A Study on the Influencing Factors of Customer Satisfaction and Reuse Intention: Focused on O2O Delivery Platform Consumers of China

Yi-bo Zhang¹, Lin-lin Zhang², and Ha-Kyun Kim^{3*}

¹Doctoral Student, Graduate School of Information Systems, Pukyong National University, Korea

²Doctoral Student, Graduate School of Information Systems, Pukyong National University, Korea

^{3*}Professor, Graduate School of Information Systems, Pukyong National University, Korea

¹avery_four@hotmail.com, ²lovelife_zll@hotmail.com, ^{3*}kimhk@pknu.ac.kr

Abstract

With the development of mobile network technology, Online-to-Offline delivery has become an important part of the catering industry. The COVID-19 outbreak in 2020 also saw a significant increase in the use of delivery platforms. This study takes customers of delivery platforms as the research object and investigated the reasons that affect customer satisfaction and reuse intention. It has a profound impact on improving the delivery platform and improving the dining experience of customers. This study divides the factors that affect customer satisfaction and reuse intention into two types: online service quality and offline service quality. Online service quality includes system quality, information quality, and customer service quality, and offline service quality includes product quality and delivery quality. Through the online questionnaire survey, 129 valid questionnaires were collected from 153. Use SPSS22.0 for quality evaluation, and then use Smart PLS 2.0 for hypothesis testing. The results of the study are as follows: information quality, customer service quality, product quality, and delivery quality have a significant positive impact on customer satisfaction; system quality does not have a positive impact on customer satisfaction; customer satisfaction has a significant positive impact on reuse intention. Finally, this paper puts forward management inspiration for O2O delivery platforms in the catering industry to improve consumers' reuse intentions, and further enhance the competitiveness of the platform to ensure the sustainable development of the O2O delivery market.

Keywords: O2O service, O2O platform, Service quality, Customer satisfaction, Reuse intention

1. Introduction

The full name of O2O is Online-to-Offline, which refers to a platform that combines offline business opportunities with the Internet, allowing customers to complete offline transactions through the internet. With the continuous development of mobile internet, big data and other technologies, catering, leisure, entertainment, tourism, education, door-to-door massage, door-

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to-door makeup, DiDi taxi, O2O have swept various industries in China, and catering is a huge branch of the O2O industry, and the proportion of the transaction volume was steadily increasing [1].

Due to the unlimited development prospects of the O2O market and the emergence of various capital markets involved in the industry, competition among major platforms is fierce, they have begun to fight price wars and give preferential strategies. However, due to the country's insufficient protection of customer rights and interests, there are problems such as platform false propaganda, untimely delivery of meals, and non-compliant food hygiene standards of merchants. It is proposed whether online service quality and offline service quality will significantly affect the platform's customer satisfaction and reuse intention issues.

This paper introduces system intelligence into the field of O2O food delivery, combined with the specific characteristics of O2O, splits it into two parts: online and offline. Constructs a new model framework to verify the assumptions of factors affecting customer satisfaction and reuse intention, and this model applicability in the field of food delivery.

This paper puts forward management inspiration for O2O delivery platforms in the catering industry to improve customers' reuse intentions, increase customer stickiness, and further enhance the competitiveness to ensure the sustainable development of the O2O delivery market.

2. Theoretical background

2.1. O2O service and platform

O2O was first proposed by Alex Rampel in 2010, he pointed out that O2O is a way to create traffic by finding customers on the Internet and then bringing them to physical stores [2]. In a broad sense, O2O is defined as the procurement activities that combine online and offline and can influence each other. Therefore, there are various modes, such as online to offline, online to online, offline to online, and offline to offline.

The O2O concept that appears in this research is the first one, that is online merchant transactions to offline customer experience, which can be understood as the O2O platform helps merchants to promote online, acting as a showcase, facilitating transactions, and then customers enjoy products and services offline, while the platform charges promotion fees, and commissions are drawn from merchants based on transaction volume, this is also the most common type of O2O [3]. A typical representative is the O2O delivery platform. The O2O delivery platform builds a bridge between offline suppliers and customers, it provides suppliers with a large number of effective promotions for a restaurant with insufficient awareness in a short time and at a lower cost, and provides customers with ordering and experience of goods that were previously only accessible offline, and saving time and travel expenses [4].

2.2. Online service quality

Santos defines online service quality as the overall perception, evaluation, and judgment of customers obtaining services from virtual spaces. Unlike the offline concept, the user does not need to contact the merchant that provides the service [5]. That is, the quality of service provided by mobile phones or computers in the network environment, so it is also defined as the quality of service through electronic networks in a broad sense. Online service quality has become one of the important factors of service quality because online services have surpassed offline services and become the most important means of interaction between merchants and customers.

System quality means that while providing services to customers, they can use the system easily, conveniently, and safely without technical problems. The survey shows that when a customer encounters a system quality problem when using a specific system, it will cause the user to stop using it instead of asking for correction or complaining [6]. The delivery platforms all use smartphones or PCs as carriers, so system quality was selected as one of the important variables.

