

An Assessment of E-Service Quality for Online Food Delivery Services in Yangon, Myanmar

Ma Eaint*

Panyapiwat Institute of Management, Thailand

ABSTRACT

Background and Objectives: The online food delivery (OFD) service industry has witnessed significant growth globally, particularly in developing countries like Myanmar. The rise in mobile penetration and the impact of the COVID-19 pandemic have further accelerated this growth. This study aimed to examine the relationship between e-service quality and customer satisfaction, trust, and revisit intentions in the context of OFD services in Yangon, Myanmar. Specifically, the research sought to identify which factors of e-service quality most significantly influence customer satisfaction and trust, and how these, in turn, affect customers' intentions to reuse OFD services.

Methodology: This study employed a quantitative research approach using multiple regression analysis to explore the relationships between the variables. A sample of 200 respondents, who had experience using OFD services in Yangon, was selected using convenience sampling. Data were collected through structured questionnaires that included demographic information, consumer behavior, and assessments of e-service quality, customer satisfaction, trust, and reuse intention. The questionnaires were based on a five-point Likert scale and translated into Burmese to reduce the language barrier. The reliability and validity of the questionnaires were ensured through Index of Item-Objective Congruence, (IOC) tests and Cronbach's alpha reliability tests. The IOC test results indicated that most items had scores above 0.5, showing ample validity, while the Cronbach's alpha values ranged from 0.72 to 0.92, indicating high reliability.

Main Results: The regression analysis revealed that Fulfillment (FUL) had the strongest positive impact on Customer Satisfaction (CS), while Contact (CON) was the most significant predictor of Customer Trust (CT). Efficiency (EFF), System Availability (SYS), Fulfillment, Responsiveness (RES), Compensation (COM), and Contact were all positively related to Customer Satisfaction. However, Privacy (PRI) did not show a significant relationship with Customer Satisfaction. For Customer Trust, System Availability, Responsiveness, and Contact were significant predictors. The study also found a strong positive relationship between Customer Satisfaction and Trust and their Reuse Intentions (RI) towards OFD services. Based on these results, it is suggested that OFD providers should focus on enhancing Fulfillment and Customer Contact to improve satisfaction and trust, thereby increasing customer reuse intentions.

Discussions: The findings underscore the importance of various dimensions of e-service quality in influencing Customer Satisfaction and Trust. Fulfillment emerged as the most critical factor for their satisfaction, indicating that timely and accurate delivery of orders is paramount. Contact, encompassing customer service and support, was crucial for building trust, highlighting the need for accessible and responsive customer service. The insignificant role of Privacy suggests a lower awareness or concern for data security among users in Myanmar, although this may change with increased digital literacy efforts. Overall, the study emphasizes that enhancing e-service quality can significantly boost Customer Satisfaction, Trust, and Reuse Intentions.

Conclusions: The study concludes that to succeed in the competitive OFD market in Yangon, service providers must focus on improving e-service quality factors, particularly Fulfillment and Customer Contact. These improvements can lead to higher Customer Satisfaction and Trust, which are essential for encouraging Reuse Intentions. Additionally, the study suggests that OFD services should upgrade their applications to be more user-friendly and efficient, provide excellent customer support, and ensure wide coverage areas. Future research should explore the impact of Privacy concerns as digital literacy increases, and consider other factors as well, such as site aesthetics and delivery radius to further understand their influence on Customer Satisfaction and Trust.

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*Corresponding Author

E-mail address: 6271104193@stu.pim.ac.th, eaint97@gmail.com

Introduction

The digitalization of the economy has resulted in the traditional business model being rebuilt in order to survive in the modern economic revolution. Technological innovations and the transformation from offline to online connectivity are increasing due to the rise of the platform economy (Chan et al., 2018). The platform economy facilitates connection between the supply (the worker) and the demand (the customer) digitally. The types of digital platforms in today's market start from providing services such as Grab and Airbnb, to providing products (Amazon and eBay), payments (e.g., PayPal), software development (e.g., Apple, Google Play Store) and even job matching (Get links). The platforms do not own the products but build a connection between them and the customer (Chan et al., 2018). According to the Bloomberg (Bloomberg, 2019), the digital economy in Asia is triple in size over the last four year to 100 billion and expected to be by 300 billion by 2025. Platform use is rising, and according to a 2019 report from the McKinsey Global Institute, even incumbent companies that use third-party industry platforms well globally can achieve boosts in profit growth. Among incumbent companies, one booming market is Online Food Delivery Service (OFD) due to market and internet penetration. Customers can order from restaurants through platforms and obtain service anywhere. The market was expected to reach 83 billion Euros and experience a 3.5% growth rate by 2022 (McKinsey & Company, 2016).

The online food delivery service is a growing industry with high demand and factors such as the Covid19 pandemic have aided the industry's rapid rise. Coronavirus was found in Wuhan, China in December of 2019 and the World Health Organization (WHO) started to investigate in January 2020. The virus spread slowly, and at the beginning of 2020, the first case outside of China was found in Thailand. The virus is also known as severe acute respiratory syndrome coronavirus 2, or (SARS-CoV-2). It mainly spread when people were in proximity and exposed to an infected person's sneeze, cough, or touch (World Health Organization, 2020). Therefore, the WHO suggested a lockdown of Wuhan in an attempt to control the virus (Reuters, 2020). Later, other countries announced stay-at-home orders. Consequently, people started to work, study, and sell products from home. Due to stay-home orders, the online food industry has been spreading like wildfire over the last five years. The online food delivery service has increasingly influenced customer demand since people were afraid of going out, or they had to follow stay at home orders (IFIS, 2020). The revenue of the OFDs have been grown from 0.37 trillion in 2019 to the 1.22 trillion in 2024 with the compound annual growth rate (CAGR 2024-2029) of 9.49% (Statista, 2024).

