南華大學管理學院企業管理學系管理科學碩士班

碩士論文

Master Program in Management Sciences
Department of Business Administration
College of Management
Nanhua University

Master Thesis

探討柬埔寨食品外送的服務品質對行為意向之研究－以主觀規範與網路口碑為干擾變數

The Influence of Service Quality on Behavioral Intention with Moderating Effects of Subjective Norm and E-WOM--A Study of Online Food Delivery in Cambodia

洪書恆

Hour Sokheng

指導教授：紀信光 博士

Advisor: Hsin-Kuang Chi, Ph.D.

中華民國 111 年 6 月

June 2022

南　華　大　學

企業管理學系管理科學碩士班

碩士學位論文

探討柬埔寨食品外送的服務品質對行為意向之研究－以主觀規範與網路口碑為干擾變數

The Influence of Service Quality on Behavioral Intention with Moderating Effects of Subjective Norm and E-WOM: A Study of Online Food Delivery in Cambodia

研 究 生：洪書恆 ~ Houy Sokheng

經考試合格特此證明

口試委員：紀信光

白詠菁

黃國忠

指導教授：紀信光

系主任(所長)：黃國忠

口試日期：中華民國　111　年　06　月 06 日

MBA RECOMMENDATION LETTER

準碩士推薦函

本校企業管理學系管理科學碩士班研究生 洪書恆 君在本系修業 2 年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面： 洪書恆 君已修滿 36 學分，其中必修科目：：研究方法、管理科学 等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面： 洪書恆 君在學期間已完成下列論文：

(1)碩士論文：探討柬埔寨食品外送的服務品質對行為意向之研究--以主 觀規範與網路口碑為干擾變數

(2)學術期刊：2022 International Conference on Economic Development and Business Management (ICEDBM)

本人認為 洪書恆 君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：探討柬埔寨食品外送的服務品質對行為意向之研究--以主 觀規範與網路口碑為干擾變數，以參加碩士論文口試。

指導教授： 紀信光 簽章

中華民國 111 年 05 月 02 日

ACKNOWLEDGEMENT

The success and consequences of this dissertation were made possible by the instruction and support of many respectful people. Firstly, I would like to express my sincere gratitude to my advisor, Dr. Hsin Kuang Chi, for his valuable advice, precious time, knowledge, kindness, effort, and information regarding my research process. Indeed, his explanation of where the misunderstanding occurred is a treasure of my research study.

Secondly, I would like to thank my senior, Mr. CHEAM SOKLEAT for suggestions and advice whenever I needed some help or recommendation throughout my writing. Moreover, let me say thanks to my friend, Ms. BEN NAVOEUN, and classmates who were involved in this research. The ways that we all shared, learned, experienced, and discussed have shown me what the quality of friendship is.

Third, I would like to express my special thanks to my family, especially my parents, for keeping up effort, motivation, budget, care, and love. Besides this, I really appreciate their sacrifice of both physicality and mentality, and importantly, they offer me the priority condition at most.

Finally, I really appreciate and thank the respondents who took their precious time to do the survey.

Hour Sokheng

June 06, 2022

南華大學管理學院企業管理學系管理科學碩士班

110 學年度第 2 學期碩士論文摘要

論文題目：探討柬埔寨食品外送的服務品質對行為意向之研究－以主觀規範與網路口碑為干擾變數

研究生：洪書恆　　指導教授：紀信光 博士

論文摘要內容：

隨著我們進入一個更加複雜的時代，我們注意到在柬埔寨目前的情況下，在線食品配送平台日新月異地發展得如此之快，以至於在營業時間內每分鐘都為客戶提供服務。交通擁堵、外賣員的行為以及平台（在線應用）的複雜性是影響柬埔寨在線外賣服務的三大根本原因。在實證研究的基礎上，本研究對使研究模型更有趣、更適應實際情況具有重要的調節作用。本研究的第一個目的是檢驗實證模型，即 TAM2 和服務質量（PZB 模型）、感知有用性和客戶對柬埔寨購買意願的滿意度，因為它是在新環境中如此有效的實施。二是研究主觀規範和 E-WOM 對行為意向的調節作用。本研究採用定量方法。該調查針對通過 Facebook、Instagram 和 Telegram 等社交媒體在在線平台（google form）上運營的 349 名受訪者進行。本次研究選擇了柬埔寨排名前三的在線食品配送平台，即 Foodpanda、電子獲取和 Nham24。SPSS 25 程序用於測試探索性因素分析、驗證性因素分析和回歸。此外，Smart-PLS 用於測試和檢查研究模型中的假設。感知有用性和客戶滿意度積極參與支持構念之間的關係。總之，服務質量對行為意向的影響起著至關重要的作用，包括感知有用性和客戶滿意度作為部分中介效應。主觀規範和電動口碑被證明具有調節作用，但具有負面意義。由於柬埔寨的這個新

手行業，外部環境仍然存在一些影響客戶意向的負面跡象。通過聽取客戶意見開始了解服務質量被認為是服務行業的一項長期業務戰略。

關鍵詞：在線外賣、服務質量（PZB 模型）、擴展技術接受模型 2、主觀規範、感知有用性、客戶滿意度、電子口碑、行為意向

Title of Thesis: The Influence of Service Quality on Behavioral Intention with Moderating Effects of Subjective Norm and E-WOM--A Study of Online Food Delivery in Cambodia

Department: Master Program in Management Sciences, Department of Business Administration, Nanhua University

Graduate Date: June 2022 Degree Conferred: M.B. A

Name of Student: Hour Sokheng Advisor: Hsin Kuang Chi, Ph.D.

ABSTRACT

As we move to a more sophisticated era, we have noticed that online food delivery platforms have grown so fast day by day in Cambodia's current situation to serve their customers every minute during operating hours. Traffic jams, delivery men's behavior, and the complexity of the platform (online application) are three of the major root causes affecting Cambodia's online food delivery service. Based on the empirical studies, this study has an important moderating effect in making the research model more interesting and adaptable to the real situation. The first aim of this research is to examine the empirical models, namely, TAM2 and service quality (PZB model), perceived usefulness, and customer satisfaction with purchase intention in Cambodia since it's such a valid implementation within a new context. The second is to study the moderating effects of Subjective norm and E-WOM that impact on behavioral intention. This research employed a quantitative method. And the survey was conducted on 349 respondents who operate on an online platform (google form) through social media such as Facebook, Instagram, and Telegram, etc. The top three online food delivery platforms in Cambodia were selected for this study, namely Foodpanda, E-Gets, and Nham24. The SPSS 25 program was used to test exploratory factor analysis, confirmatory factor analysis,

and regression. Also, Smart-PLS is used to test and examine the hypotheses within the research model. Perceived usefulness and customer satisfaction are positively involved in supporting the relationship among the constructs. In conclusion, service quality plays a crucial role in contributing to behavioral intention, including perceived usefulness and customer satisfaction as the partially mediation effect. Subjective norm and Electric word-of-mouth are demonstrated to have a moderating effect while it comes up with a negative significance. Because of this novice sector in Cambodia, the external environment is still giving some negative signs that affect customer intention. Starting to know the quality of the service by listening to customer opinions is considered a long-term business strategy in the service sector.

Keywords: Online food delivery (OFD), Service Quality (PZB model), Extended Technology Acceptance Model 2 (TAM2), Subjective norm, Perceived usefulness, Customer satisfaction, Electronic word-of-mouth (e-WOM), Behavioral Intention

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER ONE
INTRODUCTION

In this section, all of the essential components are described in detail to demonstrate the involvement of the study. Those components are, namely, research background and motivation, research objective, research contribution, subject and research scope, research procedure, and research structure.

1.1. Research Background and Motivation

Currently, time is counted as a crucial part of what people do with their busyness. Generally, following the movement of the internet era, people also prefer to do something that makes them live in a sophisticated environment; it is something like online food ordering. So, technology has facilitated human busy life schedules with other food businesses online delivery systems, namely the development process and diversity of available programs. In particular, the service has reached the needy consumers' doorsteps effectively (Paglioni, 2020). Customers can easily find many kinds of meals and order a meal from a food company via a single website or app, similar to how aggregators do in a specific market (Hirschberg, et al., 2016). Basically, players in this sector also provide logistics for restaurants that we can call an online food delivery service (OFDS). The main reason that customers have considered for using an online food delivery service (OFDS) is the benefits besides the convenience. Actually, it covers topics such as time savings, a wide range of eateries, traffic risk, and electronic transactions. In fact, the worldwide revenue of online meal courier companies is

predicted to reach USD $449.0 billion by 2025, up from USD $248.0 billion in 2020. Note that revenue refers to net sales value (Statista, June 2021).

Cambodia is a developing country in Southeast Asia that has improved in many sectors. In Cambodia, after two decades of strong performance, with a population of 16.7 million, the economy is steadily rebounding and is expected to rise 4% in 2021 after recently declining 3.1 percent in 2020 (Worldbank, June 16, 2021). In the service sector, we can see that online food delivery (OFD) is growing very fast day by day. In fact, the compound annual growth rate in Cambodia's food service market is around 13.57 percent, with a value of USD $1711.41 million in 2020 (Intelligence, 2020). Moreover, two things that we can notice about the service's growth are smartphone users and online food delivery companies. In April 2021, the number of internet subscribers grew notably to 17.48 million (TRC, 2021). Delivering food in Phnom Penh, Cambodia has grown in popularity; and we've seen a significant increase in this sort of service in the Cambodia marketplace since 2018. The meal delivery service in Phnom Penh has been increasingly supported as a result of superior food and beverage solutions, as well as a decent range of payment alternatives. Notably, online food delivery has boomed since the 20th February event in 2021 because it was a time to put the city on lockdown to cut off the spread of COVID-19. Consequently, people have adopted the online food delivery service (Johnson, 2021). By now, there are around 50 online food delivery Apps, and around five popular online food delivery companies, including Food Panda, E-Gets, Nham24, Grab Superapp, and Hungry Delivery, etc. (Similarweb, 2021). Mostly, the service is preferred to independent restaurants rather than chained restaurants. Some issues have recently been raised in order to lodge a complaint with some online food delivery companies, such as time delay or lateness, loss of food quality, ordering reliability, app complexity,

and delivery man behavior. One of the major roots of these issues is traffic congestion. In Phnom Penh, traffic congestion and accidents are big issues in the capital city of the Kingdom of Cambodia (Matsuoka, 2018). The second issue happened as the customer made the order and then the operator had problems with the key partner accidentally. It means that the collaboration between the restaurant and the service provider is quite interrupted. And now they have all just updated some regulations to adjust at some point to facilitate ordering more effectively (Haider, 2021).

