and this is also true in normal dine-in restaurants or restaurant ads. This however is a necessary marketing tactic in order to attract customers and as long as restaurants are able to maintain the quality of the food.

(f)   Food Quality

For assessing food quality dimension which is a part of service quality of online food delivery services, 6 items of measurement are included in the questionnaire in inquiring the respondents – taste, flavor, presentation, variety, availability of healthy options and the ability to delivery at good temperature. The mean values, standard deviation values and the overall mean of food quality items are expressed in Table (4.6).

Table (4.6) Food Quality

No.	Food Quality	Mean	Standard Deviation
1.	Providing a variety of food items	3.96	.824
2.	Offering a healthy option	4.20	.833
3.	Offering fresh food	4.27	.800
4.	Offering tasty food	4.34	.691
5.	Delivering in good temperature	4.10	.891
Overall Mean		4.16	

Source: Survey Data (2022)

With overall mean score of 4.16, it is over the cut-off point of 3 and respondents generally agree with food quality statements. With mean score of 4.34, respondents think food offered by Foodpanda is full with flavors. The food options are Foodpanda are also fresh with a mean value of 4.27, also has a variety of healthy options with a mean value of 4.20 since Foodpanda includes a wide span of restaurants and also offers grocery options. Respondents also think the orders arrive in good temperature due to mean score of 4.10. It is because the riders are provided with insulated delivery bags as well as the provision of the order only to the riders who are near the vicinity of the restaurant. The food is also well-presented as with the mean score of 4.6. The lowest mean score is 3.96; respondents think the variety of food is a bit lacking. Even though the partnered restaurants are a lot, since there are overlaps in offered products as well as only a handful them are famous, as most of them do not have marketing activities.

4.1.2 Customer Satisfaction

Customer satisfaction mean values and standard deviation values as well as overall mean score are presented in Table (4.7). In order to analyze customer satisfaction factor, respondents are asked to answer 10 items that are related to assessing customer satisfaction of Foodpanda. Then, the influence of service quality

elements on customer satisfaction of Foodpanda can be analyzed by using SPSS statistical software.

Table (4.7) Customer Satisfaction

No.	Customer Satisfaction	Mean	Standard Deviation
1.	Meeting customer expectation	3.69	.778
2.	Receiving overall satisfactory experience with this online food delivery service	4.15	.851
3.	Thinking this online food delivery service as satisfactory	4.19	.901
4.	Thinking this online food delivery service as a wise choice	4.16	.909
5.	Feeling this online food delivery service as the right purchase	4.13	.851
6.	Feeling satisfied with the way of transactions	3.92	.746
7.	Fulfilling customer needs and expectations	4.05	1.006
8.	Satisfying particular needs of customers well	4.01	.915
9.	Making customers happy	4.23	.913
10.	Pleasing the customers	4.25	.888
Overall Mean		4.08	

Source: Survey Data (2022)

The overall mean score for customer satisfaction is 4.08, meaning respondents agree with customer satisfaction statements as it passes the mean cut-off point of 3. Overall, customers are satisfied and happy with Foodpanda's service as per the highest mean scores of 4.25 and 4.23. Consumers also feel satisfied with the purchase decision made with Foodpanda and for choosing this online food delivery service according to the mean scores of 4.19 and 4.16. Consequently, respondents think they made the right choice to buy from Foodpanda since overall experience is satisfactory based on the mean scores of 4.15 and 4.13. It can be concluded that

respondents feel satisfied and find Foodpanda's services acceptable since the mean scores have little difference. It is said that Foodpanda is capable of meeting and filling respondents' needs and wants as the mean scores are 4.05 and 4.01. With the steps of transactions conducted, respondents feel satisfied though service failures must also exist since the mean score is second to last with 3.92. The lowest mean score is 3.69 with the aspect of meeting the expectation. It is said Foodpanda meets and fulfills needs and expectations in above statement. It is however possible that when an expectation alone is measured, it falls short the expectation.

4.1.3 The Influence of Service Quality on Customer Satisfaction

Linear Regression model is applied in analyzing the effect of service quality dimensions on customer satisfaction of Foodpanda and Table (4.8) has gathered and described the estimated regression model results.

Table (4.8) The Influence of Service Quality on Customer Satisfaction

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	Beta			
(Constant)	.022	.254		.085	.932	
Application Design	.587***	.091	.514	6.464	.000	5.043
Information Quality	-.115	.070	-.117	-1.644	.101	4.065
Security/Privacy	-.059	.069	-.046	-.855	.393	2.352
Payment	.022	.040	.020	.564	.573	1.020
Delivery	.325***	.064	.325	5.050	.000	3.306
Food Quality	.247***	.078	.189	3.173	.002	2.840
R Value	.818					
R Square	.668					
Adjusted R Square	.661					
F Value	88.724***					
Durbin-Watson	1.863					

Source: Survey Data (2022)

Notes: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

R value is 0.818 and since R^2 value is 0.668, the model can explain the variation of customer satisfaction of Foodpanda well. With adjusted R square value of 0.661, the model can explain 66.1% in regards to the variance of the independent as well as dependent variables. All VIF values are under 10, indicating the lack of multicollinearity issue in independent variables. Durbin-Watson value is 1.863, showing there is no auto correlation in the sample. Based on the value of F value, the overall model is highly significant at 1% level; it can be assumed that this specific model is valid.