Background and Significance of the Research

The global growth of OFD services has affected developing countries like Myanmar. Myanmar has grown in mobile penetration and mobile businesses after opening its economy in 2011(The Irrawaddy, 2020a). The fact that the mobile penetration rate grew rapidly surprised and attracted foreign investors to invest in Myanmar's tech businesses. Moreover, people in Myanmar adapted to the busy lifestyle. Due to the high penetration and adaption of the mobile and busy lifestyles, the first OFD in Myanmar took place in 2013 and was named Yangon Door2Door Service. Grab launched its GrabFood in Myanmar in 2019 while FoodPanda expanded aggressively in Myanmar at the beginning of 2020. During the pandemic, the Myanmar government announced stay at home rules starting in April of 2020 (The Irrawaddy, 2020a). Consequently, the OFD platform was boosted by Covid19 and demand has been rising in Yangon. The OFD service providers strictly follow the rules to protect the customers and themselves (The Irrawaddy, 2020b).

Since the market is dynamic and competitive, OFD services need to both satisfy customer needs and increase customer trust in order to retain customers. The satisfaction or dissatisfaction of customers is a major component in building company value. If consumers are

satisfied with the service, they will not only repeatedly use the platform, but they will also tell other people to use it so the supplier is compelled to continue to provide their products through the platforms in order to increase the number of consumers (Famiyeh et al., 2017). This study will assist currently operating OFD platforms and provide information to foreign investors who want to expand into OFD in Myanmar.

Objectives of Research

This study aims to achieve the following objectives:

1. To describe what factors in E-S-Qual (Efficiency, System Availability, Fulfillment, Security and Privacy, Responsiveness, Compensation and Contact) should be considered to increase customer satisfaction and customer trust.

2. To examine the relationship between customer satisfaction and customer trust with the reuse intentions towards food delivery providers.

Research Questions

1. How do factors in E-S-Qual influence customer satisfaction and customer trust?

2. How do customer satisfaction and customer trust affect customer reuse intentions towards using OFD platforms?

Significance of the Study

This study will assist both current OFD platforms and foreign investors who wish to expand their market into OFD platforms in Myanmar by providing insight into improved service quality and increased customer service.

Moreover, this study will help current and future investors to discover the main factors that influence customer satisfaction and improve their service quality, as to influence reuse intentions towards the platforms.

Definitions

Online food delivery platforms offer various types of food from different restaurants and deliver food orders through one single platform. Users can order through the platform by easily logging in, after which, they are able to know where the order is and when it will arrive. Users can order and eat without going anywhere. The market has been growing fast and thriving since the COVID 19 pandemic when people were following stay at home orders and many were afraid to go outside. Although delivery charges are moderately expensive, online food delivery platforms become fixers for people by saving them time and energy amidst their busy schedules.

1. Relationship between research variables and research hypothesis

1.1 The relationship between e-service quality and customer satisfaction

Parasuraman et al., (2005) described assessments of the service quality of websites that deliver service to customers. Some studies found that customer satisfaction can be forecast by the e-service quality in e-commerce sectors. Efficiency and Fulfillment have an influence on customer satisfaction and there is no relationship with Privacy. This means that the higher the quality of the service in regard to Efficiency and Fulfillment, the higher the client satisfaction for the online-based service business. However, some researchers found that e-service quality variables have no influence on customer satisfaction in the case of online retail for students in Jordan. Despite that, Kusdibyo and Februadi (2019) stated that e-service quality directly affected customer satisfaction, which means that the higher the e-service quality, the higher the customer satisfaction for online service business. Previous researchers argued that there is a positive relationship between customer satisfaction and e-service quality. Therefore, e-service quality played a major role in fulfilling customer satisfaction.

1.2 The relationship between e-service quality (e-SQ) and customer trust

Customer trust plays a major role in online services and for platform businesses such as Grab and FoodPanda since they are intangible. Once trust has been established with the customers, they will be willing to use any service from the service provider including e-payment services (Buyung et al., 2015). For platform businesses such as Grab and FoodPanda, they are not able to meet their customers directly and their service is completely intangible. It is important to build trust between customers and providers in order for customers to feel comfortable using their service. Some researchers stated that service quality can improve customer trust during the first stage and a lack of service quality can terminate customer trust leading to customers no longer using their service. Prior researchers confirmed that e-service quality positively relates to customer trust and satisfaction for online companies. Moreover, some researchers stated that boosting e-service quality can enhance customer trust which impacts repurchase intentions.

1.3 The relationship between customer satisfaction and customer trust

Researchers confirmed that customer satisfaction is a predictor of customer trust in e-commerce. The higher the satisfaction that customers have with the service, the higher the trust in the service. This increases the customer's likelihood of repurchasing through the service (Gusti & Putu, 2018). Moreover, the customer will gain confidence in the service and develop repurchase behavior since customer satisfaction affects customer trust (Revita, 2016). Also, e-service quality positively relates to customer trust in the telecommunication industry. Some researchers stated that customer satisfaction is a forecaster for trust and previous researchers proved that the satisfaction of the customer has a significant relationship with customer trust in the e-banking sector and the e-commerce industry.

