



The Factors Affecting Intention to Reuse through Trust on Consumption in Online
Food Ordering Service

KEERAPHAT RAKJIT

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR MASTER DEGREE OF BUSINESS
ADMINISTRATION (INTERNATIONAL PROGRAM)
GRADUATE SCHOOL OF COMMERCE
BURAPHA UNIVERSITY

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The Independent Study of Keeraphat Rakjit has been approved by the examining committee to be partial fulfillment of the requirements for the Master Degree of Business Administration (International Program) of Burapha University

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KEYWORDS: Food Delivery, Social Influence, Online Tracking, Trust, Intention to reuse

KEERAPHAT RAKJIT : THE FACTORS AFFECTING INTENTION TO REUSE THROUGH TRUST ON CONSUMPTION IN ONLINE FOOD ORDERING SERVICE. ADVISORY COMMITTEE: SUPASIT LERTBUASIN, D.B.A. 2025.

Mobile food ordering applications have been seen in the restaurant industry as tools to engage customers and deliver superior services. This study aims to examine the factors affecting intention to reuse through trust on consumption in online food ordering service. This research is quantitative research and the data were gathered through online questionnaires as instruments for data collection. The study collects data from 253 participants who live in Bangkok, Thailand and have experience of using mobile food ordering application. The findings of this study revealed that Social Influence and Online Tracking positively affect intention to reuse the mobile food ordering application. Similarly, the results also demonstrated that customer's trust positively affect intention to reuse. Trust was also found as significant mediator in the relationship between social influence and online tracking toward Intention to reuse. The limitation of this study are respondents were limited in only Bangkok, Thailand. Therefore, the model can be further developed to other industry other than restaurant industry.

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Keeraphat Rakjit

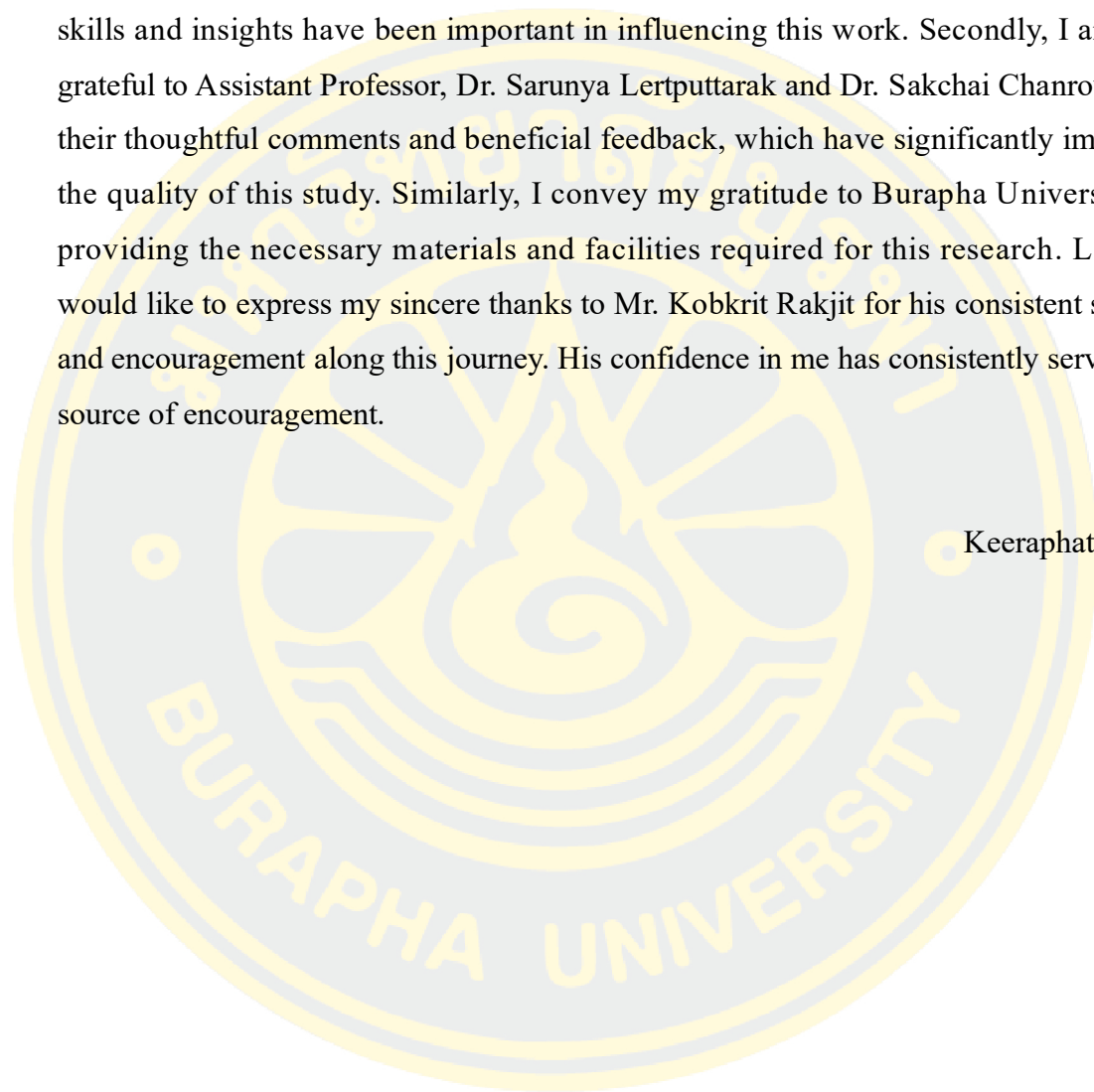


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CHAPTER 1

INTRODUCTION

Background of the study

Online Application Service, mobile application has become one of the main channels of Thai commerce that change the customer experience from going to physical store. Furthermore, customers may access and order food more convenient and effectively from variety restaurant from using mobile application. Additionally, customer can gain the accurate, comprehensive and update information from application which including all progress since customer has place the order (Alalwan, 2020).

Food Industry in Thailand, many restaurants were affecting by the pandemic so customer are unable to go out; thus, food delivery business is another business that is growing amid the COVID-19 epidemic. Moreover, lockdown protocols and working from home are combined with a platform for food delivery that makes it easier and provides a wider variety of restaurants to select from resulting the huge increase of the platform income (Yuttharsaknukul, 2021).

The increasing of the users, as there are the growing number of online platforms such as Food panda or Grab, customers are more comfortable to order their meal rather than going to the restaurant. With the increase in Internet usage of online users, they have expanded to use various social networking platforms. As normally, people need to evaluate product or service before make a decision by gathering information from others, which rely on Internet (Grönroos, 1990).

Adaptation to selling in online platform due to the fact that delivery and takeaway are now the major factors influencing restaurant sales and revenue expansion, many restaurants have shifted their concentration to online selling (Chotigo & Kadono, 2021). Moreover, Food sales on online media have shown a sharp increase in growth rates, despite the severe impact the COVID-19 epidemic has placed on entire businesses. The convenience of online ordering extends further only product discovery and price to include secure financial transactions and faster delivery features for consumers. Customers are not required to leave their home to place an order. It will be delivered to their door (Liyanage et al., 2018).

Statement of problems

The food delivery industry is expected to have complications when the economy recovers and consumers return to previous routines. Thus, the market value will gradually decline in 2023 the market value of food delivery industry is approximately 81-86 billion THB which shows the decreasing of 0.8-6.5% as a result of reduced service consumption, increased prices, and shifting customer preferences. However, it continues to grow above pre-pandemic levels because of consumer familiarity with food ordering applications and advertising campaigns (CENTER, 2023).

During the pandemic, food delivery businesses have experienced significant growth in providing convenience to consumers. Then, restaurants have partnered with these services to expand their consumer base and survive the epidemic (Sureeyatanapas & Damapong, 2024). However, the distribution of food is unpredictable in the future as constraints break down and companies need to be prepared to deal with possible shifts in customer behavior (Rungruangjit & Charoenpornpanichkul, 2024).

The growth of online food delivery service services and the rising number of delivering service business. Despite the fact that the expansion of food ordering market is the good opportunity for delivery service provider; thus, each players try to offer the promotion to stimulate customer. As there are the higher competition in the industry customer's trust could create the customer intention to reordering in the application and; thus, this study purpose to examine the factors that could build the trust influence customer to reuse the delivery service.

It could be argued that customers are more likely to be influenced by the social influence in their consumption. Previously, (Okumus & Bilgihan, 2014) stated that social influence has the positive role affecting to customer intention to use the mobile application in US. Moreover, features in the application also necessary to customer for deciding to purchase; online tracking allows customer to see the restaurant location, map, and order status (Gutierrez et al., 2019); for these reasons, this study aims to examine the effect of social influence and online tracking to intention to reuse through trust. Therefore, as people are now using technology as part of their life and pay attention to the effectiveness of function and usage of technology

they use even in Thailand as well so this study aim to understand that online tracking which is one of the functions for online purchase would affect to customer decision or not. Moreover, people also consider on the social perspective on the brand image as one element in making the decision.

As most previous studies in general terms of customer intention and trust adoption, which collected customer databases from operators. There is a need to examine which aspects could create customers' intention towards them by using a new technique to collect the data. Moreover, there are some factors that need to study such as social influence among trust in order to cover the area of mobile ordering food applications. With this reason, understanding customers' trust and intention to reuse are considering to fill the gap and leads to empirical study in order to go further and explain mobile food ordering application in Thailand (Alalwan, 2020; Kapoor & Vij, 2018). Furthermore, in order to create trust and build the intention to reuse, the investigation of social influence and online tracking is crucial due to each of the factor has the potential to influence to customer attitude and satisfaction. Online tracking could positively satisfy customer experience from its features to allow customers to monitor and track customers' order and navigation for riders as well which would reduce the time for delivering and customers can get their food quicker. Thus, many delivery applications are concentrate on tracking system on their application in order to create satisfaction on customer experience (Alalwan, 2020; Chakraborty et al., 2022). In addition, customers positively influence by their friends or relatives to the intention to use product or technology. Apart from that customers are believes in the social feedback or recommendation on social media. As a result, the application users are more rely on their surrounding people of community which those influence could strengthen and support their trust in utilizing the food ordering application (Chao, 2019; Venkatesh et al., 2012; Yeo et al., 2021).

According to Lupang (2021) Lineman Wongnai research that the number of food ordering area are in the middle part of Thailand which including Samutprakarn, Nonthaburi, and area in Bangkok; it can be seen that most of the food ordering came from Bangkok and neighbor province around Bangkok. Moreover, due to intense population in Bangkok it reflecting the high volume of restaurant business and the large amount of customer who are able to use the food ordering application.

The online food ordering business model has started to gain popularity as the service has been providing virtual information, price list, estimated time delivery, restaurant rating, restaurant review, and real time tracking on the applications. While the online ordering food applications are growing in every year. On the other hand, there are many food ordering businesses entering into the food delivery industry such as Line Man, Grab Food, 7-Delivery, Foodpanda, GET, and more. As there are many online food delivery businesses' challenges that might be overcome. The unique consumers are difference perception on the online ordering food application services and buying processes. With this, the businesses provider has opportunities to shift Thai consumers to online ordering (Boonruang et al., 2017).

Purpose of the research

1. To examine the effect of social on intention to reuse the mobile food ordering application.
2. To examine the effect of online tracking influence on intention to reuse the mobile food ordering application.
3. To examine the effect of social influence toward trust on intention to reuse the mobile food ordering application.
4. To examine the effect of online tracking toward trust on intention to reuse the mobile food ordering application.
5. To examine the effect of trust on intention to reuse the mobile food ordering applications.

Research hypotheses

1. Social influence positively affect intention to reuse the mobile food ordering application.
2. Online Tracking positively affect intention to reuse the mobile food ordering application.
3. Social influence on intention to reuse the mobile food ordering application through trust.
4. Online tracking influence on intention to reuse the mobile food ordering application through trust.