For application design, delivery and food quality, the significant values for application design and delivery is 0.000 and the significant value for food quality is 0.002, thus the variables are significant at 1% level. Since Standardized Coefficient (Beta) values are positive, it shows that application design, delivery, and food quality have significant positive effect on customer satisfaction which is the dependent variable. Customer satisfaction is contributed the most by these three variables: application design, delivery and food quality.

For online food delivery services like Foodpanda, the application interface is substituted in the place of physical assistance of menu and waiters, meaning customers have to rely on self-efficiency in making purchases online. For that reason, applications need to be designed in a way that is easy in navigation, user-friendly and can make online orders and purchases smoothly. It is of main importance to have smoothly performing application since it will provide first impression of the service and have great influence on customer satisfaction.

Delivery is also another factor that influences customer satisfaction of online food ordering services like Foodpanda. Even though Foodpanda is a service business, the transaction process also involves the tangible aspect which is food. The successful order alone cannot achieve customer satisfaction. The transaction will be considered successful only with the complete delivery of the product. Customers expect deliveries to be made within a specific time frame and fulfil certain conditions in order to feel satisfied with the service. This factor is accompanied with food quality aspect. Even though online food delivery services are different from restaurants in service aspects, the food quality still plays an important role. The promise of quality food to customer is still the essence of online food delivery services, needing

businesses like Foodpanda to pay focus on overall food quality elements. As of importance, application design takes first place, delivery second place and food quality third place in factors influencing customer satisfaction.

The other three factors, information quality, security/privacy and payment factors are discovered to not have significant effect and hence have low influence on customer satisfaction. This can be explained by the role of trust and thus, it may be regarded as precedence to customer satisfaction. Information quality, security/privacy, payment and application design are primarily related with system quality, which influences customer trust and in turn influences customer satisfaction. Hence, it can be assumed that these factors are providing support for customer satisfaction by creating online food delivery service trust.

4.2   Analysis of the Effect of Customer Satisfaction on Repurchase Intention of Foodpanda

In this section, mean and standard deviation values of the variables are discussed first as descriptive analysis. Only after that, Linear Regression model is applied. Regression correlation analysis is performed to analyze the effect of customer satisfaction on repurchase intention of Foodpanda. Regression correlation analysis is applied in identifying the effect of customer satisfaction on repurchase intention through the data gathered from all 271 respondents. The questionnaire items are measured with 5-point Likert scale.

4.2.1   Repurchase Intention

Repurchase intention is measured using 10 items and they are applied in inquiring respondents' understanding on their intention to repurchase in regards to Foodpanda's online food delivery services. In Table (4.9), mean values, standard deviation and overall mean value of the 10 items of repurchase intention are expressed.

Table (4.9) Repurchase Intention

No.	Repurchase Intention	Mean	Standard Deviation
1.	Buying more through this online food delivery service in the future	4.11	.952
2.	Purchasing through this online food delivery service	4.06	.935
3.	Intensifying purchases through this online food delivery service	3.99	1.013
4.	Continuing the use of this online food delivery service in the future	4.00	.998
5.	Building long-lasting relationship with this online food delivery service	4.10	.907
6.	Choosing this online food delivery service again	4.17	.893
7.	Regarding this online food delivery service as the first choice	4.13	.863
8.	Knowing about this online food delivery service further prior to next purchase	4.12	.857
9.	Revisiting the application again in the future	4.12	.882
10.	Probably purchasing again in the future from this food delivery service	4.17	.891
Overall Mean		4.10	

Source: Survey Data (2022)

The overall mean score is 4.10, which is well over the cut-off point of 3, meaning respondents have expressed their intention to purchase from Foodpanda again. Due to the highest mean score of 4.17, respondents express the probability of using Foodpanda for their future purchases and to make Foodpanda their future choice when concerned with online food ordering. It matches with the view of respondents agreeing Foodpanda to be their first choice to consider when delivery service is to be used due to mean score of 4.13. As per the mean score of 4.12, respondents also express the intention to know and explore services and products of Foodpanda further.

Since they have purchased ready to eat meals from Foodpanda, they may also try to order grocery which is another service offered by Foodpanda. Respondents also express their intention to increase purchasing number in the future due to the mean score of 4.11. For mean score of 4.10, respondents hope that Foodpanda can continue exit and will be able to do purchases from it. With mean scores of 4.60 and 4, respondents want to increase purchases and continue to do business with them, being consistent with the above statements. The lowest mean score is 3.99 with the intention to intensify the purchases. It may be because though respondents do not mind to make purchases more than one time, they still feel reluctant to spend more per purchase; it may be because of the limited amount they can consume at once or due to the guilt of spending more.

4.2.2 The Effect of Customer Satisfaction on Repurchase Intention

Table (4.10) depicts the estimated regression model results of the effect of customer satisfaction on repurchase intention of Foodpanda by applying Linear Regression model.

Table (4.10) The Effect of Customer Satisfaction on Repurchase Intention

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	.465	.150		3.102	.002
Customer Satisfaction	.891***	.036	.832	24.619	.000
R Value	.832				
R Square	.693				
Adjusted R Square	.691				
F Value	606.079***				
Durbin-Watson	1.746				

Source: Survey Data (2022)

Notes: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

With the R value of 0.832 and R square value of 0.693, it can be seen that this specific model is able to explain repurchase intention variance of Foodpanda well.

Since the value of adjusted R square is 0.691, the model explains 69.1% of the variances of independent variable and dependent variable. With Durbin-Watson value of 1.746, auto correlation in the sample also does not exist. Based on the F value, it can be concluded that this specific model is highly significant at 1% level and that the model is valid.