1.4 The relationship between customer satisfaction, customer trust and reuse intention

Customer satisfaction is one of the main factors that influence customer desire towards reuse within the sports tourism industry and at hot springs. Moreover, some researchers stated that customer satisfaction has an influence on customer trust. Customer trust also plays a vital role in customer intention to reuse. This means there is a higher level of trust on behalf of the customer, and thus a higher chance of reuse or repurchase with the service. Also, some researchers have stated that customer satisfaction is highly related to customer reuse intention in e-payment services. They have stated that customers are more willing to purchase products or services because of high customer satisfaction, reflective of a higher-level trust with the product or service. Therefore, customer satisfaction has a strong relationship with customer trust and vice versa. Also, the researcher found that customer satisfaction and trust have a positive relationship and influence reuse intention for services in Indonesia. In addition, customer satisfaction and customer trust significantly influenced customer reuse intention. Higher levels of customer satisfaction led to higher levels of customer trust and a higher chance of reuse or repeat purchases of products or services (Yesitadewi & Teguh, 2023). In prior research it was found that customer trust has a strong relationship with customer reuse intentions in the e-commerce industry and customer satisfaction is not directly related to customer reuse intention (Gusti & Putu, 2018).

Literature Review

1. E-service quality

In the 21st century, the growth of internet use and accessibility has created the opportunity for business providers to deliver services through the internet by using electronic platforms for marketing and engaging customers. Therefore, Parasuraman et al., (2005) constructed a model for measuring service quality by providing access to electronic related businesses which deliver services through the internet, defined as E-Commerce (Mohanty et

al., 2007). Parasuraman et al., (2005) developed multiple-scale items to measure electronic service quality (E-S-Qual). This scale captures all online service processes through seven dimensions, comprising a total of 33 items for both e-service quality (E-S-Qual) and recovery (E-RecS-Qual). Efficiency includes the accessibility, friendliness, and speed of the site. System Availability refers to the stable technical function of the site. Fulfillment refers to the delivery of the content and the availability of the offerings. Privacy refers to the safeness and protection of data. Responsiveness refers to solving customer problems. Contact refers to getting back to customers to solve problems. Lastly, Contact refers to the accessibility of the Contact or site.

Ghosh (2018) studied the customer satisfaction of online shoppers in India and found that all of the dimensions from E-S-Qual have a significant influence on customer satisfaction and perceived value, which can lead to customer loyalty. Also, Kandulapati and Bellamkonda (2014) conducted a combination of E-S-Qual and SERVQUAL to measure customer satisfaction with mobile banking services since the service also has a physical store. They found a positive relation between E-S-Qual and SERVQUAL and that Security and Empathy play a major role in the mobile banking service. Mohammad et al., (2019) studied online retailing in Jordan by mixing between E-S-Qual, emotional benefit, and customer service and found that Security, emotional benefit, and customer service have a positive impact on customer satisfaction with the limitation of the analysis being only on Amazon.com. It has been suggested that the design aesthetic and interactivity of the sites could influence customer satisfaction, which is not included in the E-S-Qual. Gajewska et al., (2020) studied all the related e-commerce sites in Poland, and having a high level of Security and Trust for the service is the major consideration factor when using e-commerce sites. Cho et al., (2013) studied the online e-commerce platform Taobao, by using E-S-Qual and Flexibility which can be defined as the choice of payment method. They found that fulfilment can affect customer loyalty and importantly customers perceived service quality of the platform business relied on customer's purchasing experience with the individual sellers.

2. Customer satisfaction

Oliver (1981) defined satisfaction of the customer as the positive or negative sense between the customer expectation and perceived performance while using products or services. Additionally, customer satisfaction is mainly conducted in positive consumer behavior after purchasing and it leads to repeat purchasing or visiting, positive recommendations, and increasing sales and profit (Fornell, 1992; Gundersen et al., 1996; Halstead & Page, 1992; Su, 2004; Tussyadiah, 2016). Fulfilling customer expectations tends to lead to a higher probability of repeat purchase/reuse for products or services (Leninkumar, 2017; Wong & Sohal, 2003). Moreover, much research has indicated that satisfied customers are more likely to have positive post-purchase behavior and positive post-purchase communication regarding the products or services (Blodgett & Anderson, 2000; Leninkumar, 2017; Maxham & Netemeyer, 2002). In addition, customer satisfaction has a significant relationship with customer loyalty, repurchase and reuse behavior and customer trust (Chan, 2018; Leninkumar, 2017; Setiowati & Putri, 2012). In the competitive market, customer satisfaction is an important tool for customer retention and loyalty, being the main factor for customer retention and having a strong influence on customer satisfaction.

3. Trust

Researchers described trust as involvement due to the expectation of a possible loss (Deutsch, 1958). Some stated that customer trust is the customer's feelings and emotions that indicate that they can rely on the attentiveness of the other party (Patrick, 2002). Customer Trust can also be defined as the trustworthiness of the product or service from previous experiences or expectations.

Some researchers defined trust as the desire of the other party to participate in actions that may be important and/or risky based upon the customer's expectations (Davis &

Schoorman, 1995; Mayer et al., 1995). Some researchers described it as involvement due to the expectation of a potential loss (Deutsch, 1958). Trust has a positive influence on customer intention and in maintaining the customer relationship (Widyawati & Margaretha, 2018). Also, there is a relationship between e-service quality, trust and satisfaction in the education industry (Leonard, 2019).