In the service provider company, service quality plays a crucial role in leading the company to the top of the entire market. Actually, the link between service quality and customer satisfaction is following the path of positive behavioral intention, making the particular service to the customer more realizable (Padlee, et al., 2019). According to Parasuraman, et al. (1985), the PZB model was first proposed for use in the service industry as the PZB model, and then the service quality model is such a perfect model to understand the service needs and perceptions of the target customers that it provides a set of methods for every business to manipulate and define service quality more effectively (Parasuraman, et al., 1988). Base on the PZB model, the gap 5 is most part that totally involve in this study. Because the online food delivery service is naturally known as complicated process. In fact, the process is involved with management team, delivery man (first-line staff), restaurant, and customer. Sometimes, the problems of service cannot be defined clearly whether where are the problems firstly come from. But we can take a look to the last process that delivery man closes the service with the end customer. So, this study focuses on external service quality that refer to customer expectation and customer perceived performance.

Currently, in the business context, the correlation between app content and service quality is significantly correlated, and the positive correlation among subjective norms, perceived usefulness, customer satisfaction, electronic word-of-mouth, and intention to use also stays in a good sign for each other (Yang, et al., 2019). Based on the theories to adapt consumers using new technology, the Extended Technology Acceptance Model (TAM2) definitely improved on TAM by adding some external factors that promote the behavior more suitable with the new technology and system (Venkatesh and Davis, 2000). According to the empirical study, the customer's perspective is that when products or services are good quality, helpful, and convenient to use, those will be more supported and more customers will plan to use that product or service (Ahmad, et al., 2020). It seems like while consumers decide to use that service, the first thing that they need to think about is experiencing the service directly. If there is any kind of good feeling with that service, the customer's perception is that this service is considered to have quality. As per discussed, AL-Nawafleh, et al. (2019) reasoned the combination of theories and models, namely the PZB model, TAM, and TPB, to reflect the real situation and the scenario of the study's perspective. When customers are still with the company, the most valuable asset for a profitable business is service quality. And a strong relationship between service quality and customer satisfaction was demonstrated by Aslam, et al. (2019), towards loyalty.

The main motivation has recently come from a few studies that stayed in stress points for observing in the next study. According to Ngubelanga and Duffett (2021), the relationship between social influence and perceived usefulness and between perceived usefulness and behavioral intention is clear. They have all performed well enough to indicate that, in terms of technology adoption, TAM2 is strongly supported to define the behavior of the younger generation using the

mobile app. But the study highly recommends studying other countries beside the original study (Peninsula), in both developed and developing countries. Moreover, customer satisfaction is considered as a potential variable to study in the food delivery sector of Asian countries' contexts (Chotigo and Kadono, 2021). In particular, the factors of culture of the other countries and the situation of COVID-19 were recommended to be conducted in the next study to determine whether those cultural aspects will increase or decrease the quality of customer satisfaction. Last but not least, the technology acceptance model, especially TAM2, has been implemented effectively in online food delivery services to figure out which potential variable is possible to study in a particular context (Gârdan, et al., 2021). Additionally, defining the valid variable to fit the context based on the existing model is the purpose which the previous authors recommended. Recently, one study demonstrated that UTUAT theorized effectively in the Cambodia context to predict behavioral intention (Ren, et al., 2020). By the way, the author suggested that the constructs should be suitable for the Cambodian situation through questionnaire items or constructs model.

Undoubtedly, this statement refers to the relationship between the PZB and the TAM2 model to figure out the suitable cue for the online service industry. On the other hand, e-WOM will be investigated in the study because e-WOM is a positive and significant factor that affects the online experience (Eneizan, et al., 2020). Therefore, the PZB model and TAM2 are considered to be used as a tool to investigate the context of this study with e-WOM as the moderating effect.

1.2. Research Objective

As per the discussed theories and previous studies above, this study aims to define the relationship between two theories, namely PZB and TAM2, and figure out the moderating effect of subjective norm and e-WOM toward behavioral intention. There are five main objectives in this study, such as:

1. Determine the main variables that are valid for the service quality model in the online food delivery industry.
2. Define the combination of the PZB and TAM2 model as a good relationship in online food delivery.
3. Define the relationship between perceived usefulness and customer satisfaction as the mediating effects on behavioral intention for online food delivery.
4. To investigate the moderating effect of e-WOM on the relationship between perceived usefulness and behavioral intention.

1.3. Research Contribution

This study aims to be a reference for academicians, managers, businessmen, practitioners, or marketers as a supportive reference to decide to complete many tasks in the related sector. The main goal of this thesis is to link two theories in order to study the best model fit in an OFD service. Moreover, it also includes the moderating effect of subjective norms and e-WOM in the model to make it more suitable for the Cambodia context.

- Academicians: It is the most effective tool for developing or boosting knowledge and facilitating the development of the next generation of scholars. This study would be counted as OFDS content for all the scholars who intend to

work in the same sector. Students, scholars, and professional researchers can improve themselves in many aspects, such as:

- Analytical capabilities through assessing a set of data.
- They will be able to learn how to ask the specific questions.
- They can all read to catch up on the concept faster and scope their study's idea.
- The limitations and deficiencies of the study would guide academicians to do good research in the next thesis.

When undertaking research, it is widely agreed that a scholar searches beyond personal experience and accumulates data based on facts and reasoning. As a result, academic research papers serve as a starting point for further debate and discussion.

- Businessmen/practitioners: In the field of business, research plays a crucial role in guiding business in the right way. The root of development is research. Research is incredibly important to the development of many points of view. Market research may assist any firm in recognizing current trends and working in accordance with them. For a suitable strategy in business, it necessarily needs research study to evaluate the possibility of that scenario. In addition, in a situation where practitioners make a decision, the first thing they need to do is try as hard as possible to find any resources to push their decision. So, strong references from research papers will be a key resource to support their potential ideas.

1.4. Subject and Research Scope

The perspective of this study is to define the theme of the combination of two theories, namely PZB and TAM, and the moderating effect of subjective norms and e-WOM. So, this framework will be conducted in the Cambodia context. Furthermore, the scope of the study will be shown in detail in table 1-1 below:

Table 1-1 The Research's Scope

Objects	**The study's focus**
Type of the research	The type of research is totally quantitative research. The structure is built on empirical studies. It mostly depends on popular theories and the latest research papers to come up with valuable hypotheses and to establish a suitable framework. Notably, data is a key element to analyzing, evaluating, and exploring conclusions in Cambodia's situation.
Key issues	Figure out the relationship between the constructs of the two theories. It is from service quality (SERVQUAL) and toward TAM, including subjective norms and e-WOM as the moderating effect.
Independent variables	Service quality and subjective norms
Depend variable	Behavioral Intention

Table 1-1 The Research's Scope (continued)

Moderating variable	Subjective norms and Electronic Word of mouth
Underlying Theories	PZB model and Theories of Acceptance Model (TAM).
Research Study Location	Phnom Penh capital city, Cambodia
Research Method and Data Analysis	This is a quantitative approach questionnaire survey, utilizing SPSS version 25 and AMOS version 21 to analyze data, Smart-PLS to test the hypothesis and model fit in the framework.

Source: original study

1.5. The Procedure and Research Structure

The research background is viewed from many related studies on the food delivery industry and especially the real context in Cambodia, which counts as an issue as the motivation questions for the objective. After that, the relevant kinds of literature are collected and reviewed for the understanding of service quality, subjective norms, perceived usefulness, customer satisfaction, and electric word of mouth. In addition, the behavioral intention will be reviewed. In addition, the proposed framework model and the relationship among the constructs will be defined in the study, and developed questionnaires will be designed. Next, the questionnaires are responded to through an online platform by Google survey. After all the questionnaires are done, SPSS 25 is used for the data analysis. Since then, in order to interpret and explain the results, this study strongly prefers to use

factor loading and reliability testing, confirmatory factor analysis, structural equation modeling, partial least squares, smart partial linear square programming, and so on and so forth to make the data more academic and professional.

The structure of the study consists of five chapters, and each chapter was described in the summary below:

Chapter one told the story of research background and motivation, research objective, research contribution, subject and research scope, and the procedure and research structure based on empirical studies, theories, and searching for the actual issue that was related to the topic.

The next chapter reported the empirical studies that mentioned and discussed the stories of the constructs, namely service quality, subjective norms, perceived usefulness, customer satisfaction, electric word of mouth, and behavioral intention. This part is covered by definitions, suggestions, recommendations, and findings to make it strongly referenceable. And last but indefinitely not least, the hypothesized relationships are proposed to display the results.

Chapter three introduced the construct measurements, hypothesis development, questionnaire design, sampling technique, the study scope, data analysis procedures, and the software program to use for this study.

Chapter four expressed the data analysis and results that normally mention the descriptive results of the data, relationships or influential factors among the constructs, and model fit information. This chapter is logically supported by the study to make it reliable and standard.

Chapter five was the final part to make a summary of the important findings and get to know the conclusion of the study. It actually covers several analyses,

such as the relationship of the constructs within the framework, suggestions, and practical implications of the results for future research.

