Effects of Service and Mobile App Quality on Customer Satisfaction and Repurchase Intention in the Context of O2O Food Delivery Services in Korea and China

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Abstract

Background/Objectives: This study aims to provide important implications by analyzing and comparing the impact of service quality on customer satisfaction and repurchase intention in the context of O2O food delivery services in Korea and China.

Methods/Statistical analysis: Based on the contents of the preceding research examined, hypotheses were formulated and a research model was developed to identify and examine the effects of service quality in the context of O2O food delivery services. The survey was conducted among Korean and Chinese respondents who had used O2O food delivery service at least once, using face-to-face and online methods.Frequency analysis, factor analysis, reliability analysis, and regression analysis were performed.

Findings: First, In the Korean group, a total of 172 respondents completed the questionnaire, of which 55.2% were males and 44.8% females. In the Chinese group, a total of 159 respondents completed the questionnaire, of which 57.9% were females, higher than that in the Korean group. Second, H1 are partially accepted. In Korea, reliability, promptness, responsiveness, and quality of delivered food have a positive effect on customer satisfaction. However, the impact of promptness and cost-effectiveness is not significant.In China, promptness, cost-effectiveness, responsiveness, and quality of delivered food exert a positive effect. However, reliability has no significant effect on customer satisfaction. Third, there is a significantly positive correlation between the quality of O2O food delivery apps and customer satisfaction in Korea. Thus, H2 is accepted.In China, customer satisfaction was positively influenced by in formativeness and security of O2O food delivery apps, but negatively by convenience of these apps.Forth, H3 demonstrate a significantly positive correlation between customer satisfaction and repurchase intention for both countries, thus H3 is accepted.

Improvements/Applications: To boost customer satisfaction and repurchase intention among consumers using food delivery apps, the sensory and hygienic quality of food and secure app payment systems are imperative in addition to convenience.

Keywords: O2O, mobile app, customer satisfaction, repurchase intention,food delivery services.

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1. Introduction

The rapid penetration of smartphones has fueled the growth of mobile e-commerce worldwide. Recently, online to offline (O2O) commerce has emerged as a new business model across various industries.

The term O2O was first coined by Alex Rampell, CEO of TrialPay, in 2010. The main aim of O2O commerce is to identify consumers online and attract them to visit offline stores. In other words, O2O is a strategy to connect potential customers to company's products and services in the online space and entice them to visit physical stores and make purchases [1]. As such, O2O is a new business model that blends online awareness about products and services with traditional means of receiving/using them in offline stores [2]. Specifically, an O2O business model combines the Internet and the offline business by enabling mobile marketing and payments and subsequently encouraging shoppers to make purchases offline [3].

Owing to its great market potential, O2O commerce is rapidly expanding in many industries. Among them, the food service industry is aggressively exploring O2O for food delivery services to meet consumer demand for convenience and promptness. In Korea, "Baedal Minjok" and "Yogiyo" are major mobile food delivery apps that provide comprehensive information on menus and restaurants nearby. A majority of Korean consumers use these O2O apps for food delivery [1].

China has also seen a boom in O2O food delivery services, as the business model overcomes conventional time-space constraints in the food service industry.

China's mobile market has grown rapidly over the last several years. However, its history of mobile technology is relatively shorter compared with that of Korea, implying that China has less experience in O2O food delivery services. In addition, the two countries have different macroeconomic environments. It is therefore assumed that there are differences between the two countries with respect to food delivery services and customer satisfaction with such services. Identifying any difference would provide valuable information for multinational companies adapting to different local environments.

Customer satisfaction and feedback on O2O food delivery services are influenced by their evaluation of restaurants in terms of delivery time, accurate delivery location, food quality, and the mobile platforms they used to place their order. Accordingly, the quality of O2O food delivery service can either strengthen or limit the success of food service providers [4].

As the O2O food delivery service is still in its infancy, not much research has been done in this area, including the service quality and usage in Korea and China.

Hence, this study aims to provide important implications by analyzing and comparing the impact of service quality on customer satisfaction and repurchase intention in the context of O2O food delivery services in Korea and China.