4. Reuse intention

Reuse Intention is described as the possibility of repurchasing or reusing products or services after being used or received, in addition to information about the services having been transferred to their relations and friends (Ajzen, 2005; Nurqamarani et al., 2020). Some researchers have defined Reuse Intention as how much an individual has a conscious plan to perform or not in the future (Warshaw & Davis, 1985). Also, some researchers stated that reuse intention is positively related to customer satisfaction (Ladkoom & Thanasopon, 2020; Nurqamarani et al., 2020; Waluya et al., 2019). Many researchers found that customer satisfaction has a strong influence on the repurchase or reuse intentions of customers.

A theoretical framework was fully developed from the “E-S-QUAL A Multiple-Item Scale for Assessing Electronic Service Quality” of Parasuraman et al., (2005) which has proven to be a strong theory for measuring electronic service quality. There are two main scales under the e-service quality: E-S-Qual and E-RecS-Qual. In this paper, the theory will use all items of e-service quality to cover all the factors that influence customer satisfaction. Moreover, the researcher adapted Mohammad et al., (2013) to figure out the relationship between e-Service quality and customer trust. Also, Moh and Hidayat (2020) were developed and adapted to understand the relationship between customer satisfaction, trust and reuse intention.

5. Conceptual Framework

A theoretical framework was fully developed from the “E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality” of Parasuraman et al., (2005), which has been noted to be a strong theory to examine electronic service quality. There are two main scales under e-service quality: E-S-Qual and E-RecS-Qual. In this paper, the theory will use all items of e-service quality to cover all the factors that influence customer satisfaction and customer trust (2013). Also, the work of Moh and Hidayat (2020) was developed and adapted to understand the influence between customer satisfaction, trust and reuse intention.

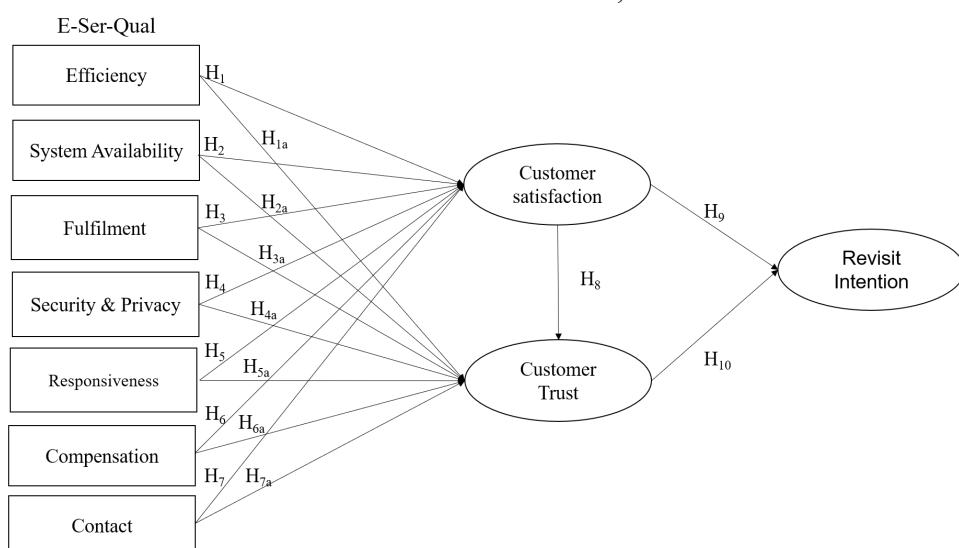


Figure 2 Conceptual Framework.

Adapted from Moh et al., (2020), Mohammad et al., (2013) and Parasuraman et al., (2005)

The purpose of the framework is to understand the factors influencing e-service quality, customer satisfaction, and customer trust, which lead to customer's reuse intention of platform service businesses.

Research Methodology

1. Sample size and procedure

The population of the study targeted customers who had used food delivery services in Yangon. This study used the sample size calculation method suggested by Green (Green, 1991). The formula of this method is $N \geq 50 + 8m$, where m is the number of predictors. In this study, there are 9 predictors which are counted as independent variables. As a result, the average sample size of this study was 122. Therefore, the sample size of the study was 200 respondents.

The convenience sampling method was used for this research in order to access data easily and flexibly. The data were collected through questionnaires, both offline and online, from those who have experience using OFD service. Questionnaires were prepared utilizing a Five-point Likert scale ranging from Strongly Agree – 5, to Strongly Disagree-1. The questionnaires have three parts: demographic information, consumer behavior, and the main section. Questionnaires were conducted by in Burmese to reduce the language barrier and was back translated after the study. The questionnaires were adapted from previous research (Fornell & Larcker, 1981; Gounaris, 2005; Parasuraman et al., 2005). To examine the reliability of the questionnaires, the IOC test was used after receiving suggestions from experts about the questionnaires and to test multicollinearity after the pilot study. According to the IOC test result and the multicollinearity test, some questionnaires had to be withdrawn to avoid misunderstanding, since some questions had a similar meaning. Therefore, a total of 25 items were assessed for e-service quality, including three items for customer satisfaction, five items for trust, and three items for reuse intention. In addition, Cronbach's alpha and reliability test were conducted in order to identify the validity and reliability of the questionnaires after collecting the data. Multiple regression analysis was used to analyze the relationship between dependent and independent variables.