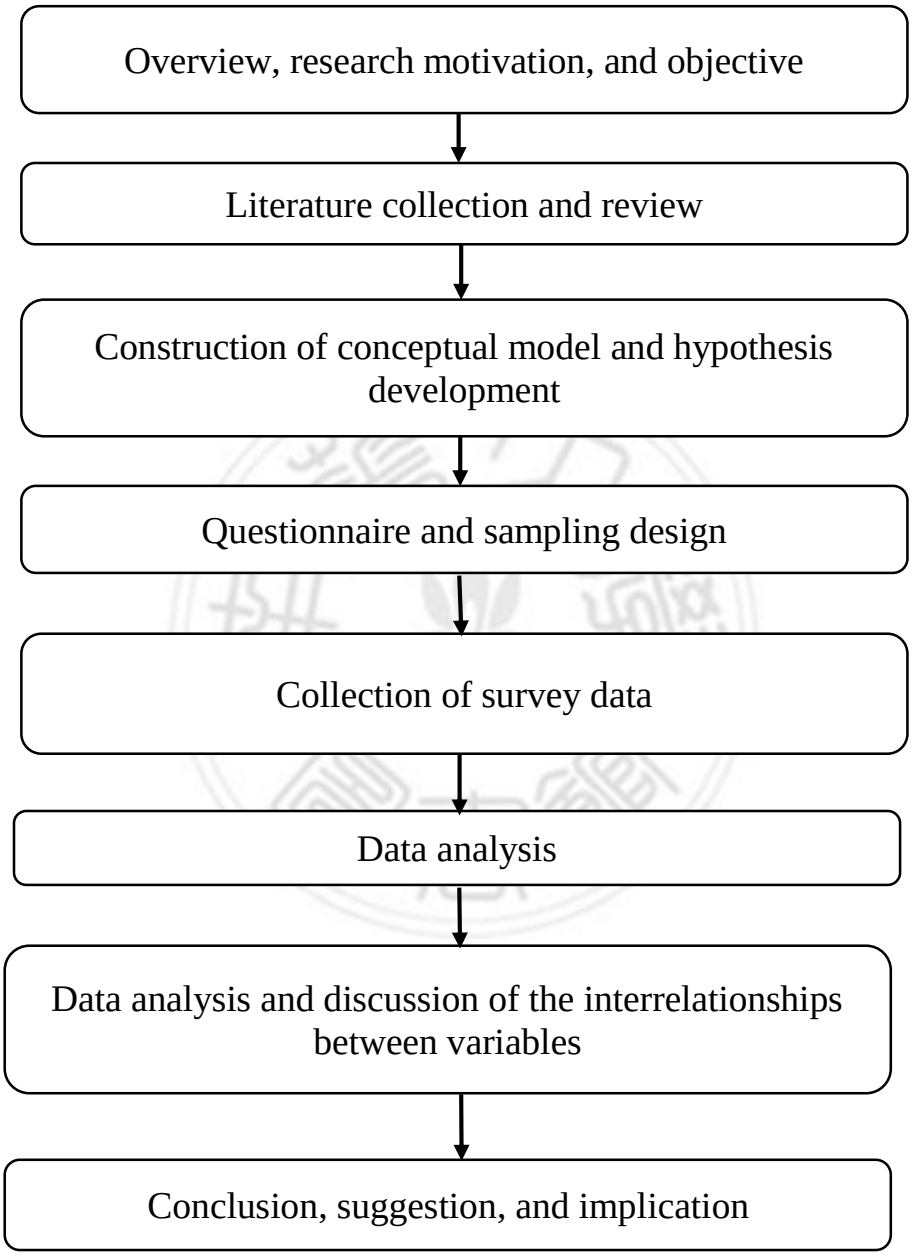

Figure 1-1 Research Process

Source: original study

CHAPTER TWO
LITERATURE REVIEW

Chapter Two played a crucial part in showing that the proposed framework is backed up with reliable sources and supportive studies. A literature review of the theories will be discussed here to show the relationship between each construct. Subjective norms and e-WOM serve as important moderators within the construct. The PZB model will be defined the exact key terms to figure out service quality in this context. In addition, subjective norms, perceived usefulness, customer satisfaction, and actual behavior related to use will all be supported by the Technology Acceptance model 2. The link between each concept and the study hypotheses will be provided at the end of this chapter.

2.1. Theoretical Background

2.1.1. Service Quality (SERVQUAL Model)

In 1985, Parasurarman, Zeithaml, and Berry invented the PZB model, which measures service quality. And then, it was called the SERVQUAL model because it was developed to add more logic to the customer perception side and the organization side with 22 items (Parasuraman, et al., 1988). It is referred to as the "gaps" that define the interrelationship between consumer expectations and service providers at a particular time (Parasuraman, et al., 1985). There are five gaps, and the ten criteria are included. One thing that mostly many researchers did is determinants of external service component that focus on how well service is while customers have consumed. External service quality, it is called ESQ

(Almohaimmeed, 2019). In the gap it also known as customer service quality, is the client's assessment of the firm's service quality (Gajanan, 2016). There are five dimensions such as tangibility, reliability, responsiveness, assurance, and empathy. Basically, as shown in the figure, there are five gaps including knowledge gap, design gap, delivery gap, communication gap, and external gap (Parasuraman, et al., 1985). But among these gaps, gap 5 occurs when the customer misinterprets the quality of service and it is such essential aspect to study in this research. For example, a service provider may continue to communicate their customer to guarantee quality control and satisfaction, but the customer may perceive this as an indicator that something is wrong or that something is missing with the service provided by the staff.

The difference between perceived and expected service levels is regarded as a measure of service quality.

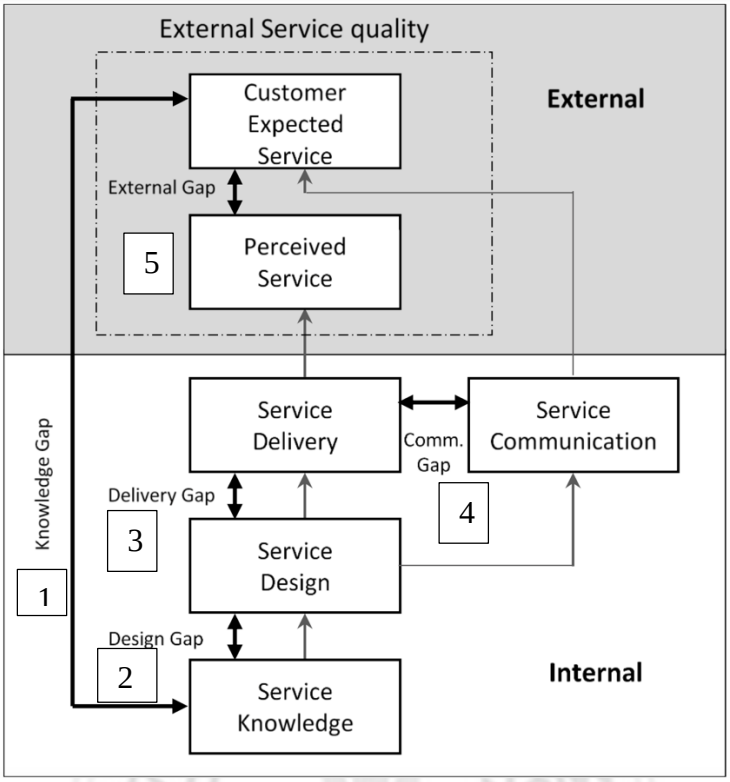

Figure 2-1 Gaps Model of Service Quality-PZB 85; Parasuraman et al., 1985

Furthermore, the interrelationship between the consumer and the service provider is significant, and their actions and positive or negative habits affect the positioning of the quality of service for the specific firm (Thomas, 1981). In the food and beverage sector, employee expertise was determined as the key factor in the service quality to perform better service because it showed the ability to understand the customer and make the service operate more smoothly (Qin and Prybutok, 2008). On the other hand, customers are just one participant, and service quality is indeed one component of the conduct that all consumers expect from a service provider. It is natural that the model can be used to assess quality in a variety of areas of behavior and with a variety of stakeholders (Brønn, 2009). The other thing is that service quality is selected as the effective factor on online food delivery services to make the customer's choice happen because there are many

service providers in the same sector. If a bad service is processing, the possibility that customers intent to change that service are also high (Saad, 2020). Instance, according to Gronroos (1990), Hocutt (1998), Chandrasekhar, et al. (2019) in keeping with the prior study, it particularly revealed beneficial connections. Recently, Cheng, et al. (2021) studied a new context of the online food delivery service in Taiwan, which is based on the developed PZB model. It mentioned about six elements to facilitate the service quality more logically and fit with the Asain context. Those elements are, namely, reliability, assurance, food quality and hygiene, system operation, security, and traceability.

2.1.2. Technology Acceptance Model 2

On the basis of the empirical researches, it is mentioned that the Technology Acceptance Model (TAM) of Davis (1989) is indeed a critical model for understanding the determinants of human behavior in the direction of prospective acceptance or rejection of technology. It is based on the psychological theories of reasoned action and planned behavior (Marangunić and Granić, 2015). After that, TAM has been studied a long way. While there are still conflicting views on TAM research given past and current research trends, many interesting directions remain for future discoveries (Lee, et al., 2003).

In 2000, Technology acceptance model two series (TAM2) has developed to further study in the behavior adoption for the new technology or system. As the result, Subjective norm, output quality, voluntariness, and image were considered as the potential variables which contributed to the model effectively (Venkatesh and Davis, 2000). In facts, there are two main determinants in the model namely subjective norm and perceived usefulness. Without experienced, but consumers decided to behave a service/product by just getting motivation from their

important people or professional people, it is known as subjective norm (Ajzen, 1991). And perceived usefulness is referred to the benefit of using a particular system or technology which can improve the quality of human well-being (Davis, 1985). Furthermore, subjective norm has a large significant influence on behavior intention in addition to perceived usefulness and perceived ease of use for obligatory adoption which is showing about the TAM2 advances TAM. Additionally, perceived usefulness is a key variable in the model that have played a crucial role to mediate the relationship among the constructs toward behavioral intention.

2.2. Term and Definition

2.2.1. Service Quality (PZB)

According to A. Parasuraman, V.A. Zeithaml, and L.L. Berry, the quality of the service is evaluated during the provision of the service, and the contact with each client implies a moment of truth as an opportunity to make the client satisfied or dissatisfied (Parasuraman, et al., 1985). When comparing the impression of the service obtained with the expectations of the requested service, the authors described customer satisfaction in terms of service as "when comparing the perception of the service received with the expectations of the requested service." Importantly, quality is acceptable when the perceived service meets or exceeds expectations. In 1988, PZB model presented five aspects, namely “tangible, reliability, responsiveness, assurance, and empathy”, comprising 22 items (Parasuraman, et al., 1988). Indeed, service quality is particularly important for companies, as it doesn’t just increase customer satisfaction, but also has a positive influence on the future behavior of customers. (Cronin Jr and Taylor, 1992). Additionally, customer satisfaction is about meeting customer expectations

through service, and satisfied customers are more likely to buy again if the service meets their expectations (Alam and Yasin, 2010). The technology is improving day by day which notably drives the service quality transform from offline to online which is called E-S-QUAL (Parasuraman, et al., 2005), (Ö zer, et al., 2013). After that, the movement of service quality is still going well by the scholar to ensure that the right service has been performed in the right way. Although e-commerce is often described as the continuation of e-commerce, the quality of the existing e-service may not be appropriate. This leads to the need for specific measures to measure the quality of the mobile commerce service, as it has its own characteristics (Lu, et al., 2009) and it has also reflected the adoption of using apps whose m-service quality is rolling toward the behavioral intention (Wang, et al., 2019). Recently, Cheng, et al. (2021) adapted to the SERVQUAL model and resource-based theory, their research referred to the top twenty essential service aspects through qualitative and quantitative techniques and established an online food service scale dependable on the service, maintaining meal quality, hygiene, safety, privacy, control systems, and tracking are among the six components of the online food delivery service index.

2.2.2. Subjective Norms

Many studies have included the subjective norm as a predictor of technology adoption in the technology acceptance model (TAM). It is such an important factor that it has an influence on the model. The subjective norm refers to a person's belief that the majority of individuals who matter to them believe they should or should not engage in a particular conduct (Fishbein and Ajzen, 1975). The notion that a major individual or group of people would accept and support a given conduct is referred to as "subjective norms". Subjective norms are

formed by people's incentives to conform to others' judgements and their perceptions of social pressure from others to behave in a specific way (Ajzen, 1991). Venkatesh and Davis (2000) developed the TAM 2 extension, a new model that combines social factors and cognitive instrumental determinants in one model. So, subjective norms already played an important role in fulfilling the usability of the model. As a result, Legris, et al. (2003) performed a qualitative meta-analysis and concluded that the TAM was a useful model, but should include human and social change process variables such as subjective norm. Additionally, based on the previous limitations, the subjective norms have improved enough to be considered as the moderating variable (Schepers and Wetzels, 2007). Currently, the significance of the moderating of subjective norms is important to support the relationship within the framework by improving intention more and more (Santos and Liguori, 2019). To improve the exploration of the behavioral intention of a consumer who prefers using the app, the indirect influence on the propensity to use was aided by subjective standards. In reality, it was successful on the Google apps platform via public status, and it had a significant beneficial influence on social image (Rejón-Guardia, et al., 2020).