The significant value of customer satisfaction is 0.000, meaning the independent variable (customer satisfaction) is significant at 1% level. With positive Standardized Coefficient (Beta) values, it indicates that customer satisfaction has a significant positive effect on repurchase intention which is the dependent variable.

Based on the analysis, customer satisfaction has a significant positive effect on repurchase intention of Foodpanda. Three dimensions of service quality is also found to have significant influence on customer satisfaction and businesses need to go beyond satisfied customers which is targeting towards consumer behavioral intentions. Once customers are satisfied, the likelihood of intention to repurchase which is one of the consumer behavioral intentions increases. Through the study, it is discovered that application design, delivery and food quality positively influence customer satisfaction of Foodpanda and in turn, customer satisfaction is also found to have significant positive effect on repurchase intention of Foodpanda consumers.

4.3   Analysis of the Moderating Effect of Switching Barriers on Relationship between Customer Satisfaction and Repurchase Intention of Foodpanda

This section will analyze the moderating effect of switching barriers on the relationship between customer satisfaction and repurchase intention of Foodpanda through inquiring 271 respondents. 5-point Likert scale is applied in measuring the questionnaire items. Mean and standard deviation of each dimension will be discussed for descriptive analysis. After that, Linear Regression model is applied to analyze the moderating effect of switching barriers on the relationship between customer satisfaction and repurchase intention of Foodpanda.

4.3.1 Switching Barriers

The dimensions of switching barriers – switching barriers, attractiveness of alternatives, relational investment, service recovery and preference – are examined. The questionnaire items for each switching barrier dimension include 9 items for switching costs, 5 items for attractiveness of alternatives, 5 items for relational investment, 5 items for service recovery and 5 items for preference.

(a)   Switching Costs

Items of 9 are applied in inquiring respondents in respect to switching costs of Foodpanda online food delivery service. Table (4.11) describes the items' mean values, overall mean value and standard deviation of switching costs.

Table (4.11) Switching Costs

No.	Switching Costs	Mean	Standard Deviation
1.	Switching service provider with not as good services	3.59	1.138
2.	Hassle of switching services	3.62	1.138
3.	Worrying about new service's billing	3.70	1.104
4.	Taking a lot of energy, time and effort for new service provider	3.80	1.134
5.	Learning necessity for new services of the new provider	3.50	.962
6.	Requiring a lot of steps	3.72	1.224
7.	Difficulty in starting a new online food delivery service	3.62	1.285
8.	Needing a lot of formalities for a new online food delivery service	3.30	1.188
9.	Causing monetary cost (more for foods and drinks)	3.49	1.074
	Overall Mean	3.59	

Source: Survey Data (2022)

Overall mean score is 3.59, and is over the mean cutoff point of 3, meaning respondents generally agree with switching costs statements. The highest mean value is 3.80; showing respondents agree that it is a hassle time wise, energy wise and effort wise to search for another online food ordering service even if they have information. Customers use food ordering service in order to save time and for convenience and so it might discourage them if they have to go out of their way and exert more resources. Respondents agree that it will take time going through the steps in order to use a new service which has a mean score of 3.72. Respondents may need to fill in the address and personal information again. It is said that the billing of the new service will not be as convenient as Foodpanda in terms of amount or process and it has a mean value of 3.70 and also agree that it is a hassle to change to that new service, supporting the before statements with a mean value of 3.62. Respondents also think the process of choosing another service proves difficulty with a mean score of 3.62. It should be noted that it may mean being difficult in the standard of online food ordering services. Another concern is respondents think other services may not be as good as Foodpanda which has a mean score of 3.59. It can mean in various aspects like the number of restaurants, benefits, delivery process and overall service. They also feel they would need time to learn to use a new service in order to use them due to the mean score of 3.5. Since Foodpanda is known to offer various monetary related promotions as well as being the service with the least delivery costs, respondents feel they will have to spend more with other services and the statement has a mean score of 3.49.

The lowest mean score is 3.3 and respondents do not agree that the switching will have a lot of formalities involved since it only needs to go through the use of a new application. It appears that though formalities are few, respondents still feel the burden of new steps and processes in switching to the new service. It can mean that respondents expect really low level of processes to go through in using online food ordering services.

(b)   Attractiveness of Alternatives

5 items are included in the questionnaire in order to inquire respondents about attractiveness of alternatives aspect of Foodpanda online food delivery service. Table (4.12) describes the items' mean values, overall mean value and standard deviation of attractiveness of alternatives.

Table (4.12) Attractiveness of Alternatives

No.	Attractiveness of Alternatives	Mean	Standard Deviation
1.	Having awareness of at least one other good service	3.62	1.021
2.	Knowing at least one other satisfying service	3.82	1.091
3.	Being happy with another possible service	3.66	1.139
4.	Knowing another equally or more satisfying service	3.57	1.257
5.	Lacking similar types of food delivery service in this community	2.78	1.394
Overall Mean		3.49	

Source: Survey Data (2022)

With the overall value of 3.49 over the cutoff point of 3, respondents agree with attractiveness of alternatives statement. The mean score of 3.82 indicates respondents' agreement on the existence of other online food service. Mean score of 3.66 shows there is a possibility that respondents could be happy with other food delivery services. Respondents are also aware of the availability of other online food delivery services since mean score is 3.62 and the mean score of 3.57 shows respondents may also be satisfied with the services of other online food delivery services and lastly, the mean score of 2.78 shows respondents disagree with the statement stating the lack of similar services as Foodpanda in the industry. Based on the statements, it can be seen that there are attractive alternatives available in the market other than Foodpanda.