Information quality refers to the quality of information and content. It usually refers to the level of customer use of information provided by the information system. It is an important factor influencing customer behavior or purchasing decisions. The research results show that through the evaluation of information quality, sufficient information is provided in the right place, with the amount of information that meets expectations, the customer will have a positive perception of the quality of the information [7]. The O2O delivery platform serves as a transmitter of information between merchants and customers. The quality of information directly determines the customers' consumption behavior or purchase decision.

Service quality refers to the degree of conformity between the provided service and customer expectations, and the service quality discussed in this research refers to the service quality of platform customer service personnel. It is a service that exists to meet customer expectations, that is, service quality is directly determined by customer satisfaction [8].

2.3. Offline service quality

The most important factor that network characteristics have on customers is online service quality. According to the analysis results of previous studies, traditional service quality is the foundation of online service quality [9]. In this study, combining the characteristics of offline services, product quality, and delivery quality are selected as important factors affecting customer satisfaction on O2O delivery platforms.

Product quality refers to the essential quality and appearance of a commodity, quality must satisfy customers' perceptions, desires, and purposes through products [10]. In the research of product quality and satisfaction, product quality is one of the most influential basic factors [11]. Distribution service is to provide food to customers, the quality of the product must become the primary consideration.

Delivery is a form of service in which the seller or delivery person delivers the food or ingredients to the place requested by the customer. Delivery quality means that when a customer places an order through the system, the merchant confirms the content of the order, prepares the food, and then delivers it to a series of service qualities at the location designated by the customer [12]. With the continuous improvement of service quality, the competition for delivery quality has become more and more fierce. Catering companies are seeking personalized and differentiated delivery services for products and customer needs, and they are developing rapidly [13].

2.4. Customer satisfaction

Customer satisfaction is the degree of matching between customer expectations and customer experience, that is, customers can perceive a product through an index obtained by comparing the effect of with expected value [14]. If the service quality experienced by customers is higher than expected, the satisfaction is high, if it is lower than expected, then they are dissatisfied, and if the value is the same as expected, both satisfaction and dissatisfaction are possible. Therefore, to improve the service quality of the company to be certified by customers, it is necessary to provide customers with higher-than-expected service quality.

Research data shows that if customers are dissatisfied with the service and do not get satisfactory results, customers with low satisfaction will give up using or buy back, and may even make negative comments [15].

2.5. Reuse intention

Reuse intention refers to the possibility that attitudes and beliefs about a particular product or service can be translated into actual behavior. By comparing the perceived performance of a product with the customer's expectations before purchasing the product or service, the customer feels dissatisfied or satisfied. Through this process, the customer decides whether to reuse or repurchase the product or service. The study found that customer satisfaction with products on delivery platforms had a positive impact on reuse or repurchase intention [16].

3. Research methods

3.1. Research model

In this research, the influencing factors of research are confirmed by combining the relevant theories, the practicality of the research, and the purpose of the research, the online service quality is divided into system quality, information quality, and customer service quality, and offline service quality is divided into product quality and delivery quality, using them as independent variables, and setting customer satisfaction and reuse intention at the same time, constructing a research model of the factors affecting the reuse intention of customers on the O2O delivery platform as shown in [Figure 1].

Figure 1. Research model

3.2. Research hypotheses

Through previous research, it can be confirmed that system quality, information quality, customer service quality, product quality, and delivery quality have a significant impact on satisfaction with usage, and satisfaction with usage has a significant impact on reuse intention, so the following assumptions are established:

- H1-1—System quality has a positive impact on customer satisfaction
- H1-2—Information quality has a positive impact on customer satisfaction
- H1-3—Customer service quality has a positive impact on customer satisfaction
- H2-1—Product quality has a positive impact on customer satisfaction
- H2-2—Delivery quality has a positive impact on customer satisfaction
- H3—Customer satisfaction has a positive effect on reuse intention

3.3. Questionnaire survey design

This study surveyed the form of online questionnaires and collected a total of 153 online questionnaires. 16 questionnaires that have not used the delivery platform were excluded, and to ensure the reliability of the questionnaire survey, check the questionnaires with the same score consecutively as invalid questionnaires and remove them. In the end, 129 valid online questionnaires were successfully collected. The following [Table 1] describes the demographic characteristics.

Table 1. Demographic characteristics

	Item	Frequency	Percent
Gender	Male	41	31.8%
	Female	88	68.2%
Age	Under 20	39	30.2%
	20-29	53	41.1%
	30-39	26	20.2%
	Over 40	11	8.5%
Education	College degree and below	41	31.8%
	regular college course	60	46.5%
	Master degree or above	28	21.7%
Weekly Frequency	within 1 time	68	52.7%
	within 1-3 times	42	32.6%
	within 4-6 times	8	6.2%
	7 times or more	11	8.5%

4. Empirical analysis

4.1. Effectiveness and reliability of measurement tools

Reliability analysis is to test whether there is internal consistency between the observed indicators of each subscale. The survey results are listed in [Table 2] and [Table 3].