2.2.3. Perceived Usefulness

All things considered, the degree to which a person believes that adopting a given technology would increase their work performance is defined as perceived usefulness (PU) (Davis, 1989). Focusing on online food delivery services, PU has contributed well to figuring out the consumer's intention. It is not such a hard task for all the people to use the system to order food, but mostly the younger generation can show the potential of what the post-usage usefulness of the

technology is (Yeo, et al., 2017). According to the relationship between perceived usefulness and customer intention, the researcher noticed that social influence positively affected perceived usefulness toward online purchase intention, especially the strong relationship between subjective norms and perceived usefulness (Bonn, et al., 2016). Subsequently, in the previous studies, PU has been conducted as the determinant of continuance intentions in many contexts, such as online travel services (Li and Liu, 2014), e-learning (Lin and Wang, 2012), mobile service provider (Abbas and Hamdy, 2015), and app using (Baker-Eveleth and Stone, 2020).

2.2.4. Customer Satisfaction

Firstly, to prove the point, customer satisfaction is an emotional phrase according to the concept, and there are some distinct sorts of satisfaction: enjoyment, relief, novelty, and astonishment (Oliver and Swan, 1989). Obviously, service quality relates to descriptions of a firm's service delivery process, whereas satisfaction has been defined as a "post-consumption" experience that compares perceived quality to desired quality (Anderson and Fornell, 1994). And then, the feelings of joy or disappointment in a person result from comparing the perceived performance or result of a product with expectations (Kotler, et al., 2014). Moreover, customer satisfaction is the degree to which a consumer perceives that a person, company, or organization has delivered a product or service that satisfies the customer's needs in the context in which the customer is familiar with and/or consumes the product or service (Cengiz, 2010). Similarly, customer satisfaction is defined as the customer's assessment of a product or service to the extent that that product or service meets the customer's needs and expectations (Wilson, et al., 2016). So, customer satisfaction is a very personal assessment that is heavily

influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from confirming or denying individual expectations for a service or product. As they pointed out, product/service quality, perceptions of worth or reasonableness, value, individual goods (state of buyer mind or state of passion), and buyer history are all factors that influence customer satisfaction (Ok, et al., 2018). Recently, to apply in the online food delivery industry, the authors also didn't mention anything too different from the empirical studies. It refers to the satisfaction of receiving the right quality of an actual service/product that you had expected and feeling good and positive about doing it through those sites (Ding, et al., 2011) and (Annaraud and Berezina, 2020). Notably, the major source of inspiration for continuous use intent is people's behavior, followed by performance likelihood and societal impact. In addition, this even confirms the importance of information quality, service expectations, customer patterns, and social effects as factors that motivate people to utilize grocery delivery apps on a regular basis (Lee, et al., 2019). And Suhartanto, et al. (2019) also supports this type of conceptual model since data demonstrates that food quality has a direct influence on online loyalty, but not on the quality of online services. Furthermore, this research revealed that customer happiness and the perceived value of the link between food quality and eService quality have a somewhat moderating effect in online loyalty to OFD services.

2.2.5. Electronic Word-of-Mouth (E-WOM)

Actually, word of mouth is a type of tool that involves customers exchanging information and thoughts about a product, brand, or service, which could then be used to influence purchasers to buy or avoid the product, brand, or service (Hawkins and David L, 2015) and (Jeong and Jang, 2011). Because of the

fast-moving of the technology, Litvin, et al. (2008) propose a concept of e-WOM to adapt to the new evolution as the terminology of "all informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services". Actually, his concept was going around the definition of Hennig-Thurau, et al. (2004) "any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to a multitude of the people and institutes via the Internet". Currently, e-WOM is possible on the internet condition through various channels such as email, online communities, discussion forums, product review sites, instant messaging (IM), newsgroups, chat rooms, social media, etc. (Vilpponen, et al., 2006). Accordingly, to the TAM theory, one study has mentioned the relationship within the model, which is important to apply in developing countries, and it is linked well to knowing the strong relationship of e-WOM toward the use intention (Eneizan, et al., 2020).

In fact, while e-WOM has a completely mediated impact on the relationship between brand awareness and purchase intention, it does not appear to have a mediating effect on the relationship between two other independent variables and purchase intention (San and Dastane, 2021).

2.2.6. Behavioral Intention

According to Fishbein and Ajzen (1975), behavioral intention can be defined as a measure of the strength of a person's intention to perform a certain behavior. And a person's behavioral intention to use a system is directly impacted by their attitudes about utilizing it and their subjective probability that using a specific application would improve their work performance, according to Davis (1989). It also worked in system studies to test the intention of consumers or users

in order to figure out the specific reason for using the system. A study has shown that only three of the latent variables, perceived usefulness, system quality, and service quality, are important as predictors of intention to use (Mardiana, et al., 2015). Ajzen, et al. (2009) and Ajzen and Madden (1986) have defined behavioral intention based on three main factors. The first is the attitude towards the behavior, that is, positive and/or negative evaluations of a person in the execution of a specific behavior. Such attitudes are influenced both by behavioral beliefs (that is, beliefs about the consequences of the behavior) and by outcome evaluations (that is, positive/unfavorable evaluation of the consequences of the behavior). The second refers to subjective norms, defined as an individual's perception of social pressure to adopt certain behaviors. These norms are subject to their normative beliefs (i.e., how other important people, such as parents, relatives, and friends, want them to act) and motivations for conformity (i.e., individuals' or peer groups' views on behavior). The third is perceived behavioral control, that is, the degree to which an individual believes that a particular behavior will be difficult or easy to perform. This variable depends on two dimensions, namely controlling beliefs (i.e., the assessment of the presence or absence of factors that facilitate/inhibit the specific behavior) and perceived power (i.e., the perceived impact of facilitators/inhibitors on this behavior). Recently, the factors behind customer satisfaction have been identified as food quality, accessibility, delivery speed, restaurant diversity, and promotion towards the behavioral intention to use the online platform more effectively. So, customer satisfaction towards behavioral intention was highly considered as a valuable relationship in the online food delivery sector (Pinto, et al., 2021).

2.3. Hypotheses Development

2.3.1. Interrelationship Between Service Quality and Perceived Usefulness

Service quality refers to the consumer's perception of the particular service provided by the service provider to fulfill the consumer's needs (Parasuraman, et al., 2005) including five dimensions namely tangible, reliability, assurance, responsiveness, and empathy. The relationship between service quality and Technology Acceptance Model is significant in many industries to figure out the concept of technology adaption. Actually, the customers' perception of mobile service quality is very important in determining the success of a business (Puriwat and Tripopsakul, 2017). In addition, service quality plays a crucial role in the online feature, which positively affects perceived usefulness and perceived ease of use in the internet shopping context (Ahn, et al., 2004). Similarly, with the development of information systems, the quality of the service and of the system influences the intention of the user through the mediating constructs of perceived usefulness and perceived ease of use (Pai and Huang, 2011). Besides this, improving user perception behavior has been recommended to improve service mobile service quality to track the user's behavior and be a long-term dynamic process (Qizhi, 2020). By the way, given the importance of subjective norms as a social influence that determines individual customer decisions regarding food delivery applications, special attention should be given to increasing the dissemination of information about these applications among peers (Belanche, et al., 2020). Moreover, system quality is defined as the perceived usefulness of a consumer to experience a particular system. So, based on Jahng, et al. (2000) and Gu, et al. (2019) they successfully proposed a reliable relationship that service quality effects on perceived usefulness.

H1: Service quality has a positive effect on perceived usefulness.

2.3.2. Interrelationship Between Service Quality and Customer Satisfaction

From this point of view, service quality and each other really have a strong relationship, mostly in the studies of quantitative research. Many researchers have determined the service quality that affects customer satisfaction, such as Bolton and Drew (1991), Sweeney, et al. (1999); and Wang and Shieh (2006). According to Afthanorhan, et al. (2019), service quality has a major impact on customer satisfaction. Among the dimensions of service quality, the environment and general service were considered of great importance and were assigned a high-performance index. Additionally, much research is currently debating and verifying the link between service quality, client happiness, and home delivery services in the food and beverage (F&B) market. Previous research has recently discovered that service quality has a favorable influence on consumer happiness and loyalty in the food and beverage and home delivery industries (Chou and Lu, 2009); (Kim, et al., 2009); (Chen, et al., 2011); (Wu and Cheng, 2018). Moreover, service quality can be defined as the driven factor which potentially involved in the service industry (Li, et al., 2021). For the latest one, it is referred to as the study of the construction of a service quality scale for the online food delivery industry through customer satisfaction (Cheng, et al., 2021). That is strongly supported. Following the reasons above, the hypothesis is stated.

H2: Service quality has a positive impact on customer satisfaction.

2.3.3. Interrelationship Between Subjective Norms and Perceived Usefulness

As per discussed above, both service quality and perceived usefulness have been postulated that service quality strongly impacts perceived usefulness (Gu, et al., 2019). On the other hand, subjective norms are a person's beliefs about how and what people who are important to them think they should do or should not do (do or not do a certain behavior) (Sánchez-Prieto, et al., 2017). In addition, the subjective norm is the social component, related to behavior, as perceived by the referrers (friends, university professors, advisors, and peers) (Valtonen, et al., 2015). Based on TAM2, the study showed that subjective norms influenced perceived usefulness and behavioral intention (Teo, 2010; Venkatesh and Davis, 2000). Technology development displays that the enhancement of knowledge comes from many factors, showing how it has worked through behavioral intention. In this scenario, service quality influences perceived usefulness towards behavioral intention (AL-Nawafleh, et al., 2019).

According to Baron and Kenny (1986), two variables influence one outcome. The first variable can be proposed to be the moderator between the second variable and the outcome. The adaptation of the sophisticated technology, service quality has positively impacted on perceived usefulness to enhance customer experience (Kim and Lee, 2014) while subjective norm has been involved, TAM3 (Venkatesh and Bala, 2008). So, based on the theory, subjective norms are considered as the moderator between service quality and perceived usefulness.

H3: Subjective norm is a moderating effect on the relationship between service quality and perceived usefulness.

H4: Subjective norm positively impact on perceived usefulness.

2.3.4. Interrelationship Between Subjective Norms and Customer Satisfaction

Generally, subjective norms are defined as an individual's perspective of a group or an individual in order to promote or reject a particular action (Fishbein and Ajzen, 1975). As previous research studies have discovered, there are a variety of outcomes in the relationship between the subjective norm as a factor which influences customer intention (Ramayah and Razak, 2008). Importantly, Parkinson, et al. (2012) stated that subjective norm has a significant impact on customer loyalty. In addition, subjective norms are significantly related to customer satisfaction, while the latter is conducted with service quality (Alnaser, et al., 2017). In the F&B industry, Annaraud and Berezina (2020) mentioned clearly how service quality impacts customer satisfaction and also defined the electronic service quality adaption. Moreover, a successful study in the same context and industry was released, showed more reliable that service quality considerably supported customer satisfaction. Consumer was normally satisfied while they perceived their expected service and it was processed to loyalty (Cheng, et al., 2021).