2. IOC test result

After developing the questionnaires from previous researchers, the researcher did an IOC test to determine the reliability of the questionnaires by receiving suggestions from two experts and any score under 0.5 should be withdrawn and any score under 2 would be reworded according to the suggestions. These were then back translated to Burmese by experts to reduce the language barrier. Below table are the IOC test results.

Table 1. IOC test result

Variable	Scale Item	IOC Test Result
Efficiency (EFF)	1. I can easily find what I need on the application/site 2. I can easily get anywhere on the application/site 3. The application/site complete a transaction quickly and loading fast 4. Information and contents are well organized and complete 5. The application/site is easy to use and friendly	2 1 2 2 2
System Availability (SYS)	1. The application/site is available when I need 2. The application/site launches and runs right away 3. The application/site does not crash 4. The application/site does not freeze while using it	2 2 2 2
Fulfilment (FUL)	1. The application/site deliver on time within a time frame that I order 2. It quickly delivers what I order 3. It sends out the items ordered 4. All the menus that the company claims to have, are available 5. It is truthful and promise about its offerings	2 2 2 2 2
Privacy (PRI)	1. That service's application/site protects my information and identity 2. It does not share my information with anyone 3. It protects my credit card information	2 2 2
Responsiveness (RES)	1. It provides me with convenient options for returning food 2. They handles food returns well 3. They guarantee the food quality 4. They help me if my ordering process is not processed 5. They reply promptly on my problems	2 2 2 2 2
Compensation (COM)	1. They compensates me for problems it creates 2. They compensates me when what I ordered doesn't arrive on time 3. They picks up items I want to return from my home or business	2 2 2
Contract (CON)	1. I can easily reach to the company by ph. number 2. Their customer service is available online 3. I can talk to the person if there is a problem	2 2 2
Customer Satisfaction (CS)	1. The food delivery service's application/site always meets my needs 2. The food delivery service's application/site is getting close to the many restaurants. 3. I am satisfied with the food delivery service application/site	2 1 2
Customer Trust (CT)	1. Food delivery service's application/site is genuinely interested in customer's welfare 2. If problems arise, one can expect to be treated fairly by this service's app/site 3. I am happy with the standards by which this service's app/site is operating 4. Service's app/site operates scrupulously 5. You believe the statement of the service's app/site	2 2 2 2 2
Revisit intention (RI)	1. In the near future, I would like to revisit to the app/site again 2. I have strong intention to revisit and reorder to the food delivery service app/site with my friends and family in the future 3. I will make my next purchase from this app/site	2 2 2

3. Reliability result of the study

The reliability test was conducted to test the consistency and reliability of the questionnaires. Zikmund et al., (2010) stated that ranges between 0.8 to 0.95 could be defined as very good reliability. Also, a result between 0.7 to 0.8 indicates good reliability. Table 2

shows the result for the Cronbach's alpha test of the pilot study and main study. Nine out of 10 variables are greater than 0.8 and the responsiveness was 0.72 which indicates good reliability.

Table 2. Reliability and descriptive statistic result of the study

Construct	No. of items	Cronbach's alpha(α) (n= 30)	Cronbach's alpha(α) (n= 201)	Mean	Mean Interpretation
Efficiency	5	0.8430	0.8530	3.99	Agree
System Availability	4	0.7590	0.8376	3.54	Agree
Fulfillment	5	0.9200	0.8523	3.83	Agree
Privacy	3	0.8780	0.8474	3.50	Agree
Responsiveness	2	0.9610	0.7250	3.65	Agree
Compensation	3	0.9010	0.8472	3.21	Neutral
Contact	3	0.8890	0.8494	3.45	Agree
Satisfaction	3	0.8888	0.8777	3.76	Agree
Trust	5	0.8970	0.9249	3.47	Agree
Reuse Intention	3	0.9340	0.9196	3.93	Agree

The researcher analyzed the mean characteristic of the variables including Efficiency, System Availability, Fulfilment, Privacy, Compensation, Contact, Satisfaction, Trust, and Reuse intention to interpret the entire sample of the population. Table 2 shows that the minimum mean value is 3.08 and the maximum mean value is 4.10 out of a five-point Likert scale. The researcher used maximum scale minus minimum scale divided by number of levels to identify the interpretation of the result.

3.3.1 Mean distribution result

The table below indicates the mean result of the variables and interpretation of the mean distribution result.

Table 3. Summary of the descriptive statistic of indicators

Items	Mean	Std. Deviation	Mean Interpretation
EFF	3.99	0.71	Agree
SYS	3.54	0.85	Agree
FUL	3.83	0.76	Agree
PRI	3.50	0.83	Agree
RES	3.65	0.82	Agree
COM	3.21	0.85	Neutral
CON	3.45	0.88	Agree
SAT	3.76	0.75	Agree
TRU	3.47	0.82	Agree
REV	3.93	0.76	Agree

Results

1. Summary of the demographic information

The respondent's demographic data indicates general information about the respondents and the behavior of the OFD service users. These specify the usage, spending,

target market, and market-leading Food Delivery services in Yangon to analyze the current market situation in a booming industry.

