

Were There any Key Factors that Encourage Food Delivery Apps Adoption before the COVID-19 Pandemic in Thailand?

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Abstract

The popularity and diffusion of usage of the food delivery application is one of the most highly rated trends among the customers. The interest gained is due to the sheer convenience provided by the food delivery applications. However, there are few studies that examined customer-aspect on the role of satisfaction. The purpose of this study is to identify and empirically examine the main predictor of satisfaction towards intention to use food delivery apps. This research study exemplifies a modified conceptual paradigm based on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) including external factors: trust, convenience, and application quality to measured satisfaction by evaluating customers' perception of food delivery apps. The data was collected from a convenience sample of 220 Thai customers who have used food delivery apps at least for once before the COVID-19 pandemic. Structural Equation Modelling was used to analyse the data and tested against hypotheses based on AMOS 23.0. The results of the analysis show that satisfaction was significantly related to price value, social influence, habit, trust, convenience, and application quality where social influence is the most important factor before the pandemic. Moreover, the study also confirms the willingness of adopting food delivery applications by customers based on their level of satisfaction and higher the level of satisfaction, higher the chances of adoption. This study provides a wider view on the customers' perception toward the use of food delivery apps.

Keywords: Food delivery apps, Satisfaction, Trust, Convenience, Application quality, COVID-19, Thailand