2. Analysis model and methods
2.1. *Research model and hypotheses development*

Service quality in the online environment can be defined as the extent to which the service has effectively met customer expectations across the online

shopping process, extending from product/service search to purchase and delivery[5]. Online service quality is shaped by customers' perception, evaluation, and judgment about the services that they have experienced in a virtual space[6]. It is also influenced by trust and stable interactions with customers through websites[7]. Accessibility, reliability, integration, response time, and flexibility are suggested as key dimensions of online service quality[8]. For analysis of online service quality, design, navigation, response time, system security, ease of use, system error, and so forth are used as key factors[9].

For evaluation of online service quality, accuracy, completeness, timeliness, system reliability and stability, understandability, and service provider attitudes are taken into consideration, among other factors[9,10,11,12].

O2O food delivery service has evolved beyond the traditional service of delivering ready meals, making all sorts of things possible, including online ordering via the Internet/mobile apps and delivery, pre-order for takeout, and delivery of trimmed ingredients along with the recipe[1].

In[2] stated that the consumer intention to adopt an O2O food delivery service app is affected by the ease of use, interactivity, economic benefits, experience, entertainment value, and safety.In[13] reported interactivity, information quality, convenience, and entertainment value as factors motivating consumers to use an O2O service app, and that relationship quality of O2O services affect customer loyalty and actual purchase intention.

In[14] suggested the dimensions of food delivery service quality: food quality (e.g., taste of food delivered and menu variety), economic benefits in terms of food quantity and price, variety of payment options, convenience of ordering (e.g., reasonable working hours), staff quality (e.g., kindness and complaint

responsiveness), hygiene quality (e.g., delivery person's attire and tableware), and order quality (e.g., effectiveness of ordering process and adequacy of menu information). In[4] stressed that reliability, speed, food service quality, delivering quality, delivery fee, O2O platform, systematic quality, and protection of after-sales rights are important factors determining the quality of food delivery services in Korea and China. By contrast, it was found that concerns over personal information leaks have a negative effect on reliability.

Service quality dimensions used in the SERVQUAL model include tangibles, reliability, responsiveness, assurance, empathy, and so on, all of which are explored in research on various subjects. Similarly, the logistics service quality model measures the quality of logistics service with dimensions including personal contact quality, information quality, order quality, order procedure, order condition, order accuracy, timeliness, and order discrepancy handling[15].

Based on the above-mentioned previous research, the present study assesses the quality of O2O food delivery services using five dimensions, namely, reliability, promptness, cost-effectiveness, responsiveness in relation to delivery, and quality of delivered food, and the quality of O2O delivery apps using three dimensions, namely, convenience, informativeness, and security.

Customers constitute an essential element of the business and are key to securing a competitive advantage. In light of this, factors that influence customers as well as corporate performance are worth researching. Customer satisfaction is of utmost importance in marketing, because it is closely linked to customer loyalty and corporate performance—business benefits from customers who are satisfied with its products or services. That is the main reason why firms make painstaking efforts to keep customers happy as part of their of customer relationship strategies[16].

In[17] defined customer satisfaction as an overall response or judgment formed after the use of goods and services, which can be described as the perceived level of pleasantness or unpleasantness. In[18] defined customer's intention to continue using a specific system as continuance use intention, which he claimed as a key to the success of the system.

Customer satisfaction/dissatisfaction has a significant effect on repurchase intention, which refers to the intention to use a particular product or service brand continuously[19]. Repurchase intention is closely related to business profitability, and customer satisfaction has a significant impact on it. In[20] also proved that trust toward website operators who handle personal information online has a positive effect on customer loyalty, which is characterized by intention to provide information and recommendation, and repurchase and revisit intention. However, it cannot be assumed that satisfied customers necessarily have intention to reuse, thus examining the relationship between satisfaction and loyalty among delivery service app users is important.

Based on these premises, in the present study, hypotheses were formulated and a research model was developed to identify and examine the effects of service quality and mobile app quality on customer satisfaction and repurchase intention in the context of O2O food delivery services in Korea and China.

2.2. Study design and sampling

Data were collected using a self-administered questionnaire survey. A preliminary survey was conducted to ensure completion of the questionnaire. The initial questionnaire for the preliminary survey was created based on the findings of a literature review and administered to 50 respondents. Based on the results of the preliminary survey, the questionnaire was revised and supplemented for the final survey.

The survey was conducted among Korean and Chinese respondents who had used O2O food delivery service at least once, using face-to-face and online methods. A total of 250 questionnaires each were distributed to the Korean and Chinese groups. Of those, 187 and 171 respondents completed the questionnaires, respectively. Finally, 172 and 159 questionnaires were used, respectively, for analysis after excluding those with missing answers.