(c)   Relational Investment

In order to measure relational investment, 5 items are included in the questionnaire in regards to relational investment of Foodpanda online food delivery service. Table (4.13) describes the items' mean values, overall mean value and standard deviation of relational investment.

Table (4.13) Relational Investment

No.	Relational Investment	Mean	Standard Deviation
1.	Providing the best deal	3.73	1.134
2.	Feeling a bond between Foodpanda and me	3.61	1.169
3.	Receiving special treatment from staff	3.79	1.021
4.	Providing reliable benefit programs and services	4.07	.929
5.	Having employees as friends	3.22	1.587
Overall Mean		3.68	

Source: Survey Data (2022)

The overall mean is 3.68 which is over the cutoff point of 3, showing respondents mostly agree with the relational investment statements. The highest mean score is 4.07 where respondents agree that they have various benefit programs and services. Foodpanda frequently provides discount programs and special deals while also providing low delivery fees compared to other online food ordering services. With means score of 3.79, respondents feel Foodpanda staff treats them well. In this case, it can be the delivery riders since they are the ones in close contact with the customers. With mean score of 3.73, respondents have strong belief in Foodpanda's ability in providing the best deal. Respondents feel they have established a bond between Foodpanda and them, as the mean score is 3.61. The lowest one is 3.22 where respondents do not have friends or people they know as employees of Foodpanda.

(d)   Service Recovery

In order to measure service recovery dimension, 5 items are included in the questionnaire to inquire about service recovery of Foodpanda online food delivery service. Table (4.14) describes the items' mean values, overall mean value and standard deviation of service recovery.

Table (4.14) Service Recovery

No.	Service Recovery	Mean	Standard Deviation
1.	Handling defects well	3.46	1.252
2.	Giving acceptable solutions to complaints	3.60	1.100
3.	Speaking with a person in case of a problem	3.54	1.234
4.	Having customer service representatives online	3.62	1.164
5.	Offering an explanation for problems	3.79	1.080
Overall Mean		3.60	

Source: Survey Data (2022)

With the overall mean score over the cutoff point of 3, respondents agree with service recovery statements. When problems occur, Foodpanda provides explanations rather than brushing off the problems as the mean score if 3.79. Respondents agree customer help is available via the internet as the mean score is 3.62. With the addition to providing explanation, Foodpanda also provides reasonable solutions to the problems and customer complaints which has a mean score of 3.60. Based on the mean score of 3.54, when a problem occurs, customers can communicate with the representative from Foodpanda. Respondents however think Foodpanda has poor practice in handling the product defects with the mean score of 3.46. Sometimes, product defects can be because of the restaurants themselves, or because of the Foodpanda delivery riders and the responsibility to compensate for product defects can be unclear.

(e)   Preference

To measure preference dimension, 5 items are included in the questionnaire and are used to inquire respondents about preference of Foodpanda online food delivery service. Table (4.15) describes the items' mean values, overall mean value and standard deviation of preference.

Table (4.15) Preference

No.	Preference	Mean	Standard Deviation
1.	Family member preference	3.93	1.083
2.	Preference of friends	4.07	.984
3.	Ordering Foodpanda with other people	3.97	1.069
4.	Being partial to a particular available food from Foodpanda	4.01	.970
5.	Favoring menu and food selection	4.18	.908
Overall Mean		4.03	

Source: Survey Data (2022)

Mean cutoff point is 3 and since the overall mean score is 4.03, respondents seem to agree with preference statements. 4.18 mean score shows that Foodpanda is respondents' favorite due to the menu and restaurant selection. Foodpanda is chosen and preferred by respondents' friends and people they have meals together with based on the mean score of 4.07. Some of the meal items are only available through Foodpanda services and respondents may choose Foodpanda for this reason based on the mean score of 4.01. Respondents feel that they will go along with the decision to make purchases from Foodpanda if people they dine together with prefer to order from Foodpanda and the mean score is 3.97. The lowest mean score is 3.93 where family members prefer to order from Foodpanda. Since most respondents are below the age of 30, it can be that the family members are mostly parents and elders who do not prefer to eat out.

4.3.2 The Moderating Effect of Switching Barriers on the Relationship between Customer Satisfaction and Repurchase Intention

The moderating effect of switching barriers on the relationship between customer satisfaction and repurchase intention of Foodpanda is analyzed using Linear Regression model and the result is shown in Table (4.16).

Table (4.16) The Moderating Effect of Switching Barriers on the Relationship between Customer Satisfaction and Repurchase Intention

Source	Model-1				Model-2			
	B	SE	t	Sig	B	SE	t	Sig
(Constant)	-.328	.138	-2.384	.018	-2.063	.806	-2.559	.011
Customer Satisfaction (CS)	.415***	.049	.8.473	.000	.774***	.171	4.520	.000
Switching Barriers (SB)	.788***	.065	12.068	.000	.1.406***	.290	4.846	.000
CS*SB					-.129**	.059	-2.184	.030
R Square	.801				.804			
R Square Change					.003			
Adjusted R Square	.799				.802			
F Value	538.810***				365.848***			

Source: Survey Data (2022)

Notes: *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

There is a moderating effect of switching barriers on the relationship between customer satisfaction and repurchase intention of Foodpanda because of the value of R square change 0.003 (3%). In model 2, R square value is 0.804 while adjusted R square value is 0.802, meaning this specific model can explain 80.2% of the variance of the moderating effect of switching barriers on the relationship between customer satisfaction and repurchase intention. Based on the F-value, the overall model is highly significant at 1% level.

