

Factors Influencing Repurchase Intention on e-Commerce Platforms: A Case of GET Application

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Abstract

Although the global economy has been challenged by the coronavirus pandemic, online delivery service businesses have grown enormously. Hence, a great number of newcomers have jumped into the market aiming to leverage customers' insight to adopt in their other businesses. There is high competition in this industry which is expected to intensify. This study focuses on GET application and aims to determine the influence of independent variables namely; privacy, reliability, trust, perceived ease of use, perceived usefulness towards online repurchase intention in Bangkok of Thailand. This research uses the quantitative method. The data is collected through questionnaires. Descriptive analysis was used to analyze the demographic factors and general information of the respondents. Inferential analysis was applied to tests the hypotheses of the study. Nevertheless, the result shows that GET application is ranked as the most used delivery app among all online delivery services platforms, although they are not considered as the best. Regarding the findings of this research, each variable has been emphasized and analyzed, therefore, this research has shed light on what factor is the most influential towards customer repurchase intention which can allow GET application could improve or innovate their platform. In this study, results revealed that privacy has a positive significant effect on trust, also, perceived ease of use and perceived usefulness have a positive significant influence on perceived usefulness while reliability, trust, perceived ease of use, and perceived usefulness have a positive significant effect on online repurchase intention on GET application platform at a p-value less than .05.

Keywords: online delivery service platform application, privacy, reliability, trust, perceived ease of use, perceived usefulness, online repurchase intention

Introduction

The emergence of the coronavirus pandemic has projected a 17% growth in regard to online food delivery through online applications since people are discouraged to visit the restaurants. Moreover, the practice of social distancing and staying at home, as well as an emergency decree, are considered as other significant factors that drive this industry. With