A summary of the demographic information about the sample includes gender, age, occupation, education, monthly income, purchase frequency per week, minimum spending per time, reason to use OFD services over dining-in, and market-leading OFD services in Yangon are as follows:

Table 4. Summary of the Demographic Descriptive

No.	Demographics	Frequency	Percent
Gender			
1	Male	46	22.89%
	Female	154	77%
	Other	1	0.5%
Total		201	100%
Age			
2	below 20 years old	2	1%
	20 - 25 years old	58	29%
	26 - 30 years old	36	18%
	31 - 35 years old	45	22%
	36 - 40 years old	30	15%
	above 40 years old	30	15%
Total		201	100%
Occupation			
3	Students	41	20%
	Government officer	44	22%
	Private Organization	61	30%
	Business owner	40	20%
	Others	15	7%
Total		201	100%
Education			
4	High School	3	1%
	Undergraduate	40	20%
	Graduate	75	37%
	Postgraduate	83	41%
Total		201	100%
Income			
5	0 - 300,000 MMK	35	17%
	300,001 - 500,000 MMK	50	25%
	500,001 - 700,000 MMK	44	22%
	above 700,000 MMK	72	36%
Total		201	100%

Table 4. Cont.

No.	Demographics	Frequency	Percent
Frequency usage per week			
6	1 time	86	43%
	2 times	64	32%
	3 times	23	11%
	4 times	10	5%
	5 times	7	3%
	6 times	3	1%
	7 times	8	4%
Total		201	100%
Minimum spending per time			
7	Less than 5,000 MMK	28	14%
	5,000 - 15,000 MMK	102	51%
	15,000 - 25,000 MMK	48	24%
	above 25,000 MMK	23	11%
Total		201	100%
Reason to use OFD services			
8	Time Saving	52	26%
	Don't want to go out	77	38%
	Promotions	30	15%
	Convenient	40	20%
	Other	2	1%
Total		201	100%
Most used OFD services			
9	FoodPanda	91	45%
	GrabFood	60	30%
	Food2U	15	7%
	Door2Door	15	7%
	HiSo	15	7%
	Other	5	2%
	Total	201	100%

2. Multiple regression analysis

This study utilized the multiple regression method for hypothesis testing. Table 5 illustrates the final result of the multiple regression analysis. According to result, Efficiency (EFF) ($\beta = 0.014, p < 0.05$), System Availability (SYS) ($\beta = 0.14, p < 0.05$), and Compensation (COM) ($\beta = 0.12, p < 0.05$) have a significant relationship with customer satisfaction at $p < 0.05$, while Contact (CON) ($\beta = 0.16, p < 0.001$) has significance at $p < 0.01$. Fulfillment (FUL) ($\beta = 0.30, p < 0.001$) and Responsiveness (RES) ($\beta = 0.23, p < 0.001$) are statistically significant with customer satisfaction at $p < 0.001$. Fulfillment has the strongest effect on satisfaction with a beta value of 0.30. It means that an increase of one unit of Fulfillment increases satisfaction by 0.30 units. However, Privacy does not have a significant relationship with satisfaction since

the p-value is greater than 0.05. Possible factors of this result are that users in Myanmar were not paying attention to protecting their data and they may have had lower digital literacy levels. Additionally, adjusted R^2 is 0.662 indicating that e-service quality predicts 60% of customer satisfaction and fits the regression model. Some researchers also found that Responsiveness, Efficiency, and Fulfillment are significantly related to satisfaction for online shopping, also known as e-commerce (Suresh & Raja, 2014).

Table 5. The Summary Results of Multiple Regression Analysis

No.	Hypothesis Path	β	t-value	p-value	Result
H ₁	EFF → SAT	0.14	2.741*	0.007	Accepted
H _{1a}	EFF → TRU	0.082	1.44	0.152	Rejected
H ₂	SYS → SAT	0.14	2.751*	0.007	Accepted
H _{2a}	SYS → TRU	0.134	2.355*	0.020	Accepted
H ₃	FUL → SAT	0.30	5.548***	0.000	Accepted
H _{3a}	FUL → TRU	0.04	0.66	0.510	Rejected
H ₄	PRI → SAT	0.02	0.416	0.678	Rejected
H _{4a}	PRI → TRU	0.08	1.39	0.165	Rejected
H ₅	RES → SAT	0.23	4.044***	0.000	Accepted
H _{5a}	RES → TRU	0.194	2.952**	0.004	Accepted
H ₆	COM → SAT	0.12	2.393*	0.018	Accepted
H _{6a}	COM → TRU	0.11	1.86	0.064	Rejected
H ₇	CON → SAT	0.16	3.106**	0.002	Accepted
H _{7a}	CON → TRU	0.367	6.082***	0.000	Accepted
H ₈	SAT → TRU	0.70	13.911***	0.000	Accepted
H ₉	SAT → REV	0.56	7.95***	0.000	Accepted
H ₁₀	TRU → REV	0.19	2.62*	0.010	Accepted

* $p>0.05$, ** $p>0.01$, *** $p>0.001$

System availability (SYS) ($\beta = 0.134$, $p = <0.05$) is statistically significant at $p < 0.05$ while Responsiveness (RES) ($\beta = 0.194$, $p < 0.01$). Contact (CON) ($\beta = 0.367$, $p = <0.001$) has a significant influence on customer trust at $p < 0.01$ and was the strongest amongst the variables. Also, adjusted R^2 is 0.546 which means that 54% of the variation in customer trust was affected by e-service quality. Other researchers found that e-service quality is significantly related to customer trust in online shopping services (Mohammad, et al. 2013).

Table 5 demonstrates that satisfaction (SAT) ($\beta = 0.70$, $p = <0.001$) was significant with $p < 0.001$. Therefore, customer satisfaction has a positive relationship with customer trust and the beta value indicates that one unit of satisfaction increase will increase customer trust by a factor of 0.70 units. Also, the adjusted R^2 value is 0.49 meaning 49% of the variance of customer satisfaction predicted customer trust.