Once again, the reasons above are postulated relationships within constructs. Service quality positively impacts customer satisfaction, and subjective norms are also related to customer satisfaction. Based on (Baron and Kenny, 1986) the moderating role of subjective norms in service quality and customer satisfaction is proposed.

H5: Subjective norm has positive impact on customer satisfaction.

H6: Subjective norm has a moderating effect on the relationship between service quality and customer satisfaction.

2.3.5. Interrelationship Between Perceived Usefulness to Customer Satisfaction

Perceived usefulness is one of the potential constructs in TAM to observe the context of how people use the technology system (Davis, 1989). Notably, perceived usefulness plays an essential role in defining the user's behavior by improving the result of using information technology (Davis, 1989). (Chiu, et al., 2009) revealed that the perceived usefulness is the extent of using e-commerce websites to improve business results and transactions. While customers are successful with online shopping, their satisfaction increases accordingly. Deng, et al. (2010) believe that when technology can provide a useful function to customers, the value will increase customer satisfaction. For instance, people prefer perceived usefulness before they consider whether to satisfy their needs (Li, 2016). And the online system acceptance comes up with a certain measure of customer satisfaction (Khan and Dominic, 2017). Recently, research has shown the importance of the perceived usefulness of users when it comes to user satisfaction and behavioral intentions towards mobile apps (Baker-Eveleth and Stone, 2020). Mobile apps have changed and improved the way we communicate, buy, and interact. The volume and variety of applications available make the market highly competitive for companies developing such applications. In addition, the number of applications and their impact on consumers and other individuals present both business opportunities and challenges. That's why the relationship between perceived usefulness and customer satisfaction is an essential key term to study.

H7: Perceived usefulness is proposed to have a significant and positive influence on customer satisfaction.

2.3.6. Interrelationship Between Perceived Usefulness and Behavioral Intention

Individual users' views of new technology's usefulness are shown when they believe that using it would help them enhance their work performance, and it is one of the most important variables in deciding whether or not to adopt it. On the whole, it is perceived usefulness (Davis, 1989). Based on the TAM, perceived usefulness plays a crucial role in telling the story, which is related to the consumer behavior that performs in technology services (Davis, 1989). Some researchers have demonstrated that the benefit of using (perceived usefulness) influences inclinations to utilize smartphones and government programs as a service (Almarashdeh and Alsmadi, 2017), (Mensah, et al., 2017). Moving on, perceived usefulness is still important in the context of mobile service through the internet (Mensah, 2020).

H8: Perceived usefulness has positive impact on behavioral intention

2.3.7. Interrelationship Between Customer Satisfaction to Behavioral Intention

By Kotler (2001) mentions that satisfaction is defined as the result of an individual's assessment between expectations and perceived performance in a product or service, so that the assessment can be in the form of satisfaction or dissatisfaction. In previous findings, the association between customer satisfaction and behavioral intentions has been well established (Burton, et al., 2003). Moreover, self-service technologies (SSTs) are still considered to be a critical component of customer–firm interactions in which satisfaction has interacted with behavioral intention towards SSTs (Lin and Hsieh, 2007). In the same way, Collier and Sherrell (2010) have empirically demonstrated that customer satisfaction forms positive intentions in relation to SSTs experiences in terms of future use. In

addition, according to Shahid Iqbal, et al. (2018), there is still support for this relationship between customer satisfaction and behavioral intention.

Last but not least, Pinto, et al. (2021) supposed that online food delivery services can significantly influence buyers' intentions because consumers continue to prefer online food ordering due to the increased convenience offered by the app platforms.

H9: Customer satisfaction has significant influence to behavioral intention.

2.3.8. Interrelationship Between E-WOM to Behavioral Intention

Many scholars have discussed the relationship between these two constructs to adopt the new era of technology. Electronic word of mouth is referred to as the recent evolution of WOM, which compared to traditional WOM, online WOM is more useful for speed, convenience, unique reach, and no face-to-face pressure (Phelps, et al., 2004). E-WOM will support any experts to know that creating and developing secure and reliable processes will be the key to success in Internet shopping behavioral intentions (Kamtarin, 2012). Electronic Word of Mouth (e-WOM) is defined as communication or statements that are negative or positive from consumers about products, services, and companies that are shared by many people or who will become consumers via the internet (Hennig-Thurau, et al., 2004). According to King, et al. (2014) because of its greater amount, permanence, testability, dispersion, secrecy and deceit, value sensitivity, and commitment to society, e-WOM is regarded as an essential source of information for customer preferences. Word of mouth is important in affecting perceived utility and ease of use of digital banking services, as well as intents to use internet banking services and purchase intentions, according to previous study Mehrad and Mohammadi

(2017) and Tien, et al. (2019). And similarly, the relationship still has an impact on each other as well (Mensah, 2020).

Besides this, the influence of e-WOM on the link between perceived usefulness, perceived ease of use, and intention to utilize mobile services has been investigated, and the findings clearly suggest that e-WOM is a beneficial moderator between perceived usefulness and performance expectancy or behavioral intention. Also, the study indicated that e-WOM is a significant predictor which accelerate the relationship between perceived usefulness and behavioral intention. Hence, customers are attracted by the e-WOM towards using the mobile apps (Mensah, 2020). The mentioned shreds of the evidences above, perceived usefulness positively impacts on behavioral intention and e-WOM is also significant on behavioral intention. So, the moderating role can be determined based on one theory proposed by Baron and Kenny (1986).

H10: E-WOM has a significant influence on behavioral intention

H11: E-WOM has moderating effect on the relationship between perceived usefulness and behavioral intention.

CHAPTER THREE
RESEARCH METHODOLOGY

In this chapter, the study mentioned the story around the structure of the research study. The methodology here is linked back to the literature to explain certain methods and the academic basis of your choice. Especially, some criteria were defined among the constructs and for data analysis.

3.1. Research Model

Source: original study

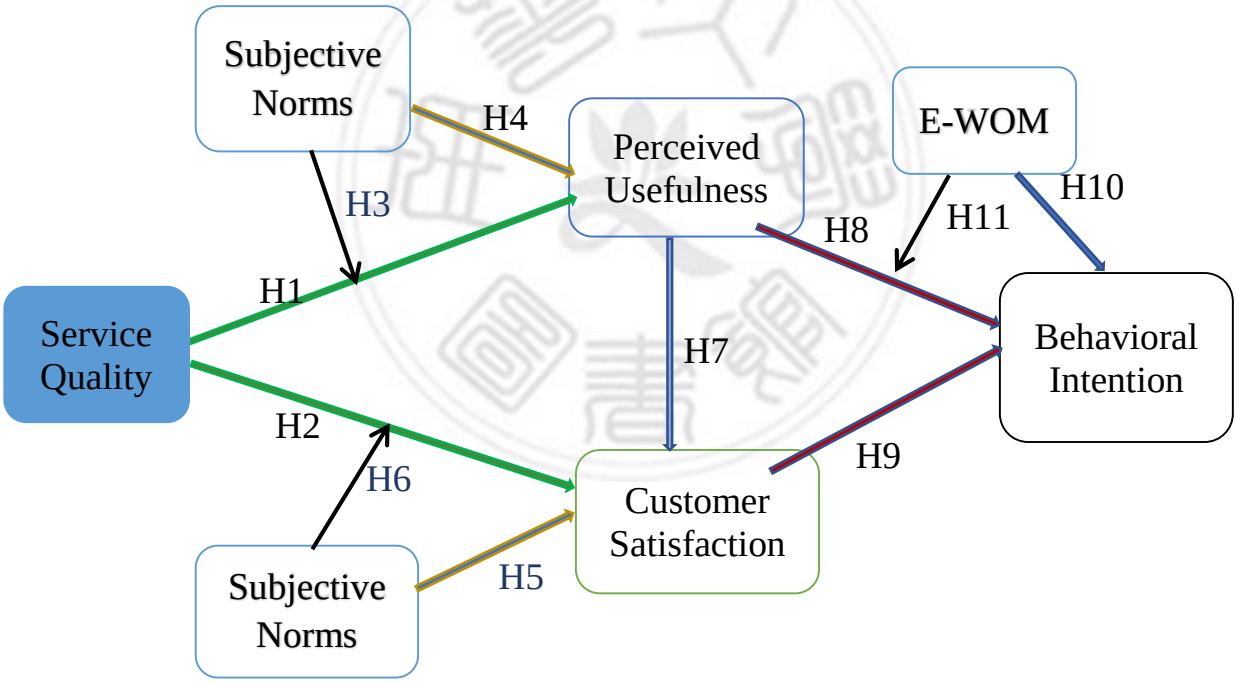

Figure 3-1 Conceptual framework

Back in the Chapter Two, the hypothesis development part, the combination of those hypotheses can be supposed to be a proposed framework model of this research. So, figure 3-1 shows the framework as below.

H1: Service quality has a positive effect on perceived usefulness.

H2: Service quality has a positive impact on customer satisfaction.

H3: Subjective norm is a moderating effect on the relationship between service quality and perceived usefulness.

H4: Subjective norm positively impact on perceived usefulness.

H5: Subjective norm has positive impact on customer satisfaction.

H6: Subjective norm has a moderating effect on the relationship between service quality and customer satisfaction.

H7: Perceived usefulness is proposed to have a significant and positive influence on customer satisfaction.

H8: Perceived usefulness has positive impact on behavioral intention

H9: Customer satisfaction has significant influence to behavioral intention.

H10: E-WOM has a significant influence on behavioral intention

H11: E-WOM has moderating effect on the relationship between perceived usefulness and behavioral intention.

3.2. Sampling and Data Collection

The sampling method will determine how to recruit participants or obtain measurements for a specific study by collecting the data systematically. The nature of this study is totally quantitative research. Actually, the population of this research is located in Phnom Penh city, Cambodia. Because it is a potential capital which is notably developing in almost all sectors by now. In fact, it is focused on the modern lifestyles of its citizens. That's why 2.281 million people Wikipedia (2021) were selected as the population of the study. in fact, there are many online food delivery companies in Cambodia. But in this study, the top three companies

have been selected namely Foodpanda, E-Gets, and Nham24. In addition, the study would be conducted with the quantitative data through an online survey using a Google form. And then the link will be sent to the social media user, such as Facebook group, Facebook Messenger, Line, Telegram, Instagram, and e-mail. And the respondents just tick on a seven-point scale to indicate which one their answer is. To make the study more reliable and usable, the total number of respondents was limited to around 350. That will represent the population as the total population of Phnom Penh city, Cambodia. The duration of data collecting took around two weeks in December 2021. It was starting from the second week until the third week of December 2021. After that, all the data will be transferred to the SPSS program for coding. So, the next step, the rule of thumb in the data analysis procedure, is applied.