5. Trust positively affect intention to reuse the mobile food ordering application.

Conceptual framework

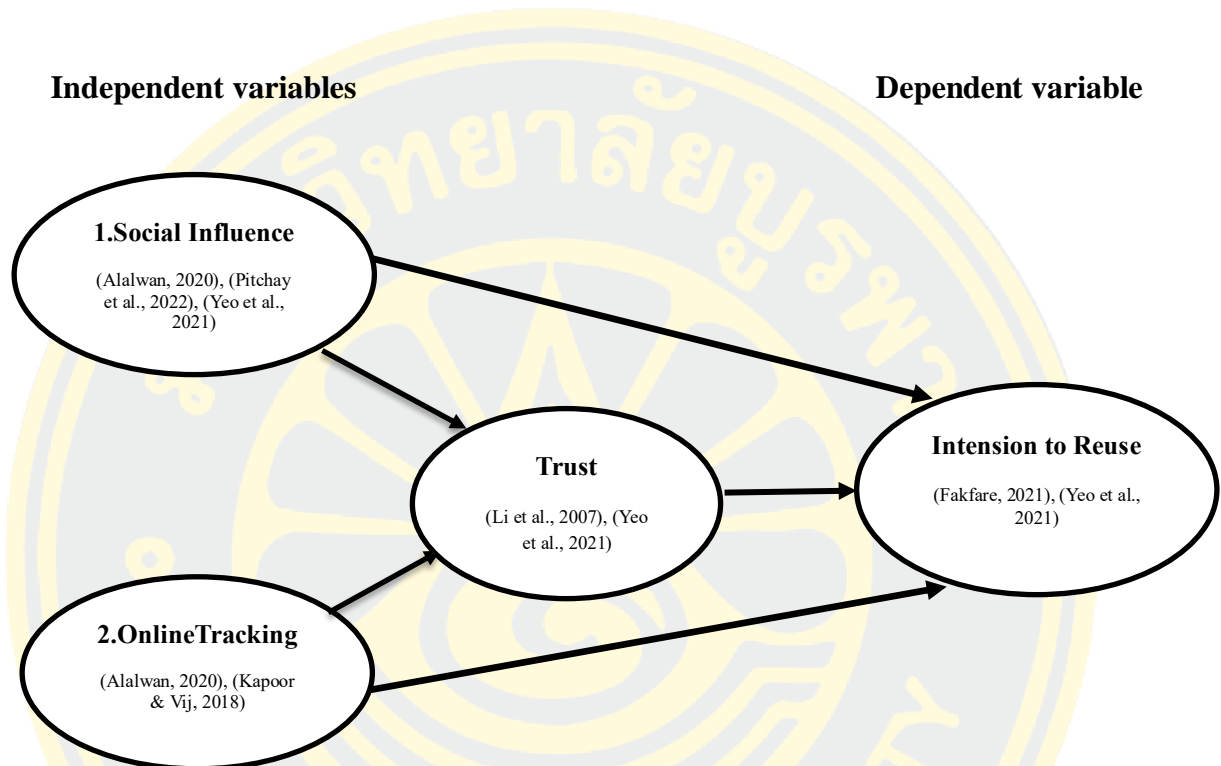


Figure 1-1 Conceptual framework

Research contributions

To understand the consumption in online food ordering services on Thai consumers. It also to understand what factors affecting customer trust and intention to reuse online food ordering applications. Thus, this research study can be used to be a guideline in planning the appropriate actions of restaurant businesses and mobile food ordering services provider. Furthermore, the research paper is enabling to apply to the related industries and other business areas such as hospitality online booking applications, logistic mobile applications, and more. Nevertheless, the results from this study could be used as a guideline for academics and researchers as a reference in order to investigate and develop the future research papers as a criterion in relevant contexts.

Scope of the study

1. Content: This study consists of social, online tracking, trust, intention to reuse, and the mobile ordering application.
2. Population and sampling: The population for this study consist of participant who live in Bangkok, Thailand and whose have used mobile food delivery.
3. Times: This study started from 2 November 2023 to 2 November 2024.
4. Location: The location is in Bangkok province area as the most intense population in Thailand and the number of food delivery services that operating in Bangkok.

Definition of terms

Mobile application refers to a platform for restaurants, franchises, and other food-selling business owners that offer a practical approach to give consumers a wide selection of alternatives through a single online mobile gateway.

Social influence refers to the degree to which a person considers that other people's opinions are important in influencing their behavior to utilize and response to the food ordering application

Online Tracking refers to a real-time monitoring which allows users to see the status, position and direction of the items

Trust refers to believe in the reliability and confident in using food ordering application

Intention to reuse refers to the willingness to order food by using mobile food ordering application.

Online food delivery services refer to simple and useful tools that let customers purchase food online and avoid physically visiting the restaurant.

CHEAPTER 2

LITERATURE REVIEW

The topic of this study is “The factors affecting intention to reuse through trust on consumption in online food ordering service” The researcher has studied academic research review documents, theoretical concepts, including related research in order to be useful to formulate a conceptual framework, set variables, sample design and hypotheses. These are presented as follow:

1. Theories or concepts of social influence
2. Theories or concepts of online tracking
3. Theories or concepts of trust
4. Theories or concepts of intention to reuse
5. Related research

Social Influence

Social is referred to the level of a person believes that other people's perceptions are crucial in influencing their behavior to adopt the new system. According to (Venkatesh et al., 2012), social influence may also be understood as the idea that utilizing innovation can enhance one's identity or social background. Moreover, social impact is considered as one of the most significant factors for customers when deciding whether to use or deny mobile commerce applications (Alalwan, 2020). Social influence described to the manner in which one is influenced by the perspectives of other individuals on whether or not to make a purchase through online (Yeo et al., 2021). Furthermore, (Yapp et al., 2018) asserts that social influence is the amount to which consumers feel that important persons (relatives, peers, and friends) believe they should utilize a new technology. In other words, since it is also a sense of belonging, the people around an individual might have a significant impact on their willingness to utilize on-demand services. (Venkatesh, 2008) describes social influence as an indication of subjective norm is a measure of how much a person feels impacted by prominent individuals in his or her environment.

Fu et al. (2020) mentioned that social influence refers to when an individual's behavior or ideas are influenced by the actions, views, and words of others. Moreover, there are two types of social influence: informational and normative social influence. Informational social influence, also known as social proof, is defined as a psychological phenomenon in which individuals assume the activities of others in an effort to reflect appropriate conduct in a specific scenario. When a buyer knows a few individuals that know something about the product, data from a reference group will significantly boost product credibility (Yeo et al., 2021). Informational influence describes the willingness of individuals to acquire more information sources throughout the process of making behavioral decisions. Thus, People will see their neighbors' attitude as a source of knowledge and their behavior decisions will be influenced by the information offered by these groups (Pike & Lubell, 2018; Risselada et al., 2018). Meanwhile, normative social influence when someone changes his or her answer to comply to the expectations of others in order to achieve a favorable result. Thus, accepting normative social influence is driven by a desire to avoid potential social punishment. Normative influence asserts that individuals are driven to adopt behaviors similar to those of their environment as a normative pressure from them. As a result, people will notice psychological compliance if they do not adopt similar behaviors with people around them (Yang & Treadway, 2018).

In the theory of review helpfulness from Xia (2023) suggested that the inclusion of social network dimensions might help to comprehend the idea of social influence on review helpfulness perception. Users and friends will be influenced by the item simultaneously but they did not discriminate between unilateral and common influence. Hence, once making decisions, users pay different attention to the items with which they have interacted (unilateral information) and they and their friends have interacted (common information) (Qian et al., 2023). According to Luo et al. (2022) the studies of social influence in green travel behavior in rural China they refer social influence as a person's behavior is influenced by the thoughts or actions of others in society and people in rural areas would be motivated to engage in green behavior by their peers. Individual behavior is influenced by social influence through three mechanisms: compliance, internalization, and identification. The compliance mechanism leads an individual to simply change his or her intention in response to the

social pressure, which means the person intends to comply with the social influence. While the other two mechanisms are associated to changing the belief structure of an individual and/or leading an individual to react to possible social status benefits but the compliance mechanism only causes an individual to change his or her purpose (Inan et al., 2022).

As previous research Venkatesh et al. (2012) suggested social influence has positive impact to the intention of customer to use the new products, service, and technologies. Furthermore, numerous research on mobile commerce have shown the important of social impact as a study in South Africa Verkijika (2018) discovered that social influence plays a part in forecasting a customer's desire to utilize mobile commerce applications. People with one's surroundings may have a significant effect on one's desire to purchase meals via online food ordering platforms, due to the fact that they are utilizing the same technology that gives them the sense of belonging to the same community group or social group (Yeo et al., 2021). Therefore, the views of one's friends and family members are one of the most influential factors in deciding whether or not a user will continue to use an application (Yapp & Kataraiian, 2022). Customers are more rely to their social networks for feedback regarding mobile food delivery applications or for recommendations on continue using them. Furthermore, people's thoughts and actions may be influenced by others around them (Chao, 2019). According to Oloveze et al. (2022), social influence reflects a person's subjective beliefs of societal factors that affect behavior in a certain manner. There are empirical evidence supports its incorporation into TAM (Venkatesh et al., 2003). Third parties, such as friends and family, play a significant role in study investigating the adoption of new technologies as the results are positive so the willingness to use the new technology begins to rise. Thus, the effect of reference groups in a person's life could influence the individual to fulfill the referents' expectations (Jiang et al., 2016; Webster & Trevino, 1995).

Online Tracking

There is a consensus in the prior literature on mobile commerce that innovative features of mobile technology, such as online rating, online review, and online tracking, play an important role. However, in research on mobile online food applications, online tracking has been examined in only one study (Kapoor & Vij, 2018) in terms of navigation, while the impact of both online rating and online review have not been covered at all by previous research on mobile online food applications. Research is needed to explore how these aspects might predict the customer's perception of the usefulness and value of using mobile online food applications, as well as their impact on customer satisfaction and continued intention to reuse. This study intends to fill this research gap related to mobile online food applications by proposing and empirically validating a model able to capture the most important aspects related to the Jordanian customer's perspective (Alalwan, 2020).

According to Tobing (2016), GPS technology has become a part of modern daily routine routines. In food delivery service determining the shortest route between consumer locations is one of the challenges in order to deliver the foods in a short amount of time. Hence, the tracking system could provide the information of the orders when they are going to deliver to the user and estimate the arrival time. In certain case, goods and service suppliers may simply convey information to consumers in a specific location. As a result, location search engines equipped with GPS devices could include direct access from goods and service providers. As a result, consumers can receive current information from sellers in their near area, such as product availability, hours of operation, and current deals (Shugan, 2004). There are three main components of food ordering system: Ordering system, Menu management and Order Retrieval System. These parts collaborate to allow consumers to make orders and receive specific details, to allow the restaurant some control over what can and is not purchased, and to help to maintain track of orders by obtaining and presenting relevant data (Liyanage et al., 2018).

Previous studies confirmed that online tracking system has the potential to improve the experience of consumer spending by making it more pleasant, satisfying, and valuable (Alalwan, 2020). Additionally, once customers place their orders through food ordering applications, they get an order confirmation notification along

with SMS which allowing them to monitor their placed order. Also, customers can monitor in on the progress of their orders using an online tracking system until they are satisfied, even after the goods or service has been delivered (Bunaranraksa & Nuangjamnong, 2022). The mobile applications have a monitoring mechanism that enables users to get better acquainted with the stage of the delivery procedure. Customers may also track their orders over time. Payment might potentially be done in a variety of ways, including e-money or a cash-on-delivery (COD) program (Ganatra et al., 2021). Most users choose online applications because the food-on-click feature lets them to have food delivered straight to their door, and they are satisfied with the apps' functionality. The food ordering service's application has developed real-time GPS tracking technologies, which allow consumers to monitor the progress of their food's journey and assist drivers in locating specific addresses (Gupta, 2019).

Order tracking is an important element in food delivery systems that contributes to the usefulness of the ordering process. Thus, customers might utilize this software to monitor their orders in actual time (Riaz et al., 2022). Due to insufficient map capability in some food delivery applications, users found difficulties tracking restaurant details. Consequently, food delivery application providers integrate the software which display the real time information and map of the orders to construct efficient restaurant lists with optimal route possibilities to simplify operations (Waris et al., 2022). The ability to keep track of one's orders is one of the most preferred features among users of meal delivery apps. Hence, the GPS system allows clients to monitor their deliveries in instantaneously. For this reason, major food delivery applications focus on improving their customers' cognitive experience by allowing them to track their orders and drivers in real time (Chakraborty et al., 2022).

Trust

The previous research defined trust is a psychological propensity that having confidence in someone or something, which affected on individual decision (Glanville & Paxton, 2007; Kenning, 2008). Muda et al. (2016) defined trust in the context of online commerce as a customer's readiness to rely on the seller and behave in conditions that make the user sensitive to the seller. Mayer et al. (1995) explain trust as a one party's readiness to be vulnerable to the other's behavior, it is predicated on the belief that the opposite party will do certain things that are essential to the weaker side. Furthermore, as consumers trust a brand, they develop favorable attitudes of the organization's morality, honesty, and integrity. It also strengthens the relationship that the brand has with the customer as well as the consumer's intention to purchase (Arachchi, 2022). Trust is the idea that the other group will fulfill expectations without undermining the trustee's weaknesses. Trust is a dynamic concept that has been shown to have numerous phases (Rheu et al., 2021).

The study from Pavlou (2003) states that trust should be more important feature in an online context when the customer has no direct influence over the seller's behavior. Thus, customers' distrust of online retailers is a major barrier to the growth of e-commerce. Also, Karunasingha and Abeysekera (2022) explained that due to the lack of a physical location, marketers find it more challenging to gain trust in social media marketing. Moreover, the most of concerns that buyers have while shopping online are associated to the trust factor. Hence, customers would be more comfortable shopping from the same website if they have trust in it (Trivedi & Yadav, 2018). Furthermore, the buyer's perceptions of trust toward an online seller are a key component in assessing his/her intentions to use. Although perceived trust has a great influence on the motivation to buy online (Muda et al., 2016). The previous literature Anaya-Sánchez et al. (2020) mentioned about Online Brand Community/OBC trustworthiness gives a perception of safety and security, which leads to positive brand responses, such as repurchase intention. Due to the fact that people assess and evaluate prospective risks and values based on the behaviors revealed by persons throughout the interpersonal encounters they have supported (Jones & Shah, 2016). Thus, the way in which trust is built should be carefully reviewed (Munoz, 2022).