Table 2. Reliability and internal consistency

variable		Factor loading	Composite Reliability	AVE	Cronbach's Alpha
System Quality	SQ1	0.670	0.799	0.572	0.627
	SQ2	0.850			
	SQ3	0.738			
Information Quality	IQ1	0.803	0.850	0.655	0.736
	IQ2	0.782			
	IQ3	0.841			
Customer Service Quality	CSQ1	0.660	0.826	0.616	0.684
	CSQ2	0.799			
	CSQ3	0.880			
Product Quality	PQ1	0.775	0.858	0.602	0.780
	PQ2	0.797			

	PQ3	0.738			
	PQ4	0.792			
Delivery Quality	DQ1	0.775	0.865	0.616	0.792
	DQ2	0.794			
	DQ3	0.712			
	DQ4	0.852			
Customer Satisfaction	CS1	0.788	0.850	0.654	0.735
	CS2	0.796			
	CS3	0.840			
Reuse Intention	RI1	0.832	0.849	0.653	0.734
	RI2	0.787			
	RI3	0.804			

Table 3. Correlation and discriminant validity

Variable	AVE	SQ	IQ	CSQ	PQ	DQ	CS	RI
System Quality	0.572	0.755						
Information Quality	0.655	0.532	0.808					
Customer Service Quality	0.616	0.438	0.646	0.784				
Product Quality	0.602	0.415	0.618	0.645	0.775			
Delivery Quality	0.616	0.495	0.524	0.501	0.625	0.784		
Customer Satisfaction	0.654	0.484	0.615	0.619	0.654	0.663	0.808	
Reuse Intention	0.653	0.341	0.580	0.535	0.467	0.463	0.596	0.807

4.2. Test hypothesis

Smart PLS is used as the data analysis method. If the R^2 value is 0.26 or more, the suitability is “high”, if it is 0.26 to 0.13, the suitability is “medium”, and if it is less than 0.13, the suitability is “low” [17].

As shown in [Figure 2], the customer satisfaction (0.596) and reuse intention (0.356) in this study was evaluated as "good".

Figure 2. Results of the research model

4.3. Analysis of test results

This study uses the CR statistic as the basis for the validity of the test. If the absolute value of the critical ratio of the CR test statistic is greater than 1.96, it indicates that the path relationship corresponding to the test statistic reaches the 0.05 significance test probability value. The corresponding path relationship in the structural equation model is retained, and the corresponding assumption is established. The results are as follows.

"System quality has a positive effect on customer satisfaction" was rejected. "Information quality, customer service quality, product quality, delivery quality has a positive effect on customer satisfaction" were supported. "Customer satisfaction has a positive effect on reuse intention" was supported.

5. Conclusion

The study found that information quality, customer service quality, product quality, and delivery quality have a significant positive impact on customer satisfaction. Delivery quality has the largest and strongest influence on customer satisfaction, followed by product quality, and third is customer service quality, and finally is information quality. It can be inferred that customer satisfaction is directly related to delivery quality and product quality. A sound market environment not only requires the O2O platform to do well in order, recommendation, process tracking, customer complaints, and refunds, it is necessary to improve the safety level of offline meals, the level of packaging, the speed of prepare meals, the preparation of meals according to customer requirements and other services, as well as the speed of delivery, the quality of delivery personnel, and the delivery of services by the requirements of remarks.

The research results show that the quality of the system does not have a significant impact on the satisfaction of customers. The analysis may be due to the rapid development of network technology and the popularization of 5G networks. Customers pay relatively little attention to the system quality, resulting in the system quality not having a significant positive impact on customer satisfaction.

Also, customer satisfaction has a significant impact on reuse intention, and it is the variable with the highest total effect values. The reason for the analysis may be that the respondents confuse the reuse intention of "food delivery platform in use" with the reuse intention of the "order food delivery", resulting in a high total effect of customer satisfaction on reuse intention.

Empirical research shows that increasing customers' satisfaction has a significant impact on increasing reuse intention. O2O platforms should focus on improving the product quality and delivery quality of merchants while providing other services. This gives the following four suggestions.

First of all, it is recommended that the O2O platform improve and regulate the quality of delivery personnel, shorten delivery time and try to meet customer remark requirements. Secondly, it is suggested that the O2O delivery platform should improve the entry review conditions of merchants and implement a reward and punishment mechanism for model merchants: certain rewards should be given to high-quality merchants with high product quality and service according to the remarks of customers, and the cooperative relationship should be terminated with merchants with poor product quality. Third, improve the complaint mechanism for customers, handle customer complaints on time, and maintain good order in the market. Finally, this survey shows that the vast majority of respondents order through mobile apps, and the respondents are mainly female customers under the age of 40. The platform can increase advertising efforts for this audience group, cultivate customer consumption habits, and increase customer stickiness.

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