3.3. Research Instrument and Questionnaire Design

3.3.1. Research Instrument and Measurement

There are six constructs in this study, namely service quality, subjective norms, perceived usefulness, customer satisfaction, e-WOM, and behavioral intention. The framework is a combination of two theories, namely PZB and TAM, to explore the service quality of online delivery service providers through technology communication. Furthermore, a demographic dimension was also created to explore the respondent differences and status as part of the study. Consequently, the operational definition of the questionnaire has been determined, and the questionnaire is presented in the Appendix.

3.3.1.1. Service Quality

Based on the same industry and context, service quality is utilized by Parasuraman, et al. (1988) and updated to the online food delivery sector by Cheng, et al. (2021). Online food delivery service quality is the ability to perform a good service to meet the consumer's expectations, namely reliability, meal quality and hygiene, assurance, security, system operation, and traceability. Therefore, the questionnaire items are implied as below:

SQ1. The online food delivery company publicly shows general information to consumers.

SQ2. Correct bills and related information are provided as the reference.

SQ3. The deliveryman can help solve customers' problems.

SQ4. The delivery process keeps the food's flavor until delivery immediately ends.

SQ5. This delivery process keeps the food at a constant temperature until delivery immediately ended.

SQ6. The meal's appearance is maintained by the delivery man.

SQ7. The meal and its quantity are correct and delivered quickly.

SQ8. This online food delivery (OFD) operator's charge is reasonable.

SQ9. This ordering system (App) protects customers' personal information.

SQ10. This ordering system (App) keeps customers' ordering records.

SQ11. This ordering system (App) provides operating instructions.

SQ12. This ordering system (App) is simple, smooth to operate, and helps find the customer's needs.

SQ13. Customer may use this platform to track delivery status and estimate delivery times.

SQ14. The delivery person of this company is well aware of the location where the meal is to be delivered.

3.3.1.2.Subjective Norms

The definition refers to any social influence that may determine whether individuals or groups perform or not perform a given behavior (Ajzen, 1991) and (Belanche, et al., 2020). The study set the questionnaire as below:

SN1. My professional colleagues are putting social weight on me. I should use an online food delivery service (OFDS) when I want to eat something.

SN2. It's essential to me professionally that everyone I work with wants me to use an online food delivery service (OFDS) as a good idea to buy food.

SN3. My respected professional peers believe that I should employ an online meal delivery service (OFDS).

SN4. It is required of me to utilize a meal delivery service online (OFDS).

3.3.1.3.Perceived Usefulness

Per the most popular theory, TAM, perceived usefulness is the reason for choosing to conduct the research. It is such a usable construct that it is possible to apply it in recent situations. The definition is the degree to which a person believes that using a particular system would enhance his or her performance (Davis, 1989). So, based on this, the questionnaire is written as below:

PU1. Online food delivery enables me to accomplish tasks faster.

PU2. That kind of service delivery profit my time during I spend on ordering

PU3. Online food delivery can help me make better purchasing decisions.

PU4. It is required of me to utilize online food delivery service (OFDS)

3.3.1.4.Customer Satisfaction

In this research, customer satisfaction plays a role in defining user satisfaction in TAM. When the customer has experienced with service quality,

customer satisfaction is predicted to translate the scenario towards behavioral intention. According to the empirical studies in the same context, customer satisfaction refers to the satisfaction of receiving the right quality of an actual service/product that they had expected and feeling good and positive about doing it through those sites (Ding, et al., 2011) and (Annaraud and Berezina, 2020). Based on these strong references, the qualified questionnaire is set below:

CS1. I'm pleased with the quality of the meal I ordered.

CS2. That was a smart decision to make an online purchase through the website/App.

CS3. I have truly enjoyed ordering from the site.

CS4. My choice to purchase from the site is a wise one

CS5. I feel delighted with a food delivery service's online or mobile ordering method.

3.3.1.5.Electronic Word-of-Mouth (e-WOM)

Basically, this construct is referred to as "social media" or "electronic word of mouth", which is revealed by Hu and Ha (2015) to reflect the context of the study. It indicates any information related to brands/products exchanged among the users of social networking sites. Consumers' or friends' actions on social media are taken as reference for their buying decisions (Kudeshia and Kumar, 2017). Therefore, the questionnaire is defined as below:

EWOM1. I routinely read the comments of previous customers/friends to ensure that I purchase the correct product/brand/service.

EWOM2. I frequently read the comments of other customers/friends to see what products/brands/services they like.

EWOM3. I usually look at the posts of other customers/friends to learn more about products/brands/services.

EWOM4. I regularly check the comments of other customers/friends in order to feel confident in my purchasing decision.

3.3.1.6.Behavioral Intention

Once again, back to TAM, behavioral intention is the main dependent variable in the model to observe consumer behavior (Davis, 1989). Behavioral intention to use refers to interpersonal behavior which is consider to reuse, recommend, and keep using it for a long period of time (Zeithaml, et al., 1996); (Kumar, 2020). As the result, the questionnaire is adapted as below:

BI1. I intend to reuse the online food delivery service (OFDS) to facilitate my daily life.

BI2. I intend to recommend the online food delivery service (OFDS) to others.

BI3. I plan to use an online food delivery service (OFDS) for a long time.

3.3.1.7.Demographics

It is such an essential part of the study to identify some related personal information that most of the scholars have taken this part to estimate the differences and status of the respondent. According to the previous studies, the demographic features can be defined as the items below:

- Gender
- Age

- Educational level
- Income level
- Occupation
- Online food delivery companies which have experienced
- Frequency of making order food online by apps.

3.3.2. Questionnaire Design

There are six main constructs in this study, with 34 questionnaire items. It is designed into 8 sections in the Google form. The first one is the introduction part, which describes the topic, the brief purpose of the study, and the confidential agreement with the valuable respondents. The next one is the six constructs, which are displayed one by one. Lastly, the demographic information is asked at the end of the questionnaire form.

The questionnaire procedure is really important for accessing the level of the answers from respondents. According to the procedures conducted by (Saunders, et al., 2009), the Likert-style is used to rate the answer, and this style is conducted to rank and evaluate their opinion based on the statement. Indefinitely, a seven-point Likert scale mentioned the measurement level as ranging from 1= strongly disagree, 2= disagree, 3= partially disagree, 4= neutral, 5= partially agree, 6= agree, and 7= strongly agree.

3.3.3. Questionnaire Translation

Since the current study was conducted in Cambodia, the questionnaire has been developed both in English and in the Khmer language. The Khmer version is intentionally used to facilitate English because some respondents have limited

knowledge of English. Due to accuracy and textuality, the translation is very important to making the questionnaire more effective. In order to preserve the meaning after the Khmer translation, the researcher decided to seek the support of professional translators with career experience.

3.4. Data procedure

SPSS version 25 will be used in order to execute the data analysis. There are methodological techniques, namely:

- Descriptive statistical analysis
- Factor analysis reliability
- Independent sample T-test
- One-way analysis of variance (ANOVA)
- Simple linear regression analysis
- Multiple regression analysis
- Partial least squares (PLS)

3.4.1. Descriptive Statistical Analysis

The basic characteristics of the data in a study are described using descriptive statistics. Simple summaries of samples and measurements are provided. They are the foundation of almost all quantitative data analysis, along with simple graphical analysis. In addition, descriptive statistics are usually different from inferential statistics, and they simply describe what the data is or what it displays. Descriptive analysis is perceived to be more comprehensive than other quantitative methods because it provides a more comprehensive picture of an

event or phenomenon. In order to do descriptive research, it can utilize any number of variables, or even a single number of variables.

3.4.2. Factor Loading and Reliability Test

Factor analysis is a method of modeling observed variables to identify unobserved "factors." This is a method to reduce the number of useless items within each construct. Reliability refers to consistency, a tool that produces stable and consistent results/scores. After extracting the factors, checking the stability of the factors is required. Indefinitely, the purpose of this kind of test is to ensure the right selection of qualified questionnaire items with high factor loading, Eigenvalue, screen test, item-to-total correlation, and Cronbach's alpha value. According to Hair, et al. (2011), the rules of thumb for this test are shown below:

- Factor loading > 0.6
- Communalities > 0.5
- Eigenvalue > 1
- Accumulated explained variance > 60% or 0.6
- Item-to-correlation > 0.5
- Coefficient Cronbach's alpha (α) > 0.7

Notably, for those items which do not match the requirements of the rule of thumbs, they will be eliminated by the software program.

3.4.3. Independent Sample T-test

The independent sample t-test is a statistical tool for analyzing the comparison of two independent groups' means. if we chose two samples from the same population for an independent sample t-test, the mean of the two samples

would be the same. Therefore, the differences between males and females will be implemented into the independent sample T-test with six constructs: service quality, subjective norms, perceived usefulness, customer satisfaction, e-WOM, and behavioral intention.

3.4.4. One-way analysis of variance (ANOVA)

A one-way analysis of variance (ANOVA) was utilized to see if there were statistically significant differences between the means of three or more independent (unrelated) groups.

In fact, it examines the averages of the groups they're interested in, determining if any of them are statistically distinct from one another. In this study, it is used to explore the group between demographic variables and six constructs. The analysis mostly focuses on the significant values of f-value and p-value. The rule of thumbs, f-value is greater than 4 while p-value is less than 0.05 according to Scheffe method (Scheffe, 1999).

3.4.5. Regression

3.4.5.1. Single Regression

Basically, a statistical tool for summarizing and studying relationships between two variables is simple linear regression. It is known as a statistical model of a single dependent variable and a single predictor variable. Normally, it is performed to study the correlation that exists between two variables and define how well they connect to each other. For this research, simple linear regression analysis is implemented to study the relationship among the six constructs: service quality, subjective norms, perceived usefulness, customer satisfaction, e-WOM, and behavioral intention.

3.4.5.2.Multiple regression analysis

Many regressions are referred to as a type of statistical technique for investigating the connection between multiple independent variables and a single dependent variable.

Using known independent variables, multiple regression analysis attempts to predict the value of a single predictor variable. It means that this regression is used for one dependent variable to predict the other independent variables. So, the rule of thumb of this analysis is mainly focused on the overall fit of the model and the value of each predictor to the total variance explained. The criteria below mentioned the significance of R2, f-value, Variance Inflation Factor (VIF), Durbin-Watson (D-W), and significance (p) (Hair, 2009).

- $R^2 > 0.1$; Adjusted $R^2 > 0.1$
- F-value > 4
- VIF > 1
- T-value > 1.96
- $P < 0.05$

In this study, the multiple regression analysis will be performed to define the mediating variables of the framework namely:

a. Between the independent variable of service quality and the dependent variable of behavioral intention exists perceived usefulness.
b. Perceived usefulness is the difference between the independent variable of service quality and the dependent variable of customer satisfaction.
c. Customer satisfaction is the relationship between the independent variable of service quality and the dependent variable of behavioral intention.

d. Customer satisfaction is defined by the relationship between the independent variable of perceived usefulness and the dependent variable of behavioral intention.