There are several definitions of trust that have been treated from two perspectives: one sees trust as a belief, confidence, or anticipation about the trustworthiness of an exchange partner, while the other sees trust as one's dependence on another owing to his/her own vulnerability (Tahir, 2021). Customers are more likely to make a purchase from an application if they believe that it is simple to use. This opinion is influenced by the online app's credibility, the popularity of the brand, recommendations from reliable sources, and the quality of the customer's previous experience with the business. Additionally, online consumer trust is influenced favorably by the fulfillment of expectations and the proper management of private data (Casalo et al., 2008, 2011; Kim & Peterson, 2017). Trust from customers is important for the success of online business as it stimulates consumer spending (Cheung & To, 2017). According to Mayer et al. (1995), trust could be thought of as a shared attribute of the people involved. Those who are more likely to trust the brand also be more interested about it. Furthermore, the concept of trust as it relates to online purchasing has also been studied. As said by research from Al-Debei et al. (2015) consumers' confidence in ecommerce is a significant indicator of their behavior.

Customers' attitudes towards mobile food ordering applications have been an important theme considered by a number of researchers. An empirical study in China conducted by Cho et al. (2019) found that perceived value and customers' attitudes towards food delivery apps are largely shaped by the level of trust, design, and product verity, and that significant differences in the customers' perception of such apps were observed between single-person families and multi-person families. The research by Alagoz and Hekimoglu (2012) on online food ordering found that factors like usefulness, innovativeness, and trust shaped customers' attitudes towards mobile food ordering applications. Additionally, previous purchase experiences establish confidence. Thus, consumers' perceived risk and uncertainty about utilizing the system may be reduced via trust. In order to remove any uncertainty or unpredictability from an online transaction, trust need to be established between the seller and the buyer (Yeo et al., 2021). Trust is earned by the customer's past experience. In an e-commerce context, if a consumer has had a favorable experience with a product or service in the previous, he or she will repeat to the same site to

complete the purchase. Similarly, in the case of online food ordering, customers who trust the website will remain (Zulkarnain et al., 2015).

Intention to Reuse

In a study on US customers' willingness to use mobile diet apps, (Okumus et al., 2018) formulated a conceptual model based on the Unified Theory of Acceptance and Use of Technology (UTAUT). They tested whether innovativeness was a moderating effect on the main associations between UTAUT factors and intention to use mobile diet applications. Francioni et al. (2022) defined continuance intention as a post-use behavior that is considered favorable, and it may be described as an individual's desire to continue using or purchasing a brand, product, or service after first accepting it, which behavior occurs after an item has been used successfully. Moreover, previous research Nazir et al. (2023) explained that customers are more likely to make repeat purchases after having a positive experience so despite the fact that e-commerce has expanded dramatically over the last two decades, as it was still quite little. As a result, understanding the factors that influence online shoppers' willingness to make repeat purchases is crucial for e-commerce marketers.

Continuance intention is a positive post-use behavior described as an individual's intent to continue using/buying a brand, product, or service after its first approval (Francioni et al., 2022). It is widely agreed that repurchase intent is one of the most crucial behavioral outcomes, given the importance of repeat purchases to the success and growth of businesses (Wang & Chiu, 2023). A consumer's repurchase intent indicates the choice to buy a product again due to a previous positive experience with that brand. Consumers constantly assess the benefits and drawbacks of a variety of choices before making a purchase.

Additionally, the way a business can create a powerful intent to purchase in its customers is to provide those customers a thorough understanding and acceptance of the brand (Hewei & Youngsook, 2022). Furthermore, Arachphorn (2021) explained that customers often have a vast number of choices when trying to choose which goods and service to consume. Consequently, repurchase intention is most often a positive outcome to do tasks efficiently in company. Moreover, besides acquiring new customers, organizations should enhance the value of existing customers and take

suitable methods to engage customer revisit or repeat purchase. Customer repurchasing intent refers to a customer's proclivity to buy items from the same businesses. Repurchase intent has been considered as a sole metric of consumer satisfaction and product performance. Customers believe the organization's standards have improved for a number of reasons, including their prior purchase experience with the items and its recovery procedures. Customers have significant repurchase intentions when they perceive value and are satisfied with earlier purchases from the same providers (Ali, 2019). The most crucial quality of repurchasing intention is considered to be brand love. BL represents the feelings that consumers have towards brands. Garg et al. (2015) confirms this idea by arguing that consumers repurchase intentions are more strongly influenced by their cognitive elaborations of quality information and brand engagement of brand love.

Accordingly, it is worth researching how such applications could impact on customers' perception and satisfaction in Arab countries like Jordan. Customers' habitual behavior, either in terms of using smartphones and the attached apps or in terms of ordering food from restaurants, could be a very critical component in shaping customer intention and behavior towards mobile food ordering applications (Alalwan et al., 2018; Davis & Venkatesh, 2004; Eriksson et al., 2008).

Related research

Pitchay et al. (2022) studies determinants of customers' intention to use online food delivery application through smartphone in Malaysia. The aims of this study were to examine factors that influence customers' intention to use online food delivery applications using a smartphone. The study was based on the theory of Unified Theory of Acceptance and Use of Technology (UTAUT) which consisted of performance expectancy, effort expectancy, social influence, information quality, price-saving orientation and time-saving orientation towards intention to use the applications. The sample was consisting of 256 customer who used online food delivery application in Malaysia. The researcher collected data by using online survey questionnaire. The research findings indicate that four (4) constructs—social influence, information quality, price-saving orientation, and time-saving orientation—have a favorable relationship as well as a significant impact on attitudes toward online

food delivery services and enhancing the intention to use the application. The intention to use online food delivery services is significantly influenced by attitudes regarding these services. Additionally, it was determined that age had no impact on the relationship between attitude and intention to use in a significant way.

Chotigo and Kadono (2021) studies comparative Analysis of Key Factors Encouraging Food Delivery App Adoption Before and During the COVID-19 Pandemic in Thailand. The purpose of the study is to examines and compares the crucial factors encouraging Thai customers to use food delivery apps before and during the COVID-19 pandemic on the basis of the modified conceptual paradigm of Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) analyzing the following external factors: trust, convenience, application quality, and satisfaction. The sample of the study were collected from 220 food delivery app users before the pandemic and 250 food delivery app users during the pandemic. The results revealed that in both the before and after COVID-19 pandemic samples, satisfaction was affected by social influence, trust, convenience, and application quality. Additionally, price value was also a significant predictor of satisfaction before to the pandemic but not afterwards, whereas habit was shown to have a significant positive impact on satisfaction before to the pandemic but a negative impact on it afterwards. Furthermore, the results of both samples also indicated that users who were highly satisfied with a food delivery app were more likely to continue using it.

Alalwan (2020) studies mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse. The main objective of this study is to identify and empirically examine the main factors predicting the e-satisfaction with MFOAs and customers' intention to reuse such apps in Jordan. Also, this study based on the extended Unified Theory of Acceptance and Use of Technology (UTAUT2) and the features of MFOAs: online review, online rating, and online tracking. The data were collected from 337 Jordanian customers who have used MFOAs. The results for this study indicated that, both e-satisfaction and continued intention were supposed to be predicted by PE, EE, FC, SI, HM, PV, and HB. Due to the particular nature of MFOAs and the restaurant context, three other factors were proposed along with UTAUT2: OR, ORT, and OT.

Riley and Klein (2021) studies how logistics capabilities offered by retailers influence millennials' online purchasing attitudes and intentions. The researcher aims to understand consumers' use of online retail channels by investigated how tracking capabilities, delivery speed, trust, logistics carriers' reputation, people important to the consumer and online reviews influence Millennials' online purchasing attitudes and intentions. The sample was consisting of 321 Millennials at a large university in the USA. The data collection for this study the author adopted questionnaire survey with a seven-point Likert scale to measure all constructs. The study result shown that the relationship between trust and online purchasing attitude is moderated by the reputation of the logistics carrier. Moreover, the result also indicated that tracking capabilities, trust, people important to the consumer and online reviews directly influence online purchase attitude.

Karunasingha and Abeysekera (2022) studies the mediating effect of trust on consumer behavior in social media marketing environments. The objective of the research was to explore the mediating effect of trust on the correlation between consumers' social motivation and online purchase intentions in the Sri Lanka's fashion industry. The study result can be used as the tools in social media marketing development of consumer behavior. The sample were collected from 150 questionnaires from customers who used social media sites frequently in Sri Lanka. A convenience sampling approach was utilized to select the samples which the data were collect from people who are from a variety of institutions, including universities in the Colombo district. With 120 returned with replies then after the screening question, the survey was modified to 88 respondents. The data was gathered using both primary and secondary sources. The researcher's questionnaire was the primary source of information. Secondary data was obtained via literature reviews. The findings show that social motivation has a significant positive influence on trust and online purchasing intentions. They also revealed that a consumer's degree of trust influences their online purchasing intentions. Trust was also shown to moderate the relationship between social motivation and online intention to buy.

Hanaysha (2022) studies impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. The aims of the study were to investigate the effect of four features of social media

marketing on the purchase decision of consumers in the fast-food industry. Moreover, it also investigates if brand trust mediates the relationship between them. The study results would help us better understand the importance of these features of social media marketing in forecasting purchase decisions, particularly in the fast-food industry. The data collected from 258 customers of several fast-food brand in UAE via a quantitative online survey as research instrument. The finding shown the significance of brand trust in predicting purchase decision. Moreover, the results mainly demonstrated that interactivity, perceived relevance, and informativeness have a positive influence on purchasing decisions. However, it was shown that the impact of entertainment on buying behavior is small. The findings further confirmed the idea that brand trust performs as a mediator in the relationship between customer purchase decisions.

Miao et al. (2022) studies the influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. The purpose of the study is investigating the factors that influence e-customer satisfaction, e-trust, perceived value and consumers repurchase intention in the context of the B2C e-commerce segment. Also examine on the mediation effect of e-customer satisfaction, e-trust and perceived value on repurchase intention. Questionnaire survey was adopted as data collection method. The sample consisted of 387 respondents who are student in business universities of Karachi. The result revealed that e-satisfaction significantly affects repurchase intention. The antecedent's customer service and information quality promote customer satisfaction, but delivery services do not affect repurchase intention. In additional, security has an influence on e-trust but does not support the antecedent s-service quality and repurchase intention is significantly impacted by e-trust.

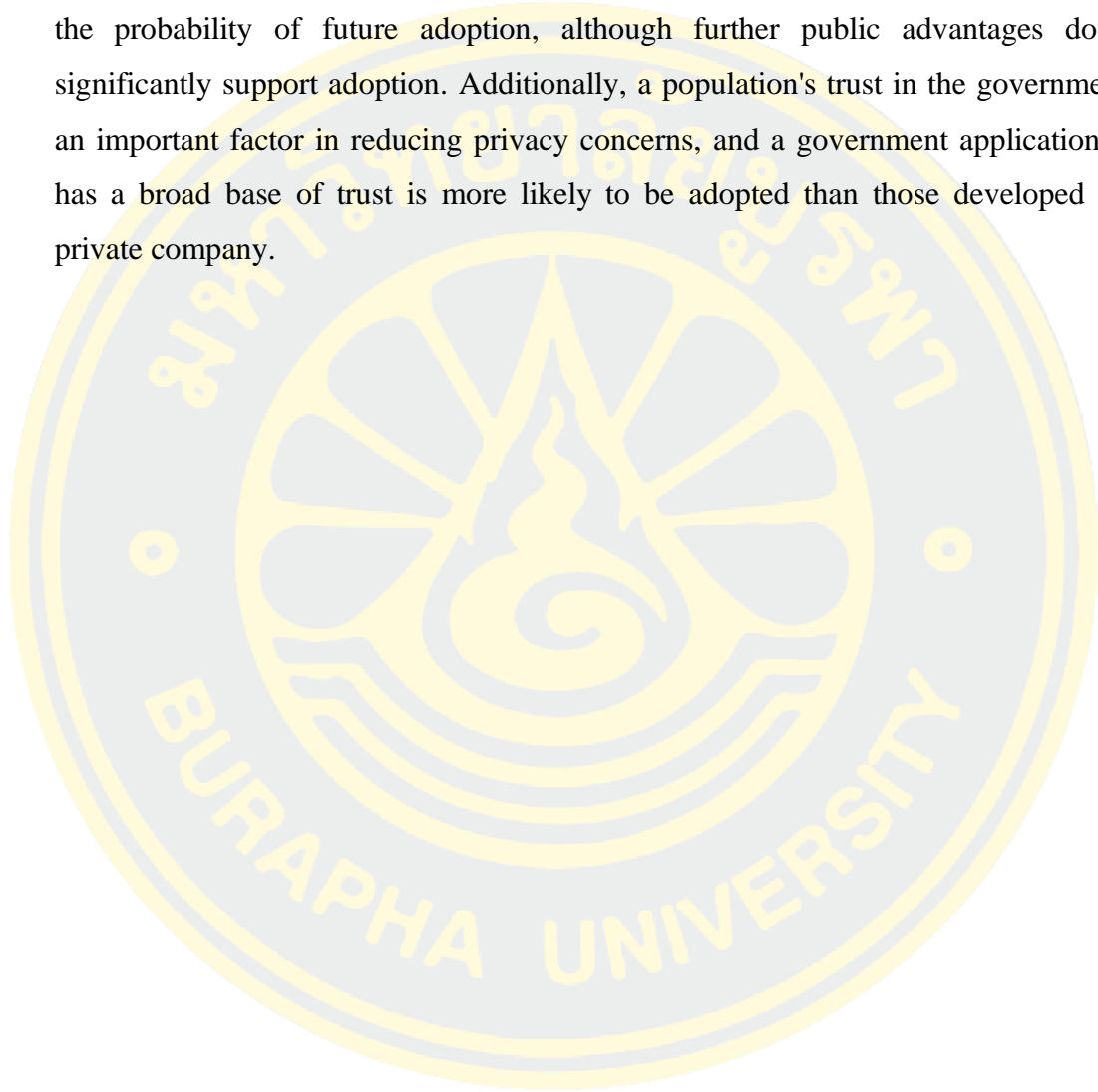
Fakfare (2021) studies influence of service attributes of food delivery application on customers' satisfaction and their behavioral responses: The IPMA approach. The study aims to understand the underlying service attributes of food delivery application (FDA), propose a structural model to investigate service dimensions that affect customer satisfaction and subsequent behavioral constructs in terms of advocacy and intention to reuse the app, and prioritizes the service attributes of FDA. The data were collected from 1,406 FDA users who have experienced

ordering food through mobile applications in Thailand. The questionnaire was used as a tool of this study with Likert-type scales, ranging from 1 (strongly disagree) to 7 (strongly agree). The result indicated that the majority of the elements (such as delivery experience, ease of use, reviews, food rider, and time saving) demonstrated impact on the behavioral on FDA user satisfaction. Among the five factors, ease of use had the most positive relationship with customer satisfaction. Furthermore, partial reason for the significant influence of this aspect on satisfaction is that FDA users often expected an application to have an easy-to-use interface, appealing features, and useful information. Therefore, an FDA that provides user-friendly services may help customers have a good experience.