The results of the regression analysis show that customer satisfaction and trust have a significant positive relationship with customer reuse intention at a significance value of $p < 0.001$. The more satisfaction and trust customers get from the service's application or website, the more likely that customers reuse the application or website again. Also, satisfaction (SAT) ($\beta = 0.562$, $p = <0.001$) has the strongest predictive power with 0.562 units while trust (TRU) ($\beta = 0.186$, $p = <0.05$) has 0.186 units towards reuse intention for Online Food Delivery Service's application or sites. Additionally, many researchers stated that customer satisfaction and trust were significantly related to reuse intention, leading to repeat purchases from online services. (Leninkumar, 2017). Moreover, the adjusted R^2 value is 0.492 meaning that 49% of the variance in customer reuse intention is influenced by customer satisfaction and customer trust.

Discussions

This final part compiles the findings and concludes the results of the research work. Additionally, it provides recommendations for further research related to customer satisfaction, trust and reuse intentions towards OFD services. In this part, the researcher discusses the findings, managerial implications and limitations, and further research.

1. Summary of findings and discussion

The summarized findings of the research work are described and follow these research objectives:

Objective of the research – 1

To describe what factors in E-S-Qual should be considered for customer satisfaction and customer trust.

Referring to Chapter 4 explanations and results, the research points to the fact that E-S-Qual has a positive influence on customer satisfaction and customer trust. Efficiency, System Availability, Fulfilment, Responsiveness, Compensation and Contact play major roles in customer satisfaction. Therefore, OFD services should provide swift and user-friendly applications or websites for customers to increase their satisfaction. The results show that Privacy is not positively related to customer satisfaction. It can be assumed that users in Myanmar are not paying attention to Privacy and data leaks also show low digital literacy among users. (The Inclusive Internet Index, 2021). But OFD services should focus on Privacy as a main factor in customer satisfaction since the government and private organizations are trying to increase the digital literacy and knowledge amongst internet users to prevent online fraud and to protect privacy.

Moreover, this study found that three out of seven variables are positively related to customer trust. System Availability, Responsiveness and Contact are significantly related to customer trust. According to the results, overall E-Serv-Qual variables are not significantly related to customer trust but related to customer trust for some variables. In E-Serv-Qual, Parasuraman et al., (2005) divided them into two parts: E-S-Qual for electronic service quality and E-RecS-Qual (Responsiveness, Compensation, and Contact) for recovery and follow-up of purchases from online services. Two variables from E-RecS-Qual showed positive relationships with customer trust. Therefore, OFD services should focus on and provide swift Responsiveness and Contact to gain the customer's trust even though online services are unlikely to have physical Contact while providing service. On the other hand, Efficiency, Fulfilment, Privacy and Compensation are not directly related to customer trust although they are positively related to satisfaction, except for Privacy.

Objective of research - 2

The second objective is to examine the relationship between customer satisfaction, customer trust and reuse intention regarding food delivery. Although there are few arguments between E-S-Qual and customer satisfaction and trust, the results of the analysis for customer satisfaction and trust strongly indicate a significant relationship toward the reuse intention towards OFD services. The more customers are satisfied with Online web page or application services, the more customers trust the services. Both customer satisfaction and trust encourage customers to reuse a service's web page or application and purchase repeatedly from that service's web pages or application. OFD services provide better service quality by improving the E-S-Qual variables from above to enhance customer satisfaction and trust to repurchase from their OFD services.

2. Theoretical contribution

This research theory and finding contribute to a better understanding of the factors influencing the relationship between e-service quality customer satisfaction, trust, and reuse intentions for the OFD services in Myanmar. Since OFD service businesses are booming and

the penetration rate is high in Myanmar, the market has been expanding and developing and has been competitive. Therefore, a better understanding of the customers in Myanmar, including variables such as meeting customer satisfaction, and gaining customer's trust in OFD services are major factors in sustaining a competitive market and retaining customers.

The current study adapted the proposed theory to measure e-service quality in relation to satisfaction, trust and reuse intentions. This research developed and expanded the application of the theory from Parasuraman et al., (2005) for assessing e-service quality, Mohammad et al. (2013) and Moh and Hidayat (2020) for finding the relationship between e-service quality, satisfaction, trust and reuse intention in OFD services. Also, this study brings up the main factors that influence customer satisfaction and trust in OFD services. This study found that Fulfillment (FUL) has the strongest positive impact on customer satisfaction. Waluya et al., (2019) also found that Fulfillment and reliability are positively related to customer satisfaction and reuse intentions for airline ticket services online. Also, Rita et al., (2019) found that Fulfillment is positively related to satisfaction in online shopping services. This study also expanded the e-service quality theory to identify the relationship between customer's trust to improve customer's reuse intention. It was found that Contact (CON) has the strongest positive impact on customer trust. Therefore, swift and detailed Contact support is important in OFD services. The researcher integrated these theories and found relationships between satisfaction, trust, and reuse intention in order to understand the overall view of the necessary factors in OFD services while most other researchers sought relationships separately.

Prior researchers mostly sought relationships between satisfaction, trust, and reuse intention by using e-service quality for e-commerce, online shopping, and online library systems. Therefore, this study brings a different perspective and the findings are useful in that they can be utilized in OFD services and encourage improved service quality to enhance customer satisfaction and trust in order to increase the reuse of OFD services in Myanmar.

