

# Determinant of Influencing Customer Loyalty and Repurchase Intention toward Mobile Application Food Delivery Service in Bangkok

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## Abstract

The purpose of this research is to investigate the influence of E-service quality, perceived value, and customer satisfaction on customer loyalty and the influence of customer loyalty on repurchase intention. This research are using secondary data analysis and an archival study approach to investigate the factors that influence customer loyalty and repurchase intention. The data was gathered from 385 customers using a mobile application food delivery service. Moreover, to construct a new conceptual framework, this research adopted four frameworks from previous research. This research examined the factors that influence customer loyalty and the influence of customer loyalty on repurchase intention. The research's findings revealed that E-service quality has an impact on perceived value and customer satisfaction. Furthermore, E-service quality, perceived value, and customer satisfaction affected customer loyalty. Finally, customer loyalty has an influence on repurchase intention.

**Keywords:** E-service quality, perceived value, customer satisfaction, customer loyalty, repurchase intention.

**JEL Classification Code:** M10, M12, M15

## 1. Introduction

This study examines relevant influencing factors of customer loyalty and repurchase intention toward mobile application in food delivery services. In recent years, the majority of people have used online food delivery services, particularly through a mobile application. People usually use food delivery application because it is a convenient and have a variety of option to choose in many restaurants. Moreover, they do not have to go out and wait for the food at the restaurant, which is time-wasting.

Over the last few years, food delivery application users have grown at an annual rate of 8-10% approximately, and the COVID-19 pandemic accelerated the growth of food delivery application users by restricting Thai people from dining in restaurants (Sirikeratikul, 2020). Due to the growing number of smartphones and internet users in Thailand, the number of mobile food delivery application users are significantly increased. According to Sirikeratikul (2020), Food delivery services are becoming increasingly popular among Bangkok residents, particularly among time-conscious office employees and middle-class households.

Repurchase intention is defined as a consumer's choice to purchase a product or a use service from the same company in the future. According to Kumar and Anjaly (2017), Customers evaluate e-commerce platforms' efficiency after buying their products in online shopping and then make repurchase selections based on that assessment. The repurchase intention is significantly crucial to assess an organization's success and