Saad (2021) studies factors affecting online food delivery service in Bangladesh: an empirical study. The main objective of this study is to identify the impact on food delivery intermediates and online food purchase in developing nations. Thus, it is important to understand the consumer behavior landscape and the factors needed to success in the Bangladesh market when new companies enter the industry. This research finding will be beneficial to extends the limited related studies relevant to the online food delivery sector and investigates customer behavior in the industry. The sample was consisted of 177 online food ordering consumers. Initially, respondents were asked whether they used online food delivery services those who answered in the positive were asked to participate in the study then using questionnaire as a research tool; questionnaire mostly included closed-ended questions and ratings on 5-point Likert scale. The result of the study shows that there was directly influencing the success of online food delivery includes delivery time, service quality, pricing, and the condition of the food delivered. Meanwhile, a number and variety of restaurants, menu, delivery tracking service, and a delivery person's attitude are considered indirect variables.

Matt et al. (2022) studies how the introduction of the COVID-19 tracing apps affects future tracking technology adoption. The study aims to investigate if the features of t monitoring applications can have a negative impact on consumers' views and intentions to use future tracking technologies. The researchers conducted an online experiment in three countries (Australia, Germany, and the United Kingdom) to assess how perceived advantages of COVID-19 tracking software which could

support attitude toward tracing apps the decision to adopt tracking software in the future. The finding illustrates that attitude and intention to use future monitoring apps are negatively influenced by users' concerns regarding privacy in relation to the COVID-19 tracking applications. Also, government offering the application increases the probability of future adoption, although further public advantages do not significantly support adoption. Additionally, a population's trust in the government is an important factor in reducing privacy concerns, and a government application that has a broad base of trust is more likely to be adopted than those developed by a private company.



CHEAPTER 3

RESEARCH METHODOLOGY

The following research methods use for study the factors affecting customer trust and intention to reuse mobile food ordering applications.

1. Research design
2. Population and sample size
3. Research instrument
4. Validity and reliability analysis
5. Data collection
6. Data analysis

Research design

The study conducted uses a quantitative method by using the online questionnaire to collect the data. The data use to test the factors affecting intention to reuse through trust on consumption in online food ordering service. The question on the questionnaire were adopted from following research (Alalwan, 2020; Bilgihan et al., 2014; Okumus & Bilgihan, 2014; Pitchay et al., 2022; Venkatesh et al., 2012; Wei et al., 2009)

Population and sample design for quantitative research

The population of this study is people who live in Bangkok area, Thailand whose have used mobile food delivery applications as participants.

The target sample size was done in two ways, which are 1) the construct with the largest number of formative indicators or 2) the dependent latent variable with the largest number of relationships. The sample size required will be 5 to 10 times either 1) or 2) whichever is higher. Furthermore, the study by Goodhue et al. (2006) shows that the 10 times rule for sample size for a strong effect size with high reliability.

Generally, a sample size that is larger is preferable to the recommended range of 100-200, with an ideal ratio of 5-10 times the number of items for reliable results in structural equation modeling (SEM). Thus, this research framework contains 4 variables and the researchers determined that a minimum sample size of 200 is

sufficient to generate acceptable statistical power for data analysis (Hair et al., 2010; Kline, 2011). To ensure the data's strength, the researcher decided to use 250 surveys and reserved an additional 50 surveys to account for any errors. The researchers would like to distribute 300 sets of questionnaires, as some completed surveys could not be used because the participants' qualifications were not sufficient to the study.

Samples will be chosen according to convenience in Bangkok, Thailand. The researcher performs a non-probability sampling technique via a multi-stage sampling method. Two stages involve the following: 1) Using convenience sampling to gather data from people living in Bangkok, Thailand. 2) Using proportion sampling to define the group of people who have experience of using online food delivery applications in a year.

Research instrument

The researcher would be created the questionnaire as the instrument to gather the data and studied other theories, research, concepts, theses and documents. It consisted of six sections as follows:

Section 1: Screening respondents on this research study as follows:

- 1.1 Have you had experience in mobile food ordering applications?
- 1.2 Have you lived in Bangkok area within the past 1 year.

If all the answers are yes, then they can continue doing questionnaire section 2. However, if they answer no in any question, they can stop doing questionnaire.

Section 2: Demographic factors are multiple choice includes gender, marital status, highest education completed, occupation, and personal monthly income.

Section 3: Social Influence

This part contains questions about the agree level of social influence that have relationship with trust and intention to reuse.

Constructs	Items	Description	Source
Social Influence	SI1	I believe that many people in my country use an online food delivery service application.	Pitchay et al. (2022)
	SI2	I believe that many people in my country express their desire to use online food delivery service application.	
	SI3	I believe that many people in my country search for food using online food delivery service application	
	SI4	People who influence my behavior think that I should use an online food delivery service application for purchasing food	
	SI5	People whose opinions I value prefer that I use an online food delivery service application for purchasing food	

Score Level	Agreement level
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

A class interval width was used in order to convert data to interpret the results from calculation as shown below.

The mean criteria to explain following:

Points	Mean	Meaning
1	1.00 – 1.50	Not important
2	1.51 – 2.50	Less important
3	2.51 – 3.50	Moderately important
4	3.51 – 4.50	Important
5	4.51 – 5.00	Very important

Section 4: Online Tracking

This part contains questions about the agree level of online tracking that have relationship with trust and intention to reuse

Constructs	Items	Description	Source
Online Tracking	OT1	Tracking system is available on mobile food order apps that I have used.	Alalwan (2020)
	OT2	Tracking system is very important feature on the mobile food order apps that I use.	
	OT3	Tracking system provided in mobile food order apps help me to save my time as I can use a tracking number to help find out when my order will arrive.	
	OT4	The mobile food app I use provides map tracking.	
	OT5	Tracking system available on the food apps that I use reduce costly calls with restaurant inquiring about the status of my order.	

Score Level	Agreement level
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

A class interval width was used in order to convert data to interpret the results from calculation as shown below.

The mean criteria to explain following:

Points	Mean	Meaning
1	1.00 – 1.50	Not important
2	1.51 – 2.50	Less important
3	2.51 – 3.50	Moderately important
4	3.51 – 4.50	Important
5	4.51 – 5.00	Very important

Section 5: Trust

This part contains questions about the agree level of trust that have relationship with and intention to reuse

Constructs	Items	Description	Source
Trust	TRU1	I believe payments made through m-commerce channel will be processed securely.	Wei et al. (2009)
	TRU2	I believe transaction conducted through m-commerce will be secure.	
	TRU3	I believe my personal information will be kept confidential while using m-commerce technology.	

Score Level	Agreement level
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

A class interval width was used in order to convert data to interpret the results from calculation as shown below.

The mean criteria to explain following:

Points	Mean	Meaning
1	1.00 – 1.50	Not important
2	1.51 – 2.50	Less important
3	2.51 – 3.50	Moderately important
4	3.51 – 4.50	Important
5	4.51 – 5.00	Very important

Section 6: Intention to reuse

This part contains questions about the agree level of intention to reuse mobile food ordering applications.

Constructs	Items	Description	Source
Intention to reuse	IR1	I intend to continue using mobile food order apps in the future.	Bilgihan et al. (2014); Okumus and Bilgihan (2014); Venkatesh et al. (2012)
	IR2	I will always try to use mobile food order apps in my daily life	
	IR3	I plan to continue to use mobile food order apps frequently.	

Score Level	Agreement level
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

A class interval width was used in order to convert data to interpret the results from calculation as shown below.

The mean criteria to explain following:

Points	Mean	Meaning
1	1.00 – 1.50	Not important
2	1.51 – 2.50	Less important
3	2.51 – 3.50	Moderately important
4	3.51 – 4.50	Important
5	4.51 – 5.00	Very important

Validity and reliability analysis

This paper will be using validity and reliability test by following: After the questionnaire design, the validity will be check by three experts in order to reviews the items of the questionnaire in term of the contents, related theories, and wording by using Index of Item Objective Congruence: IOC +1 as appropriate, 0 as uncertain, or -1 as not appropriate by the study group of this research. The final score of the validity will be calculated by formular below:

$$IOC = \sum R / N$$

Validity test

The researcher confirmed the content's quality (content validity) with three experts to ensure that the questionnaire assesses covered all of the information. The topic of the questions in each section might be supported with relevant theories.

The experts that evaluated the relevancy of the contents (content validity) are given as follows:

Table 3-1 The index item-object of concordance: IOC

Item	IOC ≥ 0.5	Meaning
Dr. Chalinee Plukphonngam	0.95	Valid
Dr. Phairin Thongpharp	1.00	Valid
Dr. Annop Peungchuer	0.90	Valid
Total	0.95	Valid

Reliability test

Table 3-2 Cronbach's Alpha reliability test

Items	Cronbach's Alpha > 0.7	No. of items
Social Influence	0.833	5
Online Tracking	0.783	5
Trust	0.852	3
Intention to reuse	0.732	3
Total/Over-all reliability	0.864	16

The table shows the Cronbach's alpha of Trust variable at value of 0.852. Then, follow by Social Influence at value of 0.8333 and Cronbach's alpha of Online Tracking at 0.783. Lastly, Intention to reuse with Cronbach's alpha 0.732.

After checking validity of the questionnaire, the researcher uses Cronbach's Alpha Coefficient to conduct the test of individual item reliabilities by collecting 30

sets of questionnaires and utilizing by computing the Cronbach's Alpha Coefficient in SPSS program for each factor. The value of the overall Cronbach's alpha with the minimum 0.7 that shown the consistency of the questionnaire was reasonable.

Ethical Consideration

This study has to ensure that the research questionnaire would has been approved by the research ethic committees before distribute to the respondents to assess the appropriateness of the research questions. In addition, the researcher should consider these following condition when perform human data studies; participants are allow to withdraw from the research and their research information will not include in this study, the data and personal information in this study are confidentially preserve to prevent any harm as well as concerning beneficence of the respondents, and the researcher and the participants have no previous professional or personal connections that may lead to bias or ethical difficulties. Ethical approval was obtained from the research ethics committee of Burapha University (Approval No: IRB4-285/2566). Participants were informed of their rights, including voluntary participation, the ability to withdraw at any time, and assurance of confidentiality. Informed consent was obtained from all participants before they completed the questionnaire.

Data collection

Quantitative research

Data was collected using questionnaires and essential documents. The data used in this study consisted of:

1. Data collected

1.1 Secondary data - the data was gathered internally from the university such as from the university's website. Apart from the research there were secondary sources from books, electronic books, academic journals, electronic journals, websites, and from libraries in order to gained information and revised the literatures based from these resources.

1.2 Primary data - the quantitative data was gathered from questionnaires.

The researcher created the questionnaire to survey consumers' opinions.

2. Data analysis statistics were the most appropriate method for analysis of the data collected in this paper.

Samples will choose by convenience at Bangkok, Thailand. The researcher uses non-probability sampling method by multi-stage sampling method. There are two steps, which are 1) Using convenience sampling to collect data, who live in Bangkok, Thailand. 2) Using proportion sampling by Thai people, who are required to have experience on mobile food delivery applications within a year, which included delivery applications on smart devices such as tablets. This study will be using online survey for data collection.

Data Analysis

According to the samples in this study were Thai people. Before the researcher distribute the questionnaires to respondents. The researcher used to translate the questionnaire from English language to Thai language as the local language is Thai language.

The researcher will be collected completed data, the researcher put on the coding and analyzed the data by using a computer. This study was performed with the SPSS Trial version and AMOS software for the statistical analysis. The statistics used for analysis were percentage, mean, and standard deviation. The level of statistical significance was set at 0.05.

The sample's demographics is described using descriptive statistics and utilizing the percentage and frequency function. Then, the data of variable used in this research was analyzed and summarized in statistical tables using descriptive statistics such as mean and standard deviation to define the results. Also, in term of inferential statistics the data was analyzed using multivariate and univariate approaches in the SPSS Trial version and AMOS software. In addition, the information was assessed in sections through data screening to ensure its accuracy. Further, descriptive statistics were used to the data in several variables. Likewise, this research is based on structural equation modeling (SEM) so before analyzing the model assessment, the statistical assumption for multivariate data analysis must be evaluated. Assumption test techniques include 1) Normality, 2) Homoscedasticity, and 3) Linearity (Hair et.al., 2010).