Due to multiple regression result in model 2, switching barriers has a significant moderating effect on the relationship between customer satisfaction and repurchase intention of Foodpanda. The new interaction of customer satisfaction and switching barriers can be a significant predictor for repurchase intention of Foodpanda. Based on the results, switching barriers has a partial moderating effect on the relationship between customer satisfaction and repurchase intention of Foodpanda. Since both customer satisfaction and switching barriers are significant with the addition of new interaction, moderation has occurred while customer satisfaction and switching barriers also act as independent variables that effect repurchase intention of Foodpanda.

Based on the negative beta value, there is a negative interaction effect between customer satisfaction and switching barriers. Switching barriers have a significant negative moderating effect on the relationship between customer satisfaction and repurchase intention. It means as switching barriers increase, the effect of customer satisfaction on repurchase intention will be weakened despite satisfaction level and vice versa. In this case, it might be due to one switching barrier aspect of Foodpanda which is switching costs and its lock-in effect. When switching costs are high, consumers can experience increased costs from new providers and thus, have to stay with the current provider regardless of satisfaction level and switching is easy when switching costs are low and customers can perform according to their satisfaction-dissatisfaction conditions. Thus, increased switching costs may reduce the effect of customer satisfaction on repurchase intention. With Foodpanda, switching costs is relatively high. Consumers feel doubtful about other providers' service quality and perceive there is a relative amount of efforts to exert. Since the main reason for using OFD services is convenience, consumers may shy away from their perceived level of difficulty in switching providers. The possibility of having to spend more on foods and drinks with other service providers also pose as a significant switching cost. So, they can be reluctant to change to other service providers. And these reasons possibly can explain the negative moderating effect of switching barriers on the relationship between customer satisfaction and repurchase intention of Foodpanda.

CHAPTER (5)

CONCLUSION

In this chapter, the total of three parts are discussed; findings and discussions of the study, suggestions and recommendations as well as the needs for further research based on this study of customer satisfaction and repurchase intention on Foodpanda are presented in an organized manner.

5.1   Findings and Discussions

This paper studies customer satisfaction and repurchase intention of Foodpanda online food delivery service and 271 respondents, both male and female, from Yangon who are consumers of Foodpanda participated in the study. The structured questionnaire is distributed in the form of online survey using Google form. The first section inquired about the demographic profile in order to understand the respondents' general information. Based on the results, females use Foodpanda services more compared to males and the majority of the respondents are under thirty, implying young people are primary consumers of Foodpanda. As most of them are young people, a significant number of them are still continuing their education while another portion is college degree holders. They also have a certain limited level of income, which makes sense since most of them are not out of school yet or just starting their careers, so they have limited disposable income. As for occupation, most of them are public or private sector employees and students; showcasing their busy lifestyles and the need to rely on food ordering services for convenience and time saving purposes.

The study is conducted to fulfil three objectives: to examine the influence of service quality on customer satisfaction of FoodPanda, to analyze the effect of customer satisfaction on repurchase intention of Foodpanda and lastly, to examine the moderating effect of switching barriers on the relationship between customer satisfaction and repurchase intention of Foodpanda.

For the first objective, in measuring service quality, six dimensions of E-service quality and service quality are inquired: application design, information quality, security/privacy, payment, delivery and food quality. Among them, it is discovered that application design, delivery and food quality are the three factors that influence customer satisfaction of Foodpanda.

With application design, consumers view that Foodpanda has an easy purchasing process, making them feel comfortable and confident in conducting purchases which is aided by short loading time, easy navigation and interactive features. They also think the application is user-friendly with an easy to understand display and labels. In addition, the application is designed in a way that is pleasing to the eyes. They also enjoy Foodpanda's frequent offers of benefit programs and the access to a wide range of selection.

For delivery aspect, consumers perceive the foodpanda riders as efficient in making the delivery while also maintaining the orders in good conditions. They agree the orders arrive as promised in good packaging. In fact, the delivery is also made within the promised time frame which is an important factor in delivery dimension. Though consumers feel the presentation of the food is not the same with what is described on the application.

For food quality, Foodpanda consumers think it offers flavorful and fresh food. Respondents also think Foodpanda also has provided with healthy food options. Since delivery riders are efficient and the ordering system is well thought out, orders also arrive in good conditions and temperature.

As for information quality, consumers feel the information provided by Foodpanda is clear and easy to understand. Another important factor is they also feel information is reliable and updated in a timely manner. It is also accurate most of the time as in delivery time estimation though consumers wish for even more detailed information. With security/privacy aspect, consumers generally feel safe and protected in regards to personal contact information and financial payment information. Nonetheless, respondents are unsure about whether their data will not be sold to third party organizations since this is a common occurrence and concern in today's digital age. With payment methods, consumers generally accept and are satisfied with payment options since most consumers still rely on cash. Since

Foodpanda at the moment only offers via credit and debit cards of visa, mostly consumers are not familiar with them and thus can feel unsure about the provided payment gateway system's efficiency.

Then, the effect of customer satisfaction on repurchase intention of Foodpanda is analyzed. Based on the results, the effect of customer satisfaction on repurchase intention of Foodpanda is positively significant. Since customers are satisfied, the customer satisfaction continues towards consumer behavioral intentions like repurchase intention. Consumers express that they will consider Foodpanda as their first choice for future purchases, and also express the desire to know more about Foodpanda which can lead to consumption of other services. They also want to increase the number of purchases from Foodpanda though the intensity of each purchase will likely remain similar. Consumers also wish to continue their relationship with Foodpanda.