The collected data were analyzed using PASW Statistics 18, a social science statistics package. Frequency analysis, factor analysis, reliability analysis, and regression analysis were performed.

3. Analysis Results
3.1. General characteristics of subjects

The general characteristics of respondents are presented in Table 1. In the Korean group, a total of 172 respondents completed the questionnaire, of which 55.2% were males and 44.8% females. By age, 11.6% of them were in their teens, 50.0% in their 20s, 32.6% in their 30s, and 5.8% in their 40s. In the Chinese group, a total of 159 respondents completed the questionnaire, of which 57.9% were females, higher than that in the Korean group. By age, 33.3% of them were in their teens, 55.3% in their 20s, 4.4% in their 30s, and 6.9% in their 40s. The percentage of respondents in their 30s was lower than that in the Korean group.

The usage pattern of O2O food delivery apps is outlined. In Korea, the top three most used apps were Yogiyo (29.1%), Baedal Tong (28.5%), and Baedal Minjok (17.4%). In China, Meituan Waimai (63.5%) was the most used food delivery app, followed by Eleme (15.7%).

With regard to app usage frequency, 35.5% of the Korean respondents used a food delivery service app 2~3 times per month, followed by 1~2 times per week (19.2%), and 3~4 times per week (15.7%). The usage frequency of 2~3 times per month was also the most common in the Chinese group (35.2%).

Table 1: The general characteristics of respondents

Demographic Characteristics		Korea		China	
		Number of People	Percentage (%)	Number of People	Percentage (%)
Gender	Male	95	55.2	67	42.1
	Female	77	44.8	92	57.9
Age (years)	Teens	20	11.6	53	33.3
	20s	86	50.0	88	55.3
	30s	56	32.6	7	4.4
	40s	10	5.8	11	6.9
Monthly Income (KRW)	Less than 0.5 million	24	14.0	71	44.7
	0.5 to 1 million	40	23.3	27	17.0
	1 to 2 million	39	22.7	26	16.4
	2 to 3 million	28	16.3	22	13.8
	3 to 4 million	32	18.6	9	5.7
	More than 4million	9	5.2	4	2.51
Main use app	Baedal Minjok / Meituan Waimai	30	17.4	101	63.5
	Yogiyo /ele.me	50	29.1	25	15.7
	BaedalTong/Baiduwaimai	49	28.5	4	3.1
	Order by phone	40	23.3	23	14.5
	other	3	1.7	5	3.1
Average number of uses	Less than once a month	16	9.3	22	13.8
	Once a month	24	14.0	14	8.8
	2-3 times a month	61	35.5	56	35.2
	1-2 times a week	33	19.2	26	16.4
	3-4 times a week	27	15.7	30	18.9
	Once a day	4	2.3	2	1.3
	Several times a day	7	4.1	9	5.7
Total		172	100.0	159	100.0

3.3. *Reliability and validity tests*

Factor analysis was conducted to prove conceptual validity of the questionnaire items that covered O2O food delivery services, O2O delivery app quality, customer satisfaction, and repurchase intention. Principal component analysis was used to extract the most important factors. Varimax rotation was used as the method of factor rotation as it is useful in clarifying the mutual independence of factors. According to factor analysis, factors with a value of 0.6 or less were removed along with variables that had low explanatory power.

As shown in Table 2, the analysis of O2O delivery services in Korea reveals 15 variables, which are classified into five factors (reliability, promptness, cost-effectiveness, responsiveness in relation to delivery, and quality of food delivered). A set of these factors has the explanatory power of 59.0%. When it comes to China, a total of 16 variables are extracted and classified into the abovementioned five factors. These factors as a whole have an explanatory power of 81.6%, which is higher than that of Korea.

Seven variables influencing O2O delivery app quality are identified and

classified into three factors (convenience, informativeness, and security) in the Korean group. A total of eight variables are identified and classified into these three factors in the Chinese group. The explanatory power of the set of three factors is 60.1% in Korea and 84.9% in China. The Cronbach's alpha was used to assess reliability of all derived factors of O2O delivery service and O2O delivery app quality; the resulting value of individual factor is more than 0.6, indicating good reliability.