Normality, homoscedasticity, and linearity

The distribution of the data was clearly recognized as the core assumption in multivariate data analysis for SEM analysis, and the data must be normally distributed, which can be represented graphical analysis as a normal probability plot or histogram. A straight diagonal line requires a normal distribution, and the plotted data values must be tested to the diagonal. Normality is referred to the structure of the data distribution for each individual metric variable as well as its relationship to the normal distribution that works as the standard for statistical approaches. Also, a normal distribution indicates that the line reflecting the actual data distribution follows a clear the diagonal. Furthermore, homoscedasticity is essential because the variation of the dependent variable explained by the dependency relationship should not be concentrated in a limited range of independent values (Hair et al., 2010). The concept of homoscedasticity is that the dependent variables demonstrate identical levels of variance throughout the set of predictor variables. In addition, all multivariate methods, such factor analysis, structural equation modeling, etc., assume linearity as a priori knowledge. The linear relationship between the variables is the only sort that can be represented by a correlation; thus, any nonlinear effects will be disguised in the value. The goal of this research is to find any non-linearities in the connections that could have an impact on the correlation and to eliminate them.

Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is a multivariate statistical technique that utilizes empirical data to estimate constructs and test hypotheses through a confirmatory approach. Notably, structural equation modeling (SEM) describes the relationships between multiple variables known as latent variables with the structure of interrelationships evidenced in a series of equations (Hair et al., 2010). In addition to evaluating the general model fit, SEM evaluates each potential route in the conceptual framework individually. SEM is suited for the testing and development of hypotheses because it can be used for both confirmatory and exploratory modeling. (Bizzi et al., 2013).

Moreover, SEM is more powerful than other multivariate analytic approaches for evaluating constructs since it can:(1) provide for the investigation of

non-quantifiable factors via the use of constructs underlying the indicators;(2) offer appropriate correctness for hypothesis testing and analyze an infinite number of hypotheses(3) investigate the interrelationships between components;(4) analyze multiple regression equations at the same time;(5) examine a large amount of variables with various correlations using numerous complex models;(6) Consider the consequences of mismeasured data through indicator measurement mistakes; and(7) support validity and reliability testing using a variety of fit indices;(8) utilize a more holistic model to compare groups than typical statistical analysis methods (Gunduz & Elsherbeny, 2020).

Measurement model assessment

It was suggested by Hair et al. (2010) that in order to determine the reliability of a measurement model, it was necessary to focus in on the important aspects. Statistical significance and the size of estimated paths would be determined using rules of thumb. It was agreed that an effective loading should be at least 0.5, preferably 0.7 or higher, suggesting that the constructs are closely connected to one another and constitute one indicator of construct validity. Construct validity refers to the degree to which a series of measured items actually reflects the theoretical latent construct that those items are supposed to test which is also known as convergent validity.

Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is a latent variable measuring approach that uses variance and covariation among a wider range of observable indicators to arrive at a smaller number of latent factors. As a result, CFA is an important step in validating the underlying factor structure of scale items as well as the interactions between and among those items and factors (Ganesh & Srivastava, 2022). Therefore, in this research CFA were tested by structural equation modeling (SEM) using AMOS (Rajit & Laohavichien, 2020). Confirmatory factor analysis is used in SEM to present a confirmatory test of measurement theory, that also seeks to measure variables rationally and systematically reflect constructs contained in a theoretical model. Accordingly, CFA performs in two functions. The first is to gather estimates of the

model's parameters, including the factor loadings, variances and covariances of the factor, and residual error variances of the observed variables. The second is to assess the model's fit. In other word, CFA is used to determine whether the model itself gives a good fit to the data.

Convergent validity

Convergent Validity: CFA presents a variety of information that could utilized to assess convergent validity. Although, maximum probability factor loading estimates are related with a particular range of acceptable or unacceptable values, size, direction, and statistical significance should be analyzed. There are three important aspects that demonstrate the items or indicators of a certain construct should be converged a significant proportion of variance and assess the relative amount of convergent validity among measurement items.

1. Factor loading size is an essential aspect. The latent concept is the common point of convergence in cases of high convergent validity indicated by high loadings on a factor. Therefore, statistical significance must be attained for each factor loading. Standardized loading estimations should be at least .5 and ideally at least .7, since a considerable loading could be relatively weak in strength. Standardized parameter estimates are constrained to a range of -1.0 to +1.0. Unstandardized loadings are a measure of covariance and are not constrained to a value greater than 1. Standardized estimates could be obtained using SEM software.

2. The Average Variance Extracted (AVE) value is a summary measure of convergence among a group of variables representing a latent variable. It is the average amount of variation extracted among construct items. Related to the good rule of thumb, the AVE should be at least 0.5. If the AVE is less than 0.5, it indicates that more error exists in the items than variance explained by the measure's latent factor structure.

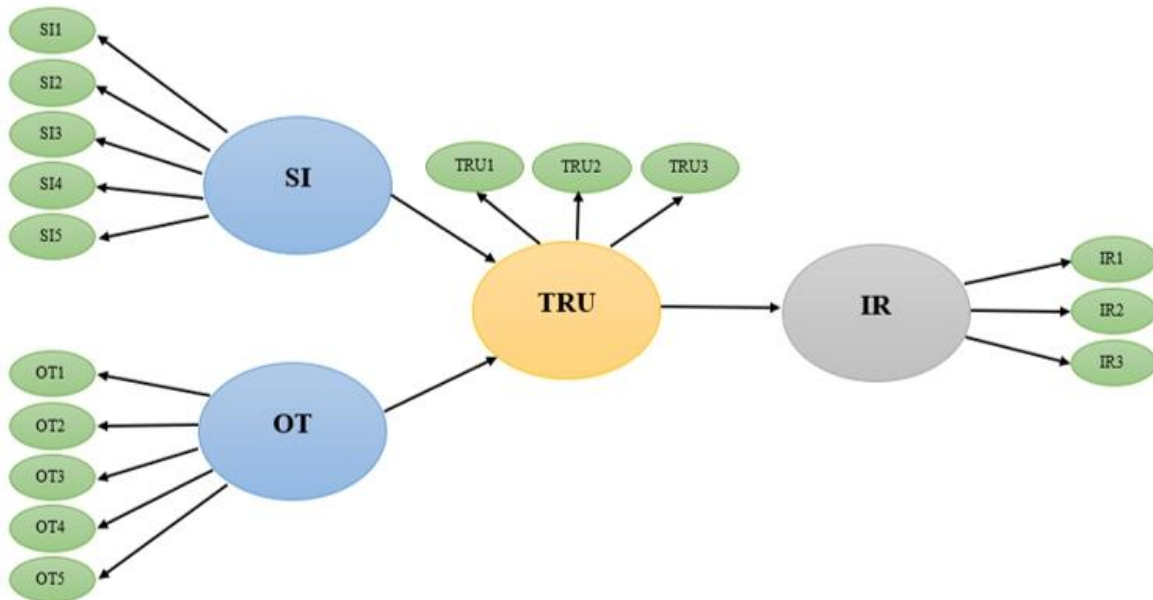
3. The construct reliability (CR) value is mostly applied in connection with SEM model. It is determined as the squared sum of the factor loadings for each construct and the sum of the error variance factors for each construct. Thus, referred to the rule of thumb, the construct reliability should be 0.7 or above, which is indicated as accepted standard.

Criteria for convergent

Items	Conditions	Authors
Standardized factor loading	Should be .5 or higher, and ideally .7 or higher	Hair et al. (2010)
Average Variance Extracted (AVE)	Should be .5 or greater to suggest adequate convergent validity	Fornell and Larcker (1981)
Construct validity	Should be .7 or higher to indicate adequate convergence or internal consistency	Hair et al. (2010)

Table Goodness-of-fit measures for CFA model

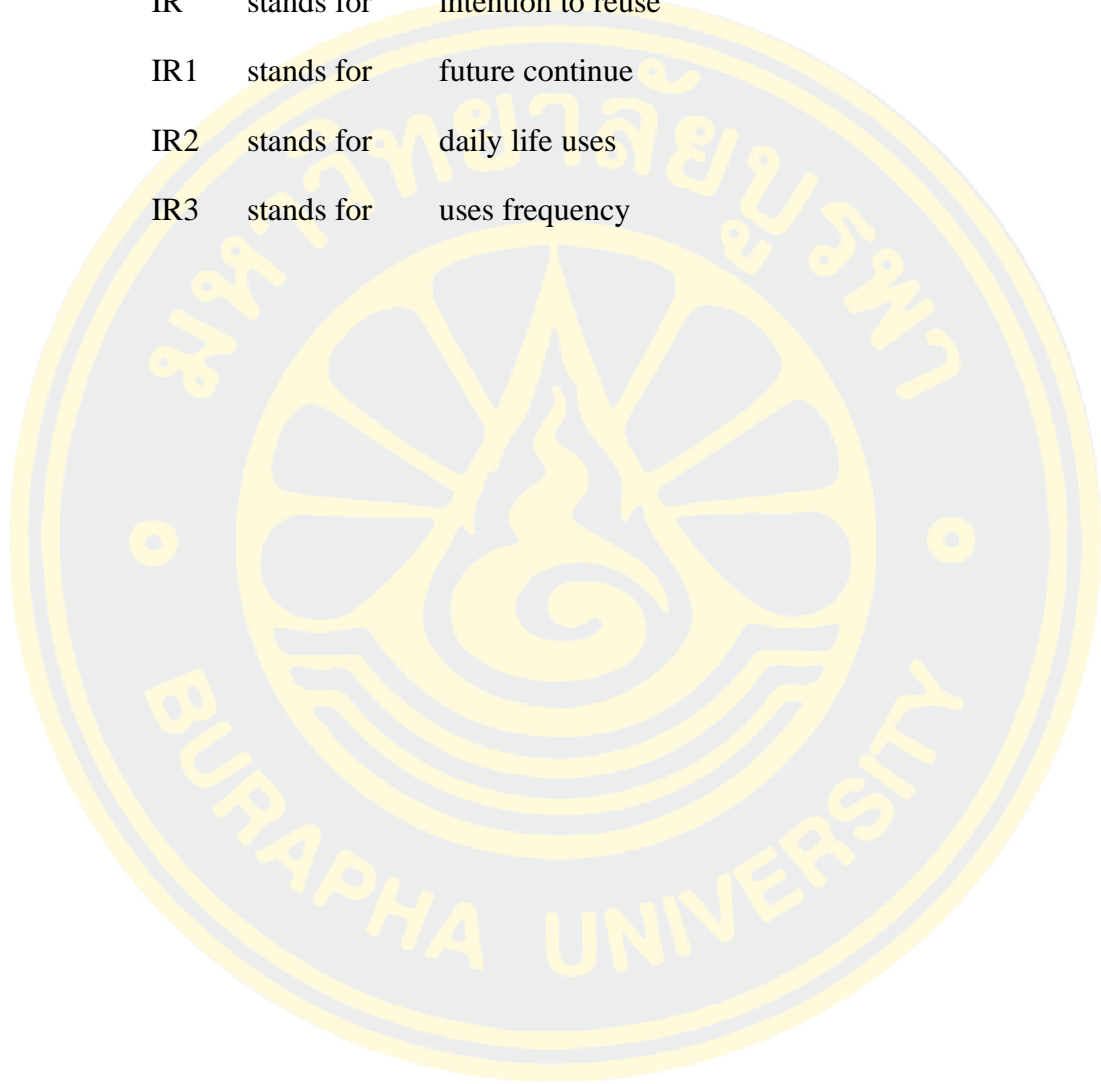
Indices	Measurement	Source
X ² /Degree of freedom (normed chi-square, CMIN/DF)	< = 5	Bagozzi and Yi (2012)
Goodness of Fit Index (GFI)	> = 0.90	Hair et al. (1998)
Adjust Goodness of Fit Index (AGFI)	> = 0.90	Kline and Santor (1999)
Normalized Fit Index (NFI)	> = 0.90	Hu and Bentler (1999)
Incremental Fit Index (IFI)	> = 0.90	Hu and Bentler (1999)
Tucker Lewis Index (TLI)	> = 0.92	Bagozzi and Yi (2012)
Comparative Fit Index (CFI)	> = 0.90	Hu and Bentler (1999)
Root Mean Square Error of Approximation (RMSEA)	< = 0.08	Hair et al. (1998)



The meaning of abbreviations and observed variables

SI	stands for	social influence
SI1	stands for	users' amount
SI2	stands for	desire expression
SI3	stands for	searching on app
SI4	stands for	behavioral influence
SI5	stands for	opinions
OT	stands for	online tracking
OT1	stands for	feature available
OT2	stands for	importance of features
OT3	stands for	time saving
OT4	stands for	map tracking
OT5	stands for	cost reduce
TRU	stands for	trust

TRU1 stands for security payment
TRU2 stands for transaction
TRU3 stands for personal information
IR stands for intention to reuse
IR1 stands for future continue
IR2 stands for daily life uses
IR3 stands for uses frequency



CHAPTER 4

RESULT AND ANALYSIS

In this paper is the analysis of the topic “The factor affecting intention to reuse through trust on consumption in online food ordering” by investigated population in Thailand who has experience of using online food ordering application. The researcher had distributed the questionnaire and collected the survey data from 253 sets to analyze in this part who lived in Bangkok and have used mobile food ordering service. The result and finding of this study were done by using confirmatory factor analysis (CFA) based on AMOS software.