For the last objective, switching barriers effect on the relationship between customer satisfaction and repurchase intention of Foodpanda is analyzed. It is revealed that switching barriers has a significant negative moderating effect on the relationship between customer satisfaction and repurchase intention of Foodpanda. There is a negative interaction effect between switching barriers and customer satisfaction, indicating weakened relationship between customer satisfaction and repurchase intention as switching barriers increase. This can be due to 'lock in' effect of switching costs.

With switching costs, consumers feel that they have to exert time, energy and effort to switch to another service. They are also unsure about billing process and amount with new provider and also worry that they will not offer as good service as Foodpanda. Though formalities involved are few, consumers still find the steps and time to take in switching a hassle. With alternatives however, most consumers are aware of other delivery services and express desire and assumption in trying them out. With relational investment, the benefit programs like discounts are the most attractive feature and they also feel they have a bond created with Foodpanda. For service recovery, customers think that Foodpanda provides explanation and solutions to problems though they are not impressed with product defect handling. With

preference, most consumers have favorite menu and selection that is only available at Foodpanda and they also consider their loved ones' decision in making the purchase.

5.2   Suggestions and Recommendations

Since application design, delivery and food quality are found to influence customer satisfaction the most among service quality dimensions, Foodpanda should focus on those aspects by maintaining the areas that are perceived well by the customers while improving the weak ones. Foodpanda should keep improving their application design with ease of operations and easy purchasing process as focal point. Since consumers point out the application's inefficiency in organizing information, Foodpanda should research more on how to improve information organizing. With delivery, Foodpanda can continue to fine tune the process through technology in order to shorten delivery time. Foodpanda needs to recognize that quality of food is still a very crucial factor even though restaurants have main responsibility with this aspect. Foodpanda needs to maintain quality from their side like delivering on time, promoting more attractive options and working together with restaurants to improve quality. For example, consumers feel that restaurant variety is lacking even though Foodpanda has partnered with a very impressive collection and one reason might be lack of exposure of restaurants and this can be helped solve by Foodpanda through marketing efforts via application or social media sites.

Even though information quality, security/privacy and payment do not have significant effect on customer satisfaction, they can have supporting role through the creation of consumer trust and in turn influences customer satisfaction. Foodpanda can apply these three areas in building trust to improve customer satisfaction further. Since trust can even turn towards customer loyalty, it will be very beneficial for Foodpanda. These factors may not be significant at the moment, however, as digital banking and other technologies become more and more advanced, consumers will increasingly rely on these aspects and by making sure they can trust the process, it will automatically boost customer satisfaction. Foodpanda can cultivate these aspects and make them grow in their importance in customer satisfaction precedence.

Foodpanda needs to apply both service quality and system quality in creating customer satisfaction and in turn, improve repurchase intention and other behavioral consequences. Not all satisfied customers become return customers and Foodpanda needs to understand what influences repurchase intention so that it can increase its customer retention. And one way to do it is through the application of switching barriers.

By improving aspects that lead to customer satisfaction, Foodpanda may also be able to attract a new customer segment which is composed of older age group. Since main customers of Foodpanda and alike are millennials and young people, the amount of disposable income they can spend is limited. If Foodpanda manages to attract older generation that have more spending power, it can be a profitable customer segment. In order to do so, Foodpanda may need to figure out the factors that are currently prohibiting that segment. It may be technology problem, concern for health, or the lack of the kind of products they are interested in.

Foodpanda can take advantage of the existence of switching barriers in retaining customers. Foodpanda needs to have careful considerations in which barriers to apply since there are negative (switching costs and alternatives) and positive (relational investment, service recovery and preference) aspects. Relying too much on negative barriers is said to be unsustainable while positive switching barriers reinforcement can last longer. Since customers are already aware of the presence of alternatives, if competitors decide to take action to reduce switching costs, consumers can defect and switch to competitor brands. Since Foodpanda has already attracted customers through tangible means like benefit programs, it can take leverage and establish emotional bonds with customers. For example, Foodpanda can associate its brand image with spending time, creating familial bonds or have the brand take an emotional attachment in customers. Foodpanda can also focus on service recovery aspect since it is found that dissatisfied customers who receive effective solutions tend to become repeat and loyal customers even with the negative experience when not every satisfied customers become repeat customers.

In order for Foodpanda to continue succeed in the market and retain customers, it is important for the business to understand what factors are influencing customer satisfaction and which elements are locking customers in their business.

Since they can change over time, Foodpanda needs to assess these factors periodically.

5.3   Needs for Further Research

This research study is conducted with only the 271 respondents who are consumers of Foodpanda online food delivery service. Since the sample is only based on consumers currently residing in Yangon region, the study results may not be relevant to other online food delivery services or represent people from other cities. Future researches can be conducted based on different geographical locations or by focusing on other existing online food delivery services. Aside from the service quality dimensions applied in this study, other service quality dimensions can be substituted to measure service quality aspect. In addition, only service quality aspects is considered in measuring customer satisfaction of Foodpanda and only repurchase intention is considered as the customer satisfaction consequence. Other factors like emotional responses, perceived value, customer trust, loyalty, and the remaining behavioral intentions can be studied in future studies. Also aside from the switching barrier dimensions considered in this study, other switching barrier types or factors that can moderate customer satisfaction and repurchase intention relationship may exist and this study does not cover those areas of study. Since online food delivering industry will continue to grow along with technology advancements, the need for further research will continue to exist.