Table 2: Reliability and validity tests

Category	Factor	Korea				China			
		Number of Factors	Cronbach's α	Eigen value	Dispersion	Number of Factors	Cronbach's α	Eigen value	Dispersion
O2O delivery services	Reliability	3	.896	2.625	13.815	3	.859	4.186	22.031
	Promptness	3	.900	2.242	11.799	3	.877	3.509	18.467
	Cost-effectiveness	3	.897	2.214	11.653	3	.892	2.741	14.428
	Responsiveness in relation to delivery	2	.895	2.120	11.157	3	.935	2.728	14.360
	Quality of food delivered	3	.896	1.834	9.655	4	.900	2.351	12.376
O2O delivery app quality	Convenience	3	.897	2.352	26.133	3	.925	2.654	29.488
	Informativeness	2	.896	1.596	17.737	3	.923	2.642	29.360
	Security	2	.895	1.467	16.300	2	.918	2.362	26.244
Customer satisfaction		3	.675	1.940	32.332	2	.934	2.770	46.162
Repurchase intention		2	.635	1.444	24.074	2	.933	2.375	39.590

4. Hypothesis test

Hypothesis 1 (H1): The O2O food delivery service factor will have a significant effect on customer satisfaction.

Multiple regression analysis was used to test H1. The results are presented in Table 3. In Korea, the F value in the test is 18.302 and the p value is 0.000. China shows an F value of 95.593 and p value of 0.000. Thus, the p-value is less than the significance level of 0.05 in both countries, indicating that the two regression equations are valid. In terms of the significance of regression coefficient of individual variables, reliability, promptness, responsiveness, and quality of delivered food have a positive effect on customer satisfaction. However, the impact of promptness and cost-effectiveness is not significant.

In China, promptness, cost-effectiveness, responsiveness, and quality of delivered food exert a positive effect. However, reliability has no significant effect on customer satisfaction.

Table 3: Testing of Hypothesis 1

Model	Unstandardized	Standardiz	t-	Sig.	Result

		Coefficients		ed Coefficients	statistic		
		B	Std. Error	Beta			
Korea	Constant	1.290	.268		4.821	.000	
	Reliability	.157	.051	.220	3.091	.002	Accepted
	Promptness	.103	.057	.128	1.795	.074	Rejected
	Cost-effectiveness	.024	.052	.032	.464	.643	Rejected
	Responsiveness in relation to delivery	.233	.056	.296	4.154	.000	Accepted
	Quality of food delivered	.144	.059	.174	2.442	.016	Accepted
	R^2 : .355 Adjusted R2 : .336 F : 18.302 p-value : .000						
China	Constant	.000	.206		-.001	.999	
	Reliability	.065	.068	.063	.964	.336	Rejected
	Promptness	.159	.081	.264	2.964	.005	Accepted
	Cost-effectiveness	.208	.077	.185	2.696	.008	Accepted
	Responsiveness in relation to delivery	.309	.067	.297	4.588	.000	Accepted
	Quality of food delivered	.271	.092	.264	2.956	.004	Accepted
	R^2 : .758 Adjusted R2 : .750 F : 95.593 p-value : .000						

Hypothesis 2 (H2): The quality of O2O food delivery apps will have a significant effect on customer satisfaction.

H2 was also tested using multiple regression. As shown in Table 4, the p value is 0.000 in both countries, suggesting that the two regression equations are valid.

There is a significantly positive correlation between the quality of O2O food delivery apps and customer satisfaction in Korea. Thus, H2 is accepted. Nonetheless, H2 is partially accepted for China because of the mixed results: customer satisfaction was positively influenced by informativeness and security of O2O food delivery apps, but negatively by convenience of these apps.

Table 4: Testing ofHypothesis 2

Model		Unstandardized Coefficients		Standardized Coefficients	t-statistic	Sig.	Result
		B	Std. Error	Beta			
Korea	Constant	1.054	.244		4.320	.000	
	Convenience	.233	.063	.259	3.687	.000	Accept

							ed
	Informativeness	.181	.076	.195	2.385	.018	Accepted
	Security	.295	.072	.316	4.086	.000	Accepted
	R^2 : .403 Adjusted R2 : .393 F : 37.835p-value : .000						
China	Constant	.435	.176		2.469	.015	
	Convenience	-.198	.078	-.196	-2.537	.012	Rejected
	Informativeness	.326	.072	.319	4.545	.000	Accepted
	Security	.791	.080	.767	9.849	.000	Accepted
	R^2 : .769 Adjusted R2 : .765 F : 172.267p-value : .000						

Hypothesis 3 (H3): Customer satisfaction derived from O2O food delivery services and associated mobile apps will have a significantly positive effect on customer intention to repurchase.