Besides, the multiple regression also adopted to Baron and Kenny (1986) for moderating analysis. There are three phases of moderating effects, namely,

a. Moderating of subjective norm on the relationship between service quality and perceived usefulness
b. Moderating of subjective norm on the relationship between service quality and customer satisfaction
c. Moderating of electronic word-of-mouth on the relationship between perceived usefulness and behavioral intention.

3.4.6. Partial Least Squares Structural Equation Modeling (PLS)

As we have known, SEM refers to Structural Equation Modeling, which is a second-generation mathematical and statistical approach that is frequently employed in marketing research since it can test theoretically supported linear and multiplicative causal models (Wong, 2013). Notably, Partial least squares Structural Equation Modeling (PLS-SEM) is used to for large amount of data and more suitable for the complexity of the model. Unlike multiple regression, PLS does not assume that the predictors are constant. PLS becomes more tolerant to measurement uncertainty since the predictors can be examined with inaccuracy. The PLS-SEM rules of thumb are listed below adopted by Cohen (1992) and Hair, et al. (2011) .

- The R^2 value is normally from 0 to 1. Specifically, the value of R^2 will be tight if R^2 >= 0.672, the value of R^2 is moderate when R^2 is between 0.33 and below 0.672. But, R^2 is weak if the R^2 <= 0.19.
- f2 are between 0.02, 0.15, and 0.35 (small, medium, and large effects)
- T-value is larger than 1.96
- Significance, $P < 0.05$,

On the other hand, because of two factors, namely the limitation of respondents and bootstrapping by Sander and Teh (2014), this study leads to the implementation of the Smart-PLS 3 program, in order to draw reliable and cohesive conclusions. Therefore, this research was conducted on the Smart-PLS program to reduce the complexity of the process, make it more convenient, and do verification of the conceptual model.

CHAPTER FOUR DATA ANALYSIS AND RESULTS

In this chapter, data analysis and data procedures are critically described in part. There are three phases. The respondents' information was first demonstrated in the first section to define the respondent's status. To investigate the measurement of each item, factor analysis and reliability testing are secondly performed to ensure that all the questionnaire items for the constructs are usable for the whole study. After that, this study used regression and the PLS program to figure out the mediators, moderators, and hypotheses' relationships among constructs.

4.1. Descriptive Statistic Analysis

To show the information's status, descriptive analysis plays an important method for displaying demographic information. This part shows the categories of respondents, such as mean, frequency, mode, standard deviation, and percentage of the data, etc.

4.1.1. Characteristics of Respondents

As in chapter three mentioned, the data collection was absolutely conducted by the Google Form. This study strongly intends to do it via the internet to avoid the COVID-19 pandemic. It was starting to send the questionnaire to respondents from December 3rd, 2021 to December 18th, 2021. All of the respondents received the questionnaire form via social media such as Facebook, Instagram, and Line. It totally took 2 weeks. As a result, 349 respondents filled out the form, and they were all considered valid data for input into the program. Actually, there was no

data missing because in the Google Form, it had one function to avoid missing whenever a respondent was willing to ignore some questions.

In the demographic information, table 4-1 statistically defines respondents' information, namely gender, education, age, income, occupation, service provider's name, and the frequency of customers that usually use the service. Men covered 60.7%, while women covered just 39.3%. There are no respondents who are under 13 and over 50 years old, but from 13 to 19 there is 7.2%. Notably, 20 to 19 is the largest number, which has 86.5%. The other one is 30 to 49, which accounts for 6.3%. In the education part, we can see most of the respondents have bachelor's degrees and some have master's degrees and some have high school. There is no doctorate degree. Moreover, most of them are working in the private sector, which accounts for 49% of them. 26.4% of respondents are students, and 14.3% are entrepreneurs or self-employed. In addition, foodpanda is the most popular brand in the online food delivery in Cambodia market with 68.5%, while the other two companies consist of 22.3% of Nham24 and 9.2% of E-Gets. Last but not least, 48.4% of respondents achieve their revenue of around 201 to 500 USD and 22.1% of respondents achieve 501 to 800 USD. Hence, the frequency of their orders mostly refers to 25.2% for once a week, 21.8% for twice a week, 20.1% for once a month, and 17.5% for every day.

Table 4-1 Respondents' information (n=349)

Demographic Variables		**Frequency**	**Percentage**
Gender	Male	212	60.7%
	Female	137	39.3%
Age (Years old)	Under 13	None	s
	13-19	25	7.2%

Table 4-1 Respondents' information (n=349) (Continued)

Demographic Variables		**Frequency**	**Percentage**
Gender	20-29	302	86.5%
	30-49	22	6.3%
	Above 50	None	
Education	Under high school	3	0.9%
	High school	36	10.3%
	Bachelor's degree	239	68.5%
	Master's degree	71	20.3%
	Doctorate's degree	None	
	Others	None	
Occupation	Unemployed	5	1.4%
	Student	92	26.4%
	Professor/lecturer/teacher	7	2.0%
	Entrepreneur/self-employment	50	14.3%
	Government officer	16	4.6%
	Private Sector Employee	171	49.0%
	Others	8	2.3%
Income	No income	37	10.6%
	Less than 200	21	6.0%
	201-500	169	48.4%
	501-800	77	22.1%
	801-1000	34	9.7%
	Above 1000	11	3.2%

Table 4-1 Respondents' information (n=349) (Continued)

Demographic Variables		**Frequency**	**Percentage**
Company	Foodpanda	239	68.5%
	E-Gets	32	9.2%
	Nham24	78	22.3%
Frequency	Never	5	1.4%
	Everyday	61	17.5%
	Once a week	88	25.2%
	Twice a week	76	21.8%
	Once a month	70	20.1%
	Once a quarter	45	12.9%
	Once a year	4	1.1%

Source: original study

4.1.2. Descriptive Statistic

In this table below, it mentions the mean value and standard deviation of each item among the constructs. Those values gradually show a positive sign. It means that a multitude of metrics are supposed to support the proposed framework, including service quality, subjective norm, perceived usefulness, customer satisfaction, e-WOM, and behavioral intention. 4.533 is the lowest and 5.762 is the highest value of the mean among each item. But it notably shows that the mean value of the subjective norm is around 4, lower than the other constructs. Furthermore, the standard deviation remains within acceptable limits, with a low of 0.862 and a high of 1.294. So, the next step analysis is strongly supported by these values.

Table 4-2 Statistical result of items, mean and standard deviation

Items of Service Quality	**Mean**	**Std. deviation**
SQ1	4.991	1.163
SQ2	5.490	1.024
SQ3	4.860	1.037
SQ4	4.986	1.197
SQ5	4.622	1.182
SQ6	5.281	1.081
SQ7	5.246	1.084
SQ8	5.229	1.085
SQ9	5.246	1.092
SQ10	5.364	1.089
SQ11	5.481	0.964
SQ12	5.275	1.124
SQ13	5.373	0.999
SQ14	5.473	0.939
Items of Subjective norm	Mean	Std. Deviation
SN1	4.728	1.338
SN2	4.533	1.180
SN3	4.702	1.256
SN4	4.619	1.331
Items of Perceived Usefulness	Mean	Std. Deviation
PU1	5.459	0.862
PU2	5.533	0.975
PU3	5.198	1.174

Table 4 2 Statistical result of items, mean and standard deviation (Continued)

PU4	5.590	0.932
Items of Customer Satisfaction	Mean	Std. Deviation
CS1	5.404	0.897
CS2	5.246	1.035
CS3	5.252	1.050
CS4	5.012	1.053
CS5	5.370	0.940
Items of Electronic Word-of-Mouth	Mean	Std. Deviation
EWOM1	5.413	1.001
EWOM2	5.224	1.057
EWOM3	5.014	1.161
EWOM4	5.464	1.292
Items of Behavioral Intention	Mean	Std. Deviation
BI1	5.476	1.29438
BI2	5.037	1.2804
BI3	5.762	0.9427

Source: original study

4.2. Factor Analysis and Reliability Test

The study requires this part to clarify that all of those questionnaire items are eligible or not for the study's framework. Factor analysis and reliability testing are crucial methods to define the actual valid questionnaire items and make the construct more potent. There are two steps to doing this kind of analysis. First is factor loading. This considers factor loading, KMO, eigenvalue, and cumulative

explanation. The second step is reliability, which focuses on corrected item-total correlation and Cronbach's alpha. According to Hair, et al. (2011), the rule of thumbs describes each method below:

- Factor loading (FL) is higher than 0.6.
- Kaiser-Meyer-Olkin (KMO) is bigger than 0.7
- The Eigenvalue is greater than 1
- Communalities are greater than 0.5
- Cumulative Explained Variance (CEV) is better than 0.6
- Item-to-total correlation is equal or higher than 0.5
- Cronbach's alpha is equal to or bigger than 0.7

4.2.1. Service Quality

This construct consists of 14 items that were already mentioned in the previous chapter. Most of the items were going well enough to meet the requirements. In fact, the highest factor loadings = 0.842 are over 0.7, KMO = 0.926 is greater than 0.7, eigenvalue = 7.389 is better than 1, and cumulative explained = 0.6157 is higher than 0.6. The study continued to work on the reliability test after the acceptable result of factor loading. For the result, corrected item-to-total correlation is greater than 0.5, and Cronbach's alpha = 0.943 is greater than 0.7. Besides this, two items were eliminated because their communalities are below the rule of thumb, smaller than 0.5. SQ7= 0.466 and SQ= 0.366. So, the consistency and reliability of the items that meet the requirement is valid to conduct the next step.

Table 4-3 Factor Analysis and Reliability Test of service quality

Research Constructs	**Items**	**FL**	**EV**	**CEV**	**Corrected Item-Total-Correlation**	**Cronbach's alpha**
Service quality KMO= 0.926	SQ13	0.842	7.389	61.572	0.803	0.943
	SQ12	0.832			0.793	
	SQ5	0.809			0.767	
	SQ11	0.801			0.756	
	SQ9	0.793			0.748	
	SQ1	0.781			0.733	
	SQ4	0.778			0.73	
	SQ6	0.771			0.722	
	SQ10	0.766			0.715	
	SQ8	0.755			0.707	
	SQ2	0.751			0.7	
	SQ14	0.73			0.678	
	SQ7	communalities = 0.466, smaller than 0.5				
	SQ3	communalities = 0.366, smaller than 0.5				

Source: original study

4.2.2. Subjective norm

As mentioned above, there are four items involved with subjective norm. Table 4-4 shows the result of factor loading, eigenvalue, cumulative explained, corrected item-to-total correlation, and Cronbach's alpha of subjective norm.