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APPENDIX A

QUESTIONNAIRE SURVEY

"Customer Satisfaction and Repurchase Intention on Foodpanda"

The survey is a partial fulfillment of the requirements of Masters of Business Administration Degree. It aims to investigate the effect of service quality on customer satisfaction and repurchase intention on Foodpanda Online Food Delivery Service. All the information collected will be used for academic purposes only and is in no relation to any business paper. Confidentiality and anonymity are guaranteed. Your response is highly appreciated. Thank you for your precious time and participation.

Section A: Demographic information

Instruction: Please choose the most relevant answer by ticking (✓) only one of the boxes provided for each question.

A1. What is your gender?

- o Male
- o Female

A2. What is your age group?

- o Under 20 years
- o 21-30 years
- o 31-40 years
- o 40-50 years
- o Above 50 years

A3. What is your highest level of education?

- o High School Graduate
- o Undergraduate
- o Graduate
- o Postgraduate

A4. How much is your monthly income?

- o   Less than Ks 100,000
- o   Ks 100,000 to Ks 399,999
- o   Ks 400,000 to Ks 699,999
- o   Ks 700,000 to Ks 999,999
- o   1,000,000 and above

A5. What is your occupation?

- o   Employee
- o   Student
- o   Pensioners
- o   Self Employed
- o   Unemployed

Section B: Service quality of Foodpanda

Instruction: Based on the scale below, please tick (✓) the number of your choice to indicate the extent you agree or disagree with the statement.

(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)

Application Design						
No.	Statement	1	2	3	4	5
1.	The application displays a visually pleasing design.					
2.	The text on the application is easy to read.					
3.	The application labels are easy to understand.					
4.	The application allows me to interact with it to receive tailored information (picture, ph number, GPS and so on)					
5.	The application has interactive features, which helps me accomplish my task (like feedback, pictures, ph number, GPS and so on)					
6.	The application loads quickly.					
7.	The information on the application is well organized.					
8.	I found it easy to move around the application.					
9.	The application is user-friendly.					
10.	The purchasing process is not difficult.					
11.	The application has a good selection.					
12.	The application offers discounts or free shipping.					

Information Quality						
No.	Statement	1	2	3	4	5
1.	The information on the application is pretty much what I need to carry out my tasks.					
2.	The application adequately meets my information needs.					
3.	The information on the application is effective.					
4.	The application offers timely information.					
5.	The application offers reliable information.					
6.	Application provides accurate information to potential customers.					
7.	The information provided on the application is easily understandable.					
8.	I can find all detailed information I need.					

Security/Privacy						
No.	Statement	1	2	3	4	5
1.	I feel safe in my transactions with the application.					
2.	The application has adequate security features.					
3.	This application protects information about my credit card.					
4.	I trust the application to keep my personal information safe.					
5.	I trust the application administrators will not misuse my personal information.					

No.	Statement	1	2	3	4	5
6.	It protects information about my shopping behavior.					

Payment						
No.	Statement	1	2	3	4	5
1.	The application provides me with the payment options according to my preferences.					
2.	The application provides efficient payment gateway system.					
3.	I accept payment option provided by the application.					
4.	The payment system is satisfactory.					
5.	The payment system is convenient.					

Delivery						
No.	Statement	1	2	3	4	5
1.	The product comes as represented by the application.					
2.	The product is delivered by the time promised.					
3.	You get what you ordered from the application.					
4.	The food sent by the website is well packaged.					
5.	Delivery riders are efficient in delivering the foods.					
6.	The orders arrive in good conditions.					

Food Quality						
No.	Statement	1	2	3	4	5
1.	It provides a variety of food items.					
2.	It offers a healthy option.					
3.	It offers fresh food.					
4.	It offers well-presented food.					
5.	It offers tasty food.					
6.	It delivers in good temperature.					

Section C: Customer Satisfaction of Foodpanda

Instruction: Based on the scale below, please tick (✓) the number of your choice to indicate the extent you agree or disagree with the statement.

(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)

No.	Statement	1	2	3	4	5
1.	My experience with this online food delivery service meets my expectation.					
2.	Overall, I am satisfied with my experience with this online food delivery service.					
3.	I am satisfied with my decision to purchase from this online food delivery service.					
4.	My choice to purchase from this online food delivery service is a wise one.					
5.	I think I did the right thing by buying from this online food delivery service.					
6.	I am satisfied with the way this online food delivery service have carried out transactions.					
7.	This online food delivery service fulfills my needs and expectations.					
8.	This online food delivery service satisfies my particular needs well.					
9.	I am happy with this online food delivery service.					
10.	I am generally pleased with this online food delivery service.					

Section D: Switching barriers of Foodpanda

Instruction: Based on the scale below, please tick (✓) the number of your choice to indicate the extent you agree or disagree with the statement.

(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)

Switching Costs						
No.	Statement	1	2	3	4	5
1.	If I switched to a new online food delivery service, the service offered by the new online food delivery service might not work as well as expected.					
2.	It would be a hassle to change online food delivery service.					
3.	I am not sure that the billing of a new online food delivery service would be better for me.					
4.	Even if I have enough information, comparing the online food delivery services with each other takes a lot of energy, time and effort.					
5.	If I switched to a new online food delivery service, I could not use some services, until I learned to use them.					
6.	It takes time to go through the steps of switching to a new service provider.					
7.	The process of starting up with new online food delivery service is hard.					
8.	There are a lot of formalities involved in switching to a new online food delivery service.					
9.	Switching to a new online food delivery service causes monetary cost like					

	paying more for foods and drinks					

Attractive of Alternatives						
No.	Statement	1	2	3	4	5
1.	If I had to change online food delivery service, I'm aware of at least one other service that would be at least as good as this one.					
2.	If I needed to find another online food delivery service, there is at least one with whom I could be satisfied.					
3.	I would probably be happy with the products and services of another online food delivery service.					
4.	Compared to this online food delivery service, I think there probably is another company with whom I would be equally or more satisfied					
5.	There are no other similar types of food delivery service in this community.					