The test results show that p values are less than the significance level of 0.05 in both countries, suggesting that all regression equations are valid. In addition, the results demonstrate a significantly positive correlation between customer satisfaction and repurchase intention for both countries; thus H3 is accepted[Table 5].

Table 5: Testing ofHypothesis 3

Model		Unstandardized Coefficients		Standardized Coefficients	t-statistic	Sig.	Result
		B	Std. Error	Beta			
Korea	Constant	1.223	.247		4.947	.000	
	Customer satisfaction	.664	.067	.603	9.861	.000	Accepted
	R^2 : .364 Adjusted R2 : .360 F : 97.245 p-value : .000						
China	Constant	.966	.224		4.312	.000	
	Repurchase intention	.758	.052	.758	14.556	.000	Accepted
	R^2 : .364 Adjusted R2 : .360 F : 97.245p-value : .000						

4. Conclusion

The present study was conducted to address the unmet needs in understanding the relationship between O2O food delivery service and customer satisfaction, and the difference between Korea and China with respect to this fast-growing service in both countries. Accordingly, this study aims to examine whether service quality and mobile app quality can influence customer satisfaction and repurchase intention among consumers who have used O2O food delivery services at least once in Korea and China. Based on empirical evidence gathered, H1 and H2 are partially accepted, and H3 is fully accepted. Furthermore, the following implications are drawn from the present study.

First, while the most frequent users of O2O food delivery service are young, the percentage of service users in the 30+ age group was lower in China compared with those of Korea. While top three O2O food delivery apps hold nearly even market shares in Korea, market shares are concentrated in a single food delivery app in China. Such market dominance is attributable to the fact that the O2O food delivery service industry in China is in the growth stage.

Second, according to the results of H1, the factors that showed no significant effect include delivery promptness and cost-effectiveness in Korea and delivery reliability in China. Thus, Korean users are less likely to be price-conscious than their counterparts in China. Therefore, marketing strategies for lower delivery fees are necessary in China.

Third, the results of the H1 test revealed a significantly positive correlation with responsiveness of delivery service personnel and the quality of meals delivered in both Korea and China. This finding implies that consumers still seek not only delicious and hygienic food but also quality service from delivery personnel, even though convenience is a motivation factor for users of O2O food delivery service. Therefore, restaurants need to ensure that the appearance and texture of the food they deliver meet consumer expectations. In addition, delivery personnel's capability is a crucial factor in taking care of safety, quality, and other issues that may occur in relation to delivery. The delivery personnel should have basic skills and may need further training to improve their capability.

Fourth, the H2 test results revealed that convenience of O2O food delivery apps exerts a significant effect in both Korea and China; this suggests a positive correlation between positive feelings about O2O food delivery apps due to convenient and easy-to-use features and customer satisfaction. In this sense, food delivery apps need to be easy to use and offer different payment options and custom delivery methods. Informativeness of O2O food delivery apps also has a significant impact in Korea, suggesting that Korean users are likely to consider mobile apps as being more useful and informative than the phone for ordering food and in their daily lives. The security feature of O2O food delivery apps also has a significant impact in both countries. This reflects user perception that personal information leakage may occur while using a food delivery app. In other words, users are looking for systems in which their personal information is protected when making a mobile app payment without the risk of data leaks.

Fifth, the H3 test results revealed a positive correlation between customer satisfaction and repurchase intention. In sum, to boost customer satisfaction and repurchase intention among consumers using food delivery apps, the sensory and hygienic quality of food and secure app payment systems are imperative in addition to convenience.

The present study has some limitations. Its sampling was done in Korea and China, and the combined sample size is not large enough. In addition, this study may have possible error associated with convenience sampling. As its research model is mainly

focused on service quality and customer satisfaction in the context of O2O food delivery service, this study fails to address other issues that users either find inconvenient or want to see improved. Finally, the lack of research on O2O food delivery service makes it difficult to develop a theoretical framework for this study.

5. Acknowledgment

6. References

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