

ABSTRACT

This research focused on the e-service quality that affects customer satisfaction and repurchase intention. The researcher tried to identify the factors affecting customer satisfaction for the online food ordering service in the Thai context, XYZ, using E-S-QUAL model. The study examined the linkage of e-service quality, customer satisfaction and the linkage of customer satisfaction and repurchase intention in Thai context by quantitative approach. According to the literature review in this study, E-service quality has been found to have positive correlation to customer satisfaction, and customer satisfaction also leads to repeat sales. Therefore, the conceptual framework, research hypothesis and data collection method utilized in this study were developed. The reliability of the measurement items (Efficiency, Fulfillment, System Availability, Privacy, Customer Satisfaction, Repurchase Intention) were validated. The questionnaire was developed by adopting from previous researches. Non-probability sampling technique was applied to collect the data. Four hypotheses were tested by statistical program, SAS. The summary of the findings shows that e-service quality (Privacy and Efficiency) has significant impact to customer satisfaction, and customer satisfaction has positive impact to repurchase intention. Managerial implications, limitation and recommendations for future research are also discussed.