Relational Investment						
No.	Statement	1	2	3	4	5
1.	I have confidence that Foodpanda provides the best deal.					
2.	I feel like there is a bond between Foodpanda and me.					
3.	I feel staff from Foodpanda treat me special.					
4.	Foodpanda provides me with reliable benefit programs and services.					
5.	My friends are employees of Foodpanda.					

Service Recovery		1	2	3	4	5
No.	Statement	1	2	3	4	5
1.	Foodpanda handles product defects well.					
2.	Foodpanda gives acceptable solutions to complaints.					
3.	Foodpanda offers the ability to speak to a person if there is a problem.					
4.	Foodpanda has customer service representatives available online.					
5.	Foodpanda offers an explanation of why the problem occurred.					

Preference		1	2	3	4	5
No.	Statement	1	2	3	4	5
1.	My family member(s) prefer(s) to order from Foodpanda.					
2.	My friend(s) whom I often (or occasionally) dine with like(s) to order from Foodpanda.					
3.	If someone whom I dine with wants to order from Foodpanda, I would follow his/her decision.					
4.	I am partial to a particular available food from Foodpanda.					
5.	I like the menu and food selections from Foodpanda.					

Section E: Repurchase Intention of Foodpanda

Instruction: Based on the scale below, please tick (✓) the number of your choice to indicate the extent you agree or disagree with the statement.

(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)

No.	Statement	1	2	3	4	5
1.	I will make more purchases through this online food delivery service in the future.					
2.	I will increase purchases through this online food delivery service.					
3.	I will intensify purchases through this online food delivery service.					
4.	I intend to continue with this online food delivery service in the future.					
5.	I hope my relationship with this online food delivery service will be long-lasting.					
6.	If I had to choose again, I would choose this online food delivery service again.					
7.	This online food delivery service is my first choice when I need food.					
8.	I intend to know further this online food delivery service prior to next purchase.					
9.	I would come back to this application in the future.					
10.	There is a likelihood that I would purchase from this food delivery service in the future.					

APPENDIX B

STATISTICAL OUTPUT

The Influence of Service Quality on Customer Satisfaction of Foodpanda

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.818[a]	.668	.661	.44195	1.863

a. Predictors: (Constant), Food Quality, Payment, Information Quality, Security/Privacy, Delivery, Application Design

b. Dependent Variable: Customer Satisfaction

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.978	6	17.330	88.724	<.001[b]
	Residual	51.565	264	.195		
	Total	155.544	270			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Food Quality, Payment, Information Quality, Security/Privacy, Delivery, Application Design

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.022	.254		.085	.932		
	Application Design	.587	.091	.514	6.464	<.001	.198	5.043
	Information Quality	-.115	.070	-.117	-1.644	.101	.246	4.065
	Security/Privacy	-.059	.069	-.046	-.855	.393	.425	2.352
	Payment	.022	.040	.020	.564	.573	.980	1.020
	Delivery	.325	.064	.325	5.050	<.001	.303	3.306
	Food Quality	.247	.078	.189	3.173	.002	.352	2.840

a. Dependent Variable: Customer Satisfaction

The Effect of Customer Satisfaction on Repurchase Intention of Foodpanda

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.832[a]	.693	.691	.45129	1.746

a. Predictors: (Constant), Customer Satisfaction

b. Dependent Variable: Repurchase Intention

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.433	1	123.433	606.079	<.001[b]
	Residual	54.784	269	.204		
	Total	178.218	270			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Customer Satisfaction

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.465	.150		3.102	.002		
	Customer Satisfaction	.891	.036	.832	24.619	<.001	1.000	1.000

a. Dependent Variable: Repurchase Intention

The Moderating Effect of Switching Barriers on the Relationship between Customer Satisfaction and Repurchase Intention of Foodpanda

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895[a]	.801	.799	.36393
2	.897[b]	.804	.802	.36139

a. Predictors: (Constant), Switching Barriers, Customer Satisfaction

b. Predictors: (Constant), Switching Barriers, Customer Satisfaction, Switching Barriers-Customer Satisfaction

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.723	2	71.361	538.810	<.001[b]
	Residual	35.495	268	.132		
	Total	178.218	270			
2	Regression	143.346	3	47.782	365.848	<.001[c]
	Residual	34.872	267	.131		
	Total	178.218	270			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Switching Barriers, Customer Satisfaction

c. Predictors: (Constant), Switching Barriers, Customer Satisfaction, Switching Barriers-Customer Satisfaction

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.328	.138		-2.384	.018
	Customer Satisfaction	.415	.049	.388	8.473	<.001
	Switching Barriers	.788	.065	.553	12.068	<.001
2	(Constant)	-2.063	.806		-2.559	.011
	Customer Satisfaction	.774	.171	.723	4.520	<.001
	Switching Barriers	1.406	.290	.986	4.846	<.001
	Switching Barriers-Customer Satisfaction	-.129	.059	-.732	-2.184	.030

a. Dependent Variable: Repurchase Intention