Part 1: Demographic Information

Frequency and Percentage of respondents

Table 4-1 Respondent’s gender

Gender	Frequency	Percentage
Male	79	31.20
Female	174	68.80
Total	253	100

According to Table 4-1 it shows that the majority of the respondents are female which accounted for 68.8% or 174 persons, followed by 79 or 31.2% of the respondents are male.

Table 4-2 Respondent’s marital status

Marital Status	Frequency	Percentage
Single	225	88.93
Married	18	7.12
Divorced	10	3.95
Total	253	100

Table 4-2 illustrated the percentage distribution reveals the majority of participants are single which accounted for 225 persons or 88.93 % of the respondent while people who married are 18 person or 7.12%. Lastly, 10 respondents or 3.95% are divorced.

Table 4-3 Respondent's highest education completed

Highest Education Completed	Frequency	Percentage
Below Bachelor Degree	38	15.02
Bachelor Degree	177	69.96
Master Degree	33	13.04
Doctoral Degree	5	1.98
Total	253	100

According to Table 4.3, the statistical output reveals the majority of respondents completed bachelor degree with 69.96% or 177 people. In addition, the second are respondent who completed below bachelor degree which are 38 respondents or 15.02%. Then, it found that 33 respondents or 13.04% have master degree, and only 5 respondents have doctoral degree which accounted for 1.98%.

Table 4-4 Respondent's occupation

Occupation	Frequency	Percentage
Student	12	4.74
Government Employee	53	20.95
Company Employee	115	45.46
Business owner	61	24.11
Unemployed	4	1.58
State Enterprise Office	8	3.16
Total	253	100

Table 4-4 reveals most of the respondent are company employee with 45.46% or 115 respondents. Furthermore, follow by respondent who are business owner includes 24.11% or 61 persons. Also, 53 persons work as government employee which accounting for 20.95%. Then, 12 persons or 4.74 are student. For the less, there are 8 persons or 3.16% work in state enterprise office, and 4 persons or 1.58% are unemployed.

Table 4-5 Respondent's monthly personal income

Monthly Personal Income	Frequency	Percentage
Less than or equal to 10,000 THB	8	3.16
10,001 – 20,000 THB	48	18.97
20,001 – 30,000 THB	56	22.13
30,001 – 40,000 THB	67	26.48
More than 40,000 THB	74	29.25
Total	253	100

Table 4-5 shows that the majority of respondents have monthly personal income more than 40,000 THB which found 29.25% or 74 respondents. Besides, second majority group are participants who have monthly personal income 30,001-40,000 THB which accounted for 67 persons or 26.48%. Then, it was found that 56 persons or 22.13% of respondents have monthly personal income 20,001-30,000 THB. Additionally, 18.97% of respondent or 48 persons have monthly personal income 10,001- 20,000 THB. Lastly, participants who have monthly personal income less than or equal to 10,000 THB are only 8 persons or 3.19%.

Part 2: Descriptive analysis

The researcher used descriptive analysis in order to explain 4 variables: Social Influence, Online Tracking, Trust, and Intention to reuse. These latent variables employed five-point Likert scale.

Point	Meaning
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

The mean criteria to explain following:

Points	Mean	Meaning
1	1.00 – 1.50	Not important
2	1.51 – 2.50	Less important
3	2.51 – 3.50	Moderately important
4	3.51 – 4.50	Important
5	4.51 – 5.00	Very important

Table 4-6 Mean and standard deviation of Social Influence

Question	Item	\bar{X}	SD	Meaning	Rank
I believe that many people in my country use an online food delivery service application.	SI1	4.28	0.73	Important	2
I believe that many people in my country express their desire to use online food delivery service application.	SI2	4.26	0.74	Important	3

Question	Item	\bar{X}	SD	Meaning	Rank
I believe that many people in my country search for food using online food delivery service application.	SI3	4.31	0.70	Important	1
People who influence my behavior think that I should use an online food delivery service application for purchasing food.	SI4	4.20	0.67	Important	5
People whose opinions I value prefer that I use an online food delivery service application for purchasing food.	SI5	4.21	0.69	Important	4

From table 4-6, it reveals the importance of customer's perspective on social influence as following; SI1 ($\bar{X} = 4.28$, $SD = 0.73$) means important, SI2 ($\bar{X} = 4.26$, $SD = 0.74$) means important, SI3 ($\bar{X} = 4.31$, $SD = 0.70$) means important, SI4 ($\bar{X} = 4.20$, $SD = 0.67$) means important, SI5 ($\bar{X} = 4.21$, $SD = 0.69$) means important, respectively.

Table 4-7 Mean and standard deviation of Online Tracking

Question	Item	\bar{X}	SD	Meaning	Rank
Tracking system is available on mobile food order apps that I have used.	OT1	4.34	0.65	Important	4
Tracking system is very important feature on the mobile food order apps that I use.	OT2	4.43	0.65	Important	1

Question	Item	\bar{X}	SD	Meaning	Rank
Tracking system provided in mobile food order apps help me to save my time as I can use a tracking number to help find out when my order will arrive.	OT3	4.41	0.66	Important	2
The mobile food app I use provides map tracking.	OT4	4.40	0.65	Important	3
Tracking system available on the food apps that I use reduce costly calls with restaurant inquiring about the status of my order.	OT5	4.43	0.65	Important	1

According to table 4-7, it shows the importance of customer's perspective on online tracking as following; OT1 ($\bar{X} = 4.34$, SD = 0.65) means important, OT2 ($\bar{X} = 4.43$, SD = 0.65) means important, OT3 ($\bar{X} = 4.41$, SD = 0.66) means important, OT4 ($\bar{X} = 4.40$, SD = 0.65) means important, OT5 ($\bar{X} = 4.43$, SD = 0.65) means important, respectively.

Table 4-8 Mean and standard deviation of Trust

Question	Item	\bar{X}	SD	Meaning	Rank
I believe payments made through m-commerce channel will be processed securely.	TRU1	3.96	0.86	Important	1
I believe transaction conducted through m-commerce will be secure.	TRU2	3.95	0.89	Important	2

Question	Item	\bar{X}	SD	Meaning	Rank
I believe my personal information will be kept confidential while using m- commerce technology.	TRU3	3.73	1.05	Important	3

From table 4-8, it reveals the importance of customer's perspective on trust as following; TRU1 ($\bar{X} = 3.96$, SD = 0.86) means important, TRU2 ($\bar{X} = 3.95$, SD = 0.89) means important, TRU3 ($\bar{X} = 3.73$, SD = 1.05) means important, respectively.

Table 4-9 Mean and standard deviation of Intention to reuse

Question	Item	\bar{X}	SD	Meaning	Rank
I intend to continue using mobile food order apps in the future.	IR1	4.38	0.67	Important	1
I will always try to use mobile food order apps in my daily life.	IR2	4.26	0.86	Important	2
I plan to continue to use mobile food order apps frequently.	IR3	4.21	0.87	Important	3

According to table 4-9, it shows the importance of customer's perspective on intention to reuse as following; IR1 ($\bar{X} = 4.38$, SD = 0.67) means important, IR2 ($\bar{X} = 4.26$, SD = 0.86) means important, IR3 ($\bar{X} = 4.21$, SD = 0.87) means important, respectively.

Table 4-10 Summaries mean and standard deviation of the items

Item	\bar{X}	SD	Meaning	Rank
1.Social Influence	4.25	0.71	Important	3
2.Online Tracking	4.40	0.65	Important	1
3.Trust	3.88	0.94	Important	4
4.Intention to reuse	4.28	0.81	Important	2

From table 4-10, it reveals that Social Influence ($\bar{X} = 4.25$, $SD = 0.71$) means important, Online Tracking ($\bar{X} = 4.40$, $SD = 0.65$) means important, Trust ($\bar{X} = 3.88$, $SD = 0.94$) means important, Intention to reuse ($\bar{X} = 4.28$, $SD = 0.81$) means important, respectively.

Part 3: Hypothesis Testing

Table 4-13 The fit indices of AMOS

Indices	Measurement	Source
X ² /Degree of freedom (normed chi-square, CMIN/DF)	< = 5	Bagozzi and Yi (2012)
Goodness of Fit Index (GFI)	> = 0.90	Hair et al. (1998)
Adjust Goodness of Fit Index (AGFI)	> = 0.90	Kline and Santor (1999)
Normalized Fit Index (NFI)	> = 0.90	Hu and Bentler (1999)
Relative Fit Index (RFI)	> = 0.90	Hu and Bentler (1999)
Incremental Fit Index (IFI)	> = 0.90	Hu and Bentler (1999)

Indices	Measurement	Source
Tucker Lewis Index (TLI)	≥ 0.92	Bagozzi and Yi (2012)
Comparative Fit Index (CFI)	≥ 0.90	Hu and Bentler (1999)
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	Hair et al (1998)

Table 4-14 The result compares with the fit indices of AMOS

Indices	Measurement	Results	Meaning
X ² /Degree of freedom (normed chi-square, CMIN/DF)	≤ 5	1.589	Passed
Goodness of Fit Index (GFI)	≥ 0.90	0.942	Passed
Adjust Goodness of Fit Index (AGFI)	≥ 0.90	0.912	Passed
Normalized Fit Index (NFI)	≥ 0.90	0.935	Passed
Relative Fit Index (RFI)	≥ 0.90	0.915	Passed
Incremental Fit Index (IFI)	≥ 0.90	0.975	Passed
Tucker Lewis Index (TLI)	≥ 0.92	0.967	Passed
Comparative Fit Index (CFI)	≥ 0.90	0.974	Passed
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	0.048	Passed

Table 4-15 The latent variables and observable variable

Latent Variables	Observable variables
Social Influence	SI1 SI2 SI3 SI4 SI5
Online Tracking	OT1 OT2 OT3 OT4 OT5
Trust	TRU1 TRU2 TRU3
Intention to reuse	IR1 IR2 IR3

Table 4-16 Factor loading, Average Variance Extracted: AVE, and Composite Reliability: CR

Latent Variables	Observable variables	Factor Loading	CR	AVE
Social Influence	SI1	0.71	0.773	0.421
	SI2	0.83		
	SI3	0.73		
	SI4	0.43		
	SI5	0.44		
Online Tracking	OT1	0.71	0.836	0.504
	OT2	0.72		
	OT3	0.70		
	OT4	0.70		
	OT5	0.72		
Trust	TRU1	0.78	0.849	0.652
	TRU2	0.85		
	TRU3	0.79		
Intention to reuse	IR1	0.71	0.837	0.633
	IR2	0.86		
	IR3	0.81		

From table 4-16 reveals the value of factor loading in each following variable: SI1 = 0.71, SI2 = 0.83, SI3 = 0.73, SI4 = 0.43, SI5 = 0.44; OT1 = 0.71, OT2 = 0.72, OT3 = 0.70, OT4 = 0.70, OT5 = 0.72; TRU1 = 0.78, TRU2 = 0.85, TRU3 = 0.79; IR1 = 0.71, IR2 = 0.86, IR3 = 0.81. Then, the table also shows the Average Variance Extracted and Composite Reliability follows: Social Influence (SI) CR = 0.773 and

AVE = 0.421; Online Tracking (OT) CR = 0.836 and AVE = 0.504; Trust (TRU) CR = 0.849 and AVE = 0.652; Intention to reuse (IR) CR = 0.837 and AVE = 0.633

Table 4-17 Adjusted Factor loading, Average Variance Extracted: AVE, and Composite Reliability: CR

Latent Variables	Observable variables	Factor Loading	CR	AVE
Social Influence	SI1	0.73	0.818	0.601
	SI2	0.85		
	SI3	0.74		
Online Tracking	OT1	0.70	0.807	0.457
	OT2	0.68		
	OT3	0.75		
	OT4	0.59		
	OT5	0.65		
Trust	TRU1	0.78	0.849	0.652
	TRU2	0.85		
	TRU3	0.79		
Intention to reuse	IR1	0.71	0.841	0.639
	IR2	0.87		
	IR3	0.81		

Table 4-17 reveals the value of factor loading in each following variable: SI1 = 0.73, SI2 = 0.85, SI3 = 0.74; OT1 = 0.70, OT2 = 0.68, OT3 = 0.75, OT4 = 0.59, OT5 = 0.65; TRU1 = 0.78, TRU2 = 0.85, TRU3 = 0.79; IR1 = 0.71, IR2 = 0.87, IR3 = 0.81. Then, the table also shows the Average Variance Extracted and Composite Reliability follows: Social Influence (SI) CR = 0.818 and AVE = 0.601; Online

Tracking (OT) CR = 0.807 and AVE = 0.457; Trust (TRU) CR = 0.849 and AVE = 0.652; Intention to reuse (IR) CR = 0.841 and AVE = 0.639