3. Managerial implications

This research indicates the potential buyer persona and general behavioral information of OFD service users. Also, the factors that influenced customer satisfaction and trust have a positive effect on the customer's reuse intention. Efficiency (EFF) of the site/application, System Availability (SYS), Fulfilment (FUL), Responsiveness (RES), Compensation (COM), and Contact (CON) had a positive influence on customer satisfaction while System Availability (SYS), Responsiveness (RES) and Compensation (COM) had a positive influence on customer trust and customer satisfaction. All of these lead to customer trust. Lastly, customer satisfaction and customer trust indicate customer reuse intentions towards the site or application of OFD services. Therefore, improving site or application's Efficiency, the availability of the system, fulfilling customer's request, providing customer support to provide swift Responsiveness, Compensation and Contact to meet customer satisfaction and trust increases their reuse intention towards the site or application. The following suggestions have been made according to the findings to improve customer satisfaction and trust, which have a positive influence on the reuse intention of OFD services.

3.1 Upgrade application

From the findings, Efficiency has a direct positive relationship with customer satisfaction which urges positive customer trust and reuse intention. Therefore, upgrading the application or website to work swiftly and effectively without error or downed server is positive. Thus, efficient, swift and user-friendly websites or applications are essential to meet user satisfaction. Additionally, from the results, applications or websites should be user-friendly for smooth transactions since OFD services are absolutely online. Plus, customized

recommendations and suggestions lead to satisfied customers. Additionally, Fulfillment increases customer trust and leads to reuse of the website or application in the future.

3.2 Providing excellent customer support

The findings indicate that Responsiveness and Contact of the OFD services are positively related to customer satisfaction and trust which is important to increase customer's reuse intention. Providing excellent customer support is a must for any services as already discussed in earlier sections. OFD services cannot reach their customer physically, but the customer needs the same support while using OFD services. Therefore, swift Responsiveness and availability of Contact whenever customers face difficulties while using their OFD services plays a major role in meeting customer satisfaction and gaining customer trust leading to reuse of the website or application services.

3.3 Strengthen their coverage area

OFD services should focus on providing a wide range of coverage areas to access the services across the region. Currently, most OFD services cover nearly all Yangon, but there are still some areas left uncovered. System Availability factors include coverage area and it is positively related to customer satisfaction and trust. Therefore, OFD services should focus on strengthening their coverage area to meet Fulfillment and satisfaction.

3.4 Provide exact time and order

Lastly, it is quite important when fulfilling customer needs to provide the exact time, availability, and order date. Since fulfilment has a strong relationship with customer satisfaction, it is important to fulfill customer needs during the order process. Therefore, providing the precise availability of food and delivering at the exact proposed time to fulfil customer needs can increase customer satisfaction, which leads to increased customer trust and increased revisit intentions towards the site.

Conclusion

The study's findings highlight the pivotal role of e-service quality in shaping Customer Satisfaction and Trust in Yangon's OFD services. Fulfillment, which pertains to the timely and accurate delivery of orders, was identified as the strongest factor influencing Customer Satisfaction. This underscores the importance of operational efficiency and reliability in meeting customer expectations. On the other hand, Contact, including effective customer service and support, was the most significant predictor of Customer Trust. This indicates that customers value accessible and responsive support, which helps build confidence in the service. Interestingly, Privacy did not have a significant impact on Customer Satisfaction, suggesting that data security concerns may not be a priority for users in Myanmar, potentially due to lower digital literacy. However, as digital awareness increases, this could become a more critical factor. The study also found that both Customer Satisfaction and Trust are positively related to Reuse Intentions, suggesting that satisfied and trusting customers are more likely to continue using OFD services. These insights are crucial for OFD providers aiming to enhance service quality and foster long-term customer loyalty. Future research should delve into the evolving role of Privacy concerns and incorporate additional factors such as site aesthetics and delivery radius to provide a more comprehensive understanding of customer behavior in the OFD industry.

Future Research and Limitation

This study has some limitations including a limited area, a lack of a developed theory, online data collecting process, and limited sample sizes. This study is only focusing on the Yangon area, which is the industrial and commercial center of Myanmar. Therefore, the findings cannot be applied to every OFD service, whether in or out of the country. Also, user behavioral information will only be suitable for users from the Yangon area. However, the

findings are useful to generalize for users of OFD services in Myanmar since Yangon is the commercial center of the country and many people come from other places in Myanmar to Yangon for business and study.

In this study, the researcher utilized Parasuraman et al., (2005) e-service quality dimensions and items to understand the factors influencing customer satisfaction and trust. In future research, developing a theory by adding site aesthetics in the User interface (UI) in WebQual should be addressed since some researchers have found that the aesthetics of the site have a positive influence on customer satisfaction, which is excluded in this study as this study is assessing the e-service quality in OFD services (Mohammad et al., 2019). Plus, the radius of the delivery area is one of the challenging factors that OFD services are facing (World, 2019). Therefore, future research should include digging into whether this dimension influences customer satisfaction.

In future research, the sample size should be considered for a better understanding of the user's behavior, in addition to modification of the theory to meet customer satisfaction for OFD services. Also, offline data collection methods and focus group interviews should be conducted to specify user behaviors and find accurate factors related to satisfaction, trust and reuse intention. To conclude, OFD services would benefit from this study by improving respective variables to increase customer satisfaction and trust to increase reuse rate towards the site or application. This study will provide a better understanding of users, fill a research gap and help meet user's satisfaction to be sustained in a disruptive market.

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