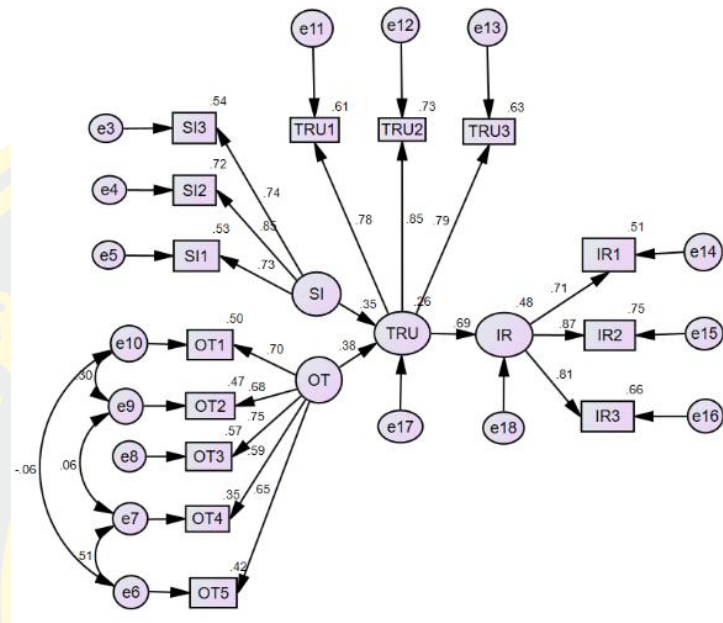


Figure 4-1 Confirmatory factor analysis (CFA) model

Table 4-18 Summary of direct effect and Indirect effect results

Summarize	Path Coefficient
Direct effect	
Social Influence → Trust	0.346
Online Tracking → Trust	0.376
Trust → Intention to reuse	0.694
Indirect effect	
Social Influence → Intention to reuse	0.240
Online Tracking → Intention to reuse	0.261

Table 4-19 Summary of total effect results

Total effects & Path Coefficient				
	Online Tracking	Social Influence	Trust	Intention to reuse
Trust	0.376	0.346		
Intention to reuse	0.261	0.240	0.694	

According to the table 4-18 and table 4-19, the tables reveal that there are three direct effect paths follows by: Social influence has a direct effect to trust by 0.346, Online Tracking has a direct effect to trust by 0.376, and trust has a direct effect to Intention to reuse by 0.694. Conversely, there are two indirect effect paths follows by: The indirect effect of Social Influence to Intention to reuse by 0.240 and the indirect effect of Online Tracking to Intention to reuse by 0.261.

Hypothesis testing results

1. Social influence positively affect intention to reuse the mobile food ordering application.

H₀: Social influence has no significant influence on intention to reuse the mobile food ordering application.

H₁: Social influence has a significant influence on intention to reuse the mobile food ordering application.

H₀ is rejected means social influence has a significant influence on intention to reuse the mobile food ordering application.

2. Online Tracking positively affect intention to reuse the mobile food ordering application.

H₀: Online Tracking has no significant influence on intention to reuse the mobile food ordering application.

H₁: Online Tracking has a significant influence on intention to reuse the mobile food ordering application.

H_0 is rejected means online Tracking has a significant influence on intention to reuse the mobile food ordering application.

3. Social influence on intention to reuse the mobile food ordering application through trust.

H_0 : Social influence has no effect on intention to reuse the mobile food ordering application through trust.

H_1 : Social influence has an effect on intention to reuse the mobile food ordering application through trust.

H_0 is rejected means social influence has an effect on intention to reuse the mobile food ordering application through trust.

4. Online tracking influence on intention to reuse the mobile food ordering application through trust.

H_0 : Online tracking has no effect on intention to reuse the mobile food ordering application through trust.

H_1 : Online tracking has an effect on intention to reuse the mobile food ordering application through trust.

H_0 is rejected means online tracking has an effect on intention to reuse the mobile food ordering application through trust.

5. Trust positively affect intention to reuse the mobile food ordering application.

H_0 : Trust has no significant influence on intention to reuse the mobile food ordering application.

H_1 : Trust has a significant influence on intention to reuse the mobile food ordering application.

H_0 is rejected means trust has a significant influence on intention to reuse the mobile food ordering application.

CHAPTER 5

CONCLUSION, DISCUSSION, AND RECOMMENDATION

This chapter explains an examination the factors affecting intention to reuse through trust on consumption in online food ordering service. This study applied a quantitative research method and a questionnaire to gather the data. The researcher distributed 300 sets of questionnaires to the Thai people who have experience using online food delivery service. Nevertheless, there were 253 sets of questionnaires that could be used for analysis and testing. Furthermore, the current research's limitations are explained, and the study's development and strengthening are provided.

Conclusion

Population is people who live in Bangkok area whose have used mobile food delivery applications. Data were collected by using the online questionnaire. The number of inquiries was 300 and it was found that there were 47 sets of data that not included, resulting in data of 253 sets accounting for 84.33 percent of total response were used to analyzed with Statistical Package for the Social Sciences or SPSS to analyze frequency, percentage, and mean values. Confirmatory factor analysis and hypothesis testing using structural equation models. The results of the survey can be summarized as follows.

Demographic information found that from the total of 253 respondent most of them were female 174 persons which is 68.80 percent of total respondents. Further, the respondent majority are single for 225 persons. Also, over half of respondent 177 persons or 69.96 percent completed bachelor degree. Likewise, most of respondent currently work as company employee for 115 persons. Lastly, most respondents monthly personal income have more than 40,000 baht per month.

Regarding social influence, it was found that there is a level with the average value of 4.25, the respondents feedback shows that most of them believe that many people in the country using online food delivery service application in order to search for food with an average value of 4.31. However, the behavior form people who influence respondents has the lowest average value with 4.2. In terms of online tracking, it was discovered that there is a level with a mean score of 4.40.

The responses from the respondents reveals that the majority of them the tracking system is an important component of the mobile meal order applications that they employ and reduce the number of costly calls to restaurants enquiring about the status of their orders with the average score of 4.43 while the availability of online tracking in the food ordering application has lowest average score at 4.34.

Findings indicate a degree of trust with an average value of 3.88. As a result of the replies from the respondents, it has been determined that the majority of them believe that their online payment processed securely which has average value of 3.96. On the other side, respondent trust on their personal information will be keep confidentially while using mobile commerce technologies has the smallest average score of 3.73.

In addition, the results suggest that the average value of intention to reuse is 4.28. The feedback from the respondents have revealed that a large number of them intend to continue using online food ordering application with 4.38 of mean score. Conversely, the continuance to use application frequently has the lowest average score at 4.21.

Results of the analysis of the structural equation model. From the study was found that the model is consistent with empirical data. This can be shown from the 9 important index values, consisting of the Normed Chi-Square statistic ($\chi^2/\text{degree of freedom}$) with a value of 1.59, Goodness of Fit Index (GFI) has a value of 0.94, Adjust Goodness of Fit Index (AGFI) with a value of 0.91, the Normed Fit Index (NFI) with a value of 0.94, and Relative Fit Index (RFI) has a value of 0.92, and the Incremental Fit Index (IFI) with a value of 0.98., Tucker Lewis Index (TLI) has a value of 0.97, the Comparative Fit Index (CFI) has a value of 0.97 and Root Mean Square Error of Approximation (RMSEA) is equal to 0.05.

Discussion

The effect of social influence on intention to reuse the mobile food ordering application.

This study's results support the hypothesis regarding the positive impact of social on intention to reuse the mobile food ordering application. Previously, Verkijika (2018) revealed that social influence helps anticipate a customer's intention to use mobile commerce applications. Secondly, the study of Yeo et al. (2021) people in one's surroundings may have a significant effect on one's desire to buy meals via online food ordering platforms, since they are using the same technology that gives them the sensation of connecting to the same society or group of people. Venkatesh et al. (2003) indicated social influence as the degree to which a person believes that significant individuals want them to adopt the new system. According to previous study, Alalwan (2020) failed to confirm the role of social influence in predicting continued intention to reuse. Conversely, this study results show that social influence has positive effect to intention to reuse of the mobile food ordering application. Conversely, the result proved that social influence positively affects behavioral intention to reuse mobile application which confirmed by previous literature Pitchay et al. (2022) implies that if peers established influence on consumers, they would have a positive impression towards the service.

The effect of online tracking influence on intention to reuse the mobile food ordering application.

The results have confirmed that online tracking system has significant effect on to reuse the mobile food ordering application. The statistical results from study, Kapoor and Vij (2018) support that the ability to track orders online without requiring customers to contact restaurants directly simplifies and improves the customer experience. This feature of MFOAs additionally preserves time, money, and effort compared to traditional food ordering methods because customers can follow the progress of their orders without having to speak with representatives. Hence, considered one could argue that internet monitoring, by advantage of its novelty, amplifies the customer's satisfaction and pleasure. Furthermore, it enhances the efficiency of food ordering by minimizing the perceived waiting time, and it

eradicates the costly practice of making conventional phone calls to service providers for order updates (Alalwan, 2020). Conclusively, order tracking is a crucial component in food delivery platforms that enhances the efficiency of the ordering process (Riaz et al., 2022). Regarding this fact, an online tracking system has the potential to enhance the customer's shopping experience by increasing its efficiency, enjoyment, and overall satisfaction.

The effect of social influence toward trust on intention to reuse the mobile food ordering application.

According to the results, the study found that social influence can influence trust on intention to reuse mobile food ordering application. This indicates that people trust in the food ordering application can be raised by others who influence them, Oloveze et al. (2022) state that social influence involves an individual's own opinions about the sociocultural elements that impact behavior in a certain way. Chao (2019) confirmed that customers are increasingly dependent on their social networks for reviews on mobile food delivery services or for advice on whether to continue using them. Moreover, individuals' attitudes and behaviors may be persuaded by the existence and effect of others in their immediate social environment. Yapp et al. (2018) claims that social influence refers to the extent to which consumers perceive those significant individuals. To summarize, customers will be more trusting and likely to use the technology depending on their peer or family opinion and attitude toward the product or brand. Thus, it shows that the individual's attitude by external input is able to affect application user's decision.

The effect of online tracking toward trust on intention to reuse the mobile food ordering application.

The result of the study shows that an online tracking system has an important impact on customer's trust in intention to reuse the mobile food ordering application. The previous literature supports that customers have the ability to follow the status of their purchases using an online monitoring system until they are satisfied, even after the item or service has been delivered (Bunaranraksa & Nuangjamnong, 2022). Also, customers express strong repurchase intentions when they perceive value and are

satisfied with previous purchases from the same providers (Ali, 2019). Hence, the tracking system in the food ordering application is an important component that enables users to obtain comprehensive order information as well as an estimated time of arrival for their order. The software has the capacity to improve this system, enabling consumers to feel less apprehensive about their restaurant purchases. In conclusion, from this study online food tracking of the order is highly desired function for delivery application users as it can ensure customers to monitor their meal. Thus, Chakraborty et al. (2022) suggested that applications for food delivery enhance the experience of customers by enabling them follow orders in immediate response.

The effect of trust on intention to reuse the mobile food ordering applications.

According to the results, the research found that trust has positive effect on intention to reuse the mobile food ordering applications. It is confirmed by Karunasingha and Abeysekera (2022) which studied the role of trust and online purchasing intention in the online shopping found that trust significantly affect by trust. Furthermore, Miao et al. (2022) also reveal that trust significantly influence repurchase intention. Additionally, Arachchi (2022) suggested promote positive perceptions of the organization's ethical principles, truthfulness, and integrity. Additionally, it improves the brand's relationship with the consumer and increases the consumer's willingness to make a purchase. Finally, the finding of the study underline that customer's online reuse intention are significant influence by trust regarding to the existing evidence in previous studies conducted by Anaya-Sánchez et al. (2020); Muda et al. (2016) highlighted customer's trust as a key that the business should pay attention to make their customer to repurchase.

Recommendation from the research

From the above research results, the researcher has an opinion and academic suggestions. From the study of the factors affecting intention to reuse through trust on consumption in online food ordering service as follows:

The results of the hypothesis testing examined direct and indirect effects of the factors affecting on intention to reuse, it was found that there were both direct effect

and indirect effect of social influence and online tracking on intention to reuse. Therefore, it clearly seen that both social influence and online tracking has more effect on intention to reuse through trust. This finding confirmed that trust has importance role in order to increase mobile application users' intention to reuse. This result can serve as a guideline for academics to use as a reference point for relationships to develop different research or models in other industries that are interesting and consistent with current trends in order to provide information for decision-making in business operations.

This research applied the technology acceptance model (TAM) to explain the mechanisms that encourage the acceptance of technology and give a theoretical explanation for effective technology use. The results show that social influence and online tracking are factors that support customer's intention to reuse in food ordering service, allowing academics and researchers to use the results of this research to further knowledge in theoretically more widely.

The study used concepts related to online application services It gives the foundation for the study's relevance to the sample group of food ordering application users in Thailand. The hypothesis testing results revealed social influence and online tracking have positive influence to trust and also found that trust has positive influence to intention to reuse. This could be used as a framework for researchers and academics to examine relevant literature and examine the correlation between these factors in different contexts such as samples and industries.

Business implication

The investigation's findings provide information that is possible to assist food service companies with two implications.

Online food ordering applications should prioritize online tracking system features. Users prefer that the application offer information on the order status once they have placed the order based on the findings. Consumers state that the tracking system in the food ordering application is a significant feature that helps them receive order details as well as an estimate of when their order will arrive. The program has the potential to enhance this system, allowing customers to be less anxious about their

restaurant purchases. As a result, it could benefit the platform in understanding users' insights and decisions to use the application for ordering meals.

Online food ordering applications should be aware of the social impact on brand trust. When determining what for doing or consumption, consumers are frequently influenced by their environment. As a result, social media plays a crucial role in encouraging customers to use the program, and consumers will trust the platform since others use it. As a result, online food ordering platforms should prioritize society in terms of awareness, reputation, and reliability. Furthermore, the application should monitor comments from existing users to ensure that the platform remains in touch with them.

Limitations and future research directions

The findings of this study can be used to greater benefit. The researcher would like to suggest the following discusses for further investigation in the next study.

1. This research studied food ordering service provider that focus only in the restaurant industry. Therefore, in future research the structural equation model developed from this research to study in another industry such as logistic or courier delivery service.

2. This study developed research tools based on literature reviews and followed the quantitative research method. Therefore, in the next analysis, qualitative research may be applied to obtain more in-depth information, such as using an interview method in order to obtain guidelines in Development of the application performance

3. The sample of this study is limited to people who live in Bangkok, Thailand, considering the intense number of food delivery services in the specific area. Thus, the future study should analyze other parts of Thailand, which would lead to different perspectives.

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APPENDIX

Appendix A Questionnaire

Part 1: Screening respondents

1. Have you had experience in mobile food ordering applications?

- Yes No

2. Have you lived in Bangkok area within the past 1 year.

- Yes No

If all the answers are yes, then they can continue doing questionnaire section 2.
However, if there is answer no in any question, you can stop doing questionnaire.

Part 2: Demographic profile

This section is regarding respondent's backgrounds, please put a tick mark (✓) in the box given below.

1. Gender: Male Female

2. Marital Status: Single Divorced
 Married

3. Highest education completed:

Below Bachelor degree Bachelor degree
 Master degree Doctoral degree
 Others: _____

4. Occupation:

Student Government employee
 Company employee Business owner
 Unemployed State Enterprise officer

5. Monthly Personal Income:

- Less than or equal to 10,000 THB
- 10,001-20,000 THB
- 20,001-30,000 THB
- 30,001-40,000 THB
- More than 40,000 THB

Part 3: Social Influence

This section is seeking your opinion regarding social influence that have relationship with trust and intention to reuse. Please indicate the extent to which you agree or disagree with each statement.

(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree

No	Questions: Social Influence	1	2	3	4	5
Q1	I believe that many people in my country use an online food delivery service application.	1	2	3	4	5
Q2	I believe that many people in my country express their desire to use online food delivery service application.	1	2	3	4	5
Q3	I believe that many people in my country search for food using online food delivery service application	1	2	3	4	5
Q4	People who influence my behavior think that I should use an online food delivery service application for purchasing food	1	2	3	4	5
Q5	People whose opinions I value prefer that I use an online food delivery service application for	1	2	3	4	5

Part 4: Online Tracking

This section is seeking your opinion regarding online tracking that have relationship with trust and intention to reuse. Please indicate the extent to which you agree or disagree with each statement.

(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree

No	Questions: Online Tracking	1	2	3	4	5
Q6	Tracking system is available on mobile food order apps that I have used.	1	2	3	4	5
Q7	Tracking system is very important feature on the mobile food order apps that I use.	1	2	3	4	5
Q8	Tracking system provided in mobile food order apps help me to save my time as I can use a tracking number to help find out when my order will arrive.	1	2	3	4	5
Q9	The mobile food app I use provides map tracking.	1	2	3	4	5
Q10	Tracking system available on the food apps that I use reduce costly calls with restaurant inquiring about the status of my order.	1	2	3	4	5

Part 5: Trust

This section is seeking your opinion regarding trust that have relationship with and intention to reuse. Please indicate the extent to which you agree or disagree with each statement.

(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree

No	Questions: Trust	1	2	3	4	5
Q11	I believe payments made through m-commerce channel will be processed securely.	1	2	3	4	5
Q12	I believe transaction conducted through m-commerce will be secure.	1	2	3	4	5
Q13	I believe my personal information will be kept confidential while using m-commerce technology.	1	2	3	4	5

Part 6: Intention to reuse

This section is seeking your opinion regarding intention to reuse mobile food ordering applications. Please indicate the extent to which you agree or disagree with each statement.

(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree

No	Questions: Intention to reuse	1	2	3	4	5
Q14	I intend to continue using mobile food order apps in the future.	1	2	3	4	5
Q15	I will always try to use mobile food order apps in my daily life	1	2	3	4	5
Q16	I plan to continue to use mobile food order apps frequently.	1	2	3	4	5

Appendix B

Results of the index item-object of congruence: IOC from experts

Research Title The factors affecting intention to reuse through trust on consumption in online food ordering service.

The questionnaire used in data collection by the researcher was submitted to the experts as follows:

1. Dr. Chalinee Plukphonngam
2. Dr. Phairin Thongpharp
3. Dr. Annop Peungchuer

Index of Item Objective Congruence (IOC) of each item was determined to be at least 0.5 as shown in the summary table of questionnaire test scores.

-1 means Invalid 0 means Uncertain +1 mean Valid

Part 1: Screening Questions

Items	Experts			Scores	Meaning
	1	2	3		
1. Have you had experience in mobile food ordering applications?	1	1	1	1	Valid
2. Have you lived in Bangkok area within the past 1 year.	1	1	1	1	Valid

Part 2: Demographic profile

Items	Experts			Scores	Meaning
	1	2	3		
1. Gender	0	1	1	0.67	Valid
2. Marital Status	1	1	1	1	Valid
3. Highest education completed	1	1	1	1	Valid
4. Occupation	1	1	1	1	Valid
5. Monthly Personal Income	1	1	1	1	Valid

Part 3: Social Influence

Items	Experts			Scores	Meaning
	1	2	3		
1. I believe that many people in my country use an online food delivery service application.	1	1	1	1	Valid
2. I believe that many people in my country express their desire to use online food delivery service application.	1	1	1	1	Valid
3. I believe that many people in my country search for food using online food delivery service application.	1	1	1	1	Valid
4. People who influence my behavior think that I should use an online food delivery service application for purchasing food.	1	1	1	1	Valid
5. People whose opinions I value prefer that I use an online food delivery service application for purchasing food.	1	1	0	0.67	Valid

Part 4: Online Tracking

Items	Experts			Scores	Meaning
	1	2	3		
1. Tracking system is available on mobile food order apps that I have used.	1	1	1	1	Valid
2. Tracking system is very important feature on the mobile food order apps that I use.	1	1	1	1	Valid
3. Tracking system provided in mobile food order apps help me to save my time as I can use a tracking number to help find out when my order will arrive.	1	1	1	1	Valid

4. The mobile food app I use provides map tracking.	1	1	0	0.67	Valid
5. Tracking system available on the food apps that I use reduce costly calls with restaurant inquiring about the status of my order.	1	1	1	1	Valid

Part 5: Trust

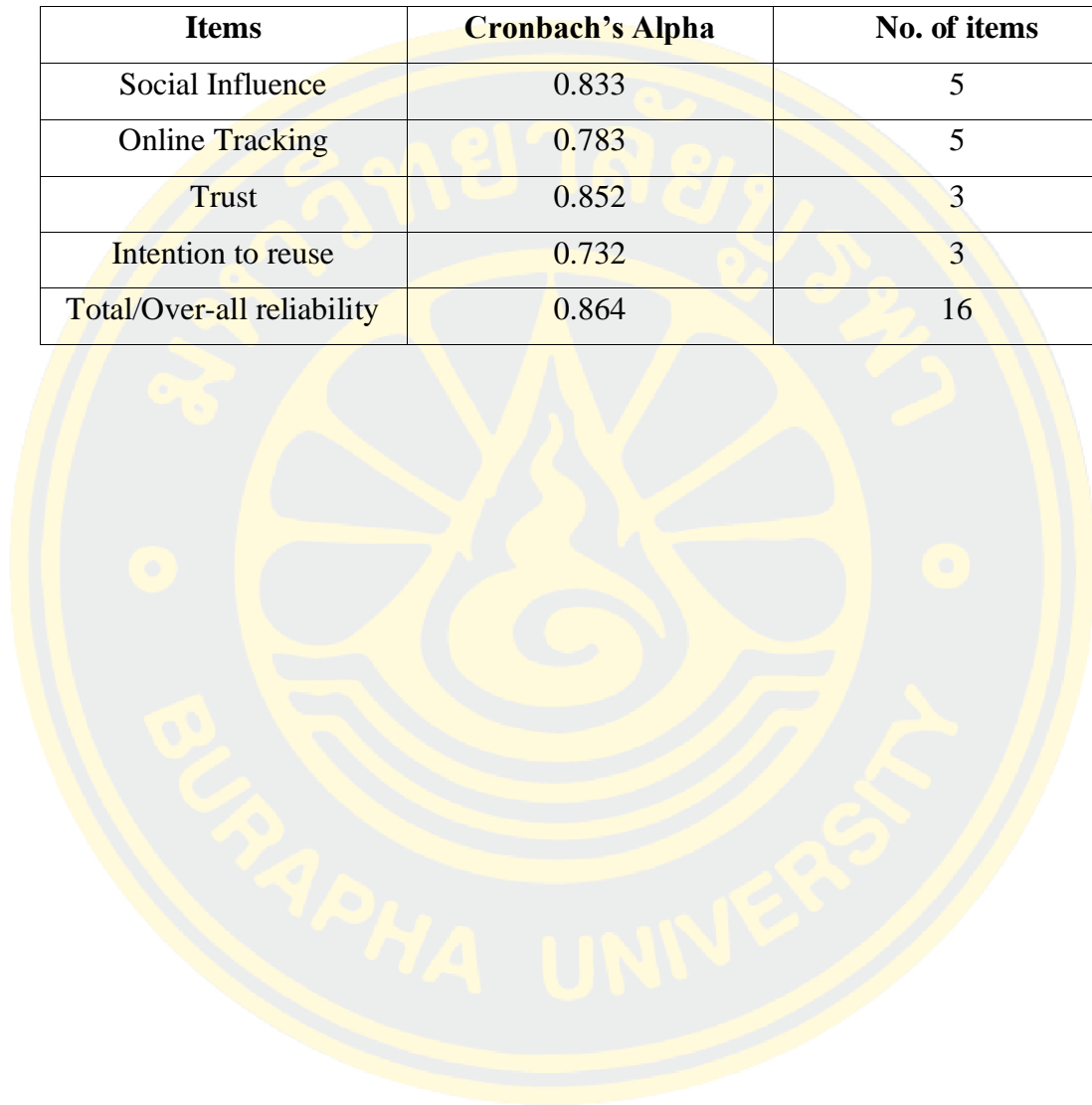
Items	Experts			Scores	Meaning
	1	2	3		
1. I believe payments made through m-commerce channel will be processed securely.	1	1	1	1	Valid
2. I believe transaction conducted through m-commerce will be secure.	1	1	1	1	Valid
3. I believe my personal information will be kept confidential while using m-commerce technology.	1	1	1	1	Valid

Part 6: Intention to reuse

Items	Experts			Scores	Meaning
	1	2	3		
1. I intend to continue using mobile food order apps in the future.	1	1	1	1	Valid
2. I will always try to use mobile food order apps in my daily life.	1	1	1	1	Valid
3. I plan to continue to use mobile food order apps frequently.	1	1	1	1	Valid

Appendix C
Cronbach's Alpha reliability test

Items	Cronbach's Alpha	No. of items
Social Influence	0.833	5
Online Tracking	0.783	5
Trust	0.852	3
Intention to reuse	0.732	3
Total/Over-all reliability	0.864	16



Appendix D

Research Ethic document

สำเนา

ที่ IRB4-285/2566



เอกสารรับรองผลการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา

คณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา ได้พิจารณาโครงการวิจัย

รหัสโครงการวิจัย : G-HU234/2566

โครงการวิจัยเรื่อง : The Factors Affecting Intention to Reuse through Trust on Consumption in Online Food Ordering Service

หัวหน้าโครงการวิจัย : นายเกียรติ รักจิตต์

หน่วยงานที่สังกัด : วิทยาลัยพาณิชยศาสตร์

อาจารย์ที่ปรึกษาโครงการหลัก (สารนิพนธ์/ งานนิพนธ์/ : ดร.ศุภสิทธิ์ เลิศบัวสิน
วิทยานิพนธ์/ ดุษฎีนิพนธ์)

หน่วยงานที่สังกัด : วิทยาลัยพาณิชยศาสตร์

วิธีพิจารณา : Exemption Determination Expedited Reviews Full Board

BUU Ethics Committee for Human Research has considered the following research protocol according to the ethical principles of human research in which the researchers respect human's right and honor, do not violate right and safety, and do no harms to the research participants.

Therefore, the research protocol is approved (See attached)

1. Form of Human Research Protocol Submission Version 3: 7 October 2023
2. Research Protocol Version 1: 10 August 2023
3. Participant Information Sheet Version 2: 26 July 2023
4. Informed Consent Form Version 2: 26 July 2023
5. Research Instruments Version 1: 10 August 2023
6. Others (if any) Version :-

วันที่รับรอง : วันที่ 2 เดือน พฤศจิกายน พ.ศ. 2566

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ลงนาม นางสาวทิมลพรรณ เลิศล้ำ

(นางสาวทิมลพรรณ เลิศล้ำ)

ประธานคณะกรรมการพิจารณาจริยธรรมการวิจัยในมนุษย์ มหาวิทยาลัยบูรพา

Appendix E Result of Plagiarism (Turnitin)

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