Four of the items are absolutely fine because each item followed the rule of thumb. The highest factor loading is 0.897, and the smallest one is 0.75. It is literally bigger than 0.6. The eigenvalue of 2.836 is greater than 1, and KMO shows 0.811, which is higher than 0.7. The cumulative explained value is 70.911%, which is greater than 60%. Moreover, the reliability analysis demonstrated an acceptable result. Corrected item-to-total correlation, all greater than 0.5. And Cronbach's alpha of 0.861 is greater than 0.6. So, this construct is qualified for the next process for the data analysis.

Table 4-4 Factor Analysis and Reliability Test of subjective norm

Research Constructs	**Items**	**FL**	**EV**	**CEV**	**Corrected Item-to-Total Correlation**	**Cronbach's alpha**
Subjective norm, KMO=0.811	SN2	0.897	2.836	70.911	0.795	0.861
	SN4	0.878			0.759	
	SN1	0.836			0.695	
	SN3	0.75			0.587	

Source: original study

4.2.3. Perceived Usefulness

According to chapter 3, the perceived usefulness consists of four items such as PU1, PU2, PU3, and PU4 in table 4-5. After running on dimensionality, KMO = 0.770 is greater than 0.7 among each item. The highest factor loading is 0.845 and the lowest is 0.703. It means that those items are valid. The eigenvalue of 2.538 is better than 1. Furthermore, cumulative explained = 63.459% is greater than 60%. In addition, corrected item-to-total correlation is better than 0.50 and

the Cronbach's alpha of 0.806 is greater than 0.7. Overall, those criteria are qualified for each item, and all of those four items are kept for the next data analysis section.

Table 4-5 Factor Analysis and Reliability Test of perceived usefulness

Research Constructs	**Items**	**FL**	**EV**	**CEV**	**Corrected Item-Total Correlation**	**Cronbach's alpha**
Perceived usefulness KMO= 0.770	PU2	0.845	2.538	63.459	0.675	0.806
	PU4	0.844			0.69	
	PU1	0.786			0.589	
	PU3	0.703			0.514	

Source: original study

4.2.4. Customer satisfaction

Moving on to this part, customer satisfaction covered five items in its construction. Unfortunately, one item was removed because the communalities were just 0.357 and the cumulative explained was 59.637. It was CS4. Totally, there are still four items that performed well, as shown in table 4.5. In fact, KMO is 0.740, which is better than 0.7. The factor loadings are also higher than 0.7 because the lowest one is 0.793. Moreover, the eigenvalue is 2.713, which is completely greater than 1, with the cumulative explained = 67.83%, which is higher than 60%. On the other hand, corrected item-to-total correlation is already over 0.5 with a Cronbach's alpha of 0.842, which is better than 0.7. So, the dimensionality and reliability of customer satisfaction is possible for four items, such as CS1, CS2, CS3, and CS5.

Table 4-6 Factor Analysis and Reliability Test of customer satisfaction

Research Constructs	**Items**	**FL**	**EV**	**CEV**	**Corrected Item-Total Correlation**	**Cronbach's alpha**
Customer satisfaction KMO= 0.740	CS1	0.857	2.713	67.83	0.729	0.842
	CS5	0.827			0.683	
	CS2	0.817			0.659	
	CS3	0.793			0.625	
	CS4	communalities = 0.357, AE= 59.637				

Source: original study

4.2.5. Electric Word-of-mouth

For this section, electric word-of-mouth is considered to do the factor loading and reliability test. The result showed the acceptable value as below table. The KMO is 0.763, which is higher than 0.7. All of the factor loading of each item is greater than 0.80, that is greater than 0.6. As for the eigenvalue, 2.713 is totally higher than 1, as the rule of thumb. Last but not least, the cumulative explained = 72.591 is better than 60%. The usable result of the corrected item-to-total correlations is completely better than 0.5 with the incredible Cronbach's alpha of 0.874. So, electric word-of-mouth is strongly considered as the available dimension in the conceptual framework.

Table 4-7 Factor Analysis and Reliability Test of electronic word-of-mouth

Research Constructs	**Items**	**FL**	**EV**	**CEV**	**Corrected Item-Total Correlation**	**Cronbach's alpha**
Electronic word-of-Mouth, KMO=0.763	EWOM4	0.881	2.904	72.591	0.778	0.874
	EWOM1	0.860			0.738	
	EWOM3	0.839			0.722	
	EWOM2	0.827			0.684	

Source: original study

4.2.6. Behavioral Intention

Indefinitely, behavioral intention is the last section of dimensionality and reliability analysis and also the last dependent variable. It has three items to measure the effectiveness of the construct. As shown in table 4-8 below, KMO = 0.701, factor loadings are over 0.7 (0.823-0.877), eigenvalue is 2.16, and the cumulative explained = 71.985%, which is better than 60%. For the reliability test, the corrected item-to-total correlation is greater than 0.5. Last, Cronbach's alpha is higher than 0.7 (0.805). So, three items of behavioral intention are valid and usable for use in the next method.

Table 4-8 Factor Analysis and Reliability Test of behavioral intention

Research Constructs	**Items**	**FL**	**EV**	**CEV**	**Corrected Item-Total Correlation**	**Cronbach's alpha**
Behavioral intention KMO= 0.701	BI1	0.877	2.16	71.985	0.70	0.805
	BI2	0.845			0.653	
	BI3	0.823			0.613	

Source: original study

4.3. Independent Sample t-test

This part is analyzed to demonstrate the difference between the genders of males and females. The means of those two kinds of gender were compared and figured out the relationship among the constructs that were mentioned in the conceptual framework. The factors that were used for the independent sample t-test analysis include service quality (SQ), subjective norm (SN), perceived usefulness (PU), customer satisfaction (CS), electronic word-of-mouth (EWOM), and behavioral intention (BI).

As the result is in table 4-9 below, the mean comparison between male and female is not much different. Following the rule of thumb, the t-value must be greater than 1.96 and the p-value is smaller than 0.5 at least. But the result displayed that all t-values are lower than 1.96 and all p-values are bigger than 0.05. So, there are no differences between males and females.

Table 4-9 independent sample T-test outcome

Construct	**Male**	**Female**	**t-value**	**p-value**
	N=212	**N=137**		
Service Quality	5.2457	5.2165	0.314	0.44
Subjective norm	4.6238	4.6788	-0.467	0.766
Perceived usefulness	5.4528	5.4325	0.237	0.61
Customer satisfaction	5.3384	5.2865	0.587	0.333
Electronic word of mouth	5.2913	5.2591	0.304	0.796
Behavioral intention	5.4182	5.4355	-0.158	0.585

Note: *p< 0.05; **p < 0.01; ***p < 0.001; NS is not significant

Source: original study

4.4. One Way ANOVA

The meaning of ANOVA is “analysis of variance”. It is a mean comparison method that studies the differences between more than two independent groups. The significant value in the result part will figure out whether it is really significant among the groups or not. By running post-hoc, Scheffe, Tamhane T2, and Dunnett T3 are involved in figuring out any differences in group means and providing the statistical data supporting the assumption of homogeneity of variance. Levene data has significance. It did not meet the homogeneity of variance assumption. Post hoc tests were checked with Tamhane T2, Dunnett T3, and if Levene’s outcome has no significance, Scheffe’s test is preferred. In this part, the ANOVA test conducted six variables such as service quality (SQ), subjective norm (SN), perceived usefulness (PU), customer satisfaction (CS), electronic word-of-mouth (EWOM), and behavioral intention with age, education, income, occupation, online food delivery companies, and frequency. The one-way ANOVA produces a one-way analysis of the variance of a quantitative dependent variable by a single factor, also known as an independent variable. This technique is an extension of the two-sample t-test.

4.4.1. Age

In the age section, there are three groups. The biggest group is 20 – 29, 302 respondents; the middle one is 13-19, 25 respondents; and the smallest group is 30-39, 22 respondents. It demonstrated that most of the respondents were mostly 20-29 years old. Actually, table 4-10 showed that among the six variables, there was no significant at any age level. Scheffe's test is performed when the Levene statistic is insignificant; however, Dunnett T3 is used when the Levene statistic is significant. Unfortunately, the ANOVA insignificance confirmed that all of the f-

values were less than 4, whereas the rule of thumb requires a value greater than 4. The P-value is not significant because all of the significant values are greater than 0.05. Statistically, it doesn't mean the significance between the groups. So, service quality (SQ), subjective norm (SN), perceived usefulness (PU), customer satisfaction (CS), electronic word-of-mouth (EWOM), and behavioral intention (BI) are not significant enough to show any differences between the age groups.

Table 4-10 The results of different between level of age among six constructs

Factor	**13-19 (1)**	**20-29 (2)**	**30-39 (3)**	**F-value**	**P-value**	**Scheffe**
	N=25	**N=302**	**N=22**			**T2orT3**
SQ	5.2233	5.231	5.2917	0.055	0.947	NS
SN	4.61	4.6515	4.6023	0.036	0.965	NS
PU	5.55	5.4305	5.5227	0.385	0.680	NS
CS	5.23	5.3204	5.3864	0.228	0.796	NS
EWOM	5.51	5.2368	5.5909	2.182	0.114	NS
BI	5.5467	5.3907	5.7576	1.588	0.206	NS

Note: *p< 0.05; **p < 0.01; ***p < 0.001; NS is not significant

Source: original study

4.4.2. Education

Table 4-11, Education consisted of four groups, namely under high school (3), high school (36), bachelor's degree (239), and master's degree (71). When the Levene statistic is negligible, Scheffe's test is employed; however, when the Levene statistic is substantial, Dunnett T3 is utilized. Nevertheless, the ANOVA insignificance revealed that all of the f-values were 4, despite the fact that the rule of thumb demands a value larger than 4. The P-value is not significant since all of

the p-values are more than 0.05. As a result, there is no significant relationship between the six variables at any education level.

Table 4-11 The results of different between level of education among six constructs

Factor	Under high school (1)	High school (1)	Bachelor's degree (2)	Master's degree (3)	F-value	P-value	Scheffe
	N=3	N=36	N=239	N=71			
SQ	5.1667	5.25	5.2137	5.2981	0.191	0.903	NS
SN	4.1667	4.5556	4.6234	4.7852	0.718	0.542	NS
PU	5.5	5.4583	5.4163	5.5317	0.405	0.750	NS
CS	5.5	5.2847	5.2929	5.412	0.468	0.705	NS
EWOM	5.5833	5.4514	5.2259	5.3556	0.877	0.453	NS
BI	6	5.4722	5.3752	5.5446	0.895	0.444	NS

Note: *p< 0.05; **p < 0.01; ***p < 0.001; NS is not significant

Source: original study

4.4.3. Occupation

There are seven groups of occupations which are separated, such as unemployed (5), students (92), professor/lecturer/teacher (7), entrepreneur/self-employment (50), government officer (16), private sector/employee (71), and other (8). As the results in table 4-12, perceived usefulness shows significant between groups that students and others affect the framework, while the student group is bigger than the other groups. Perceived usefulness (PU) checked with Anova (F= 2.688, p=0.015, p<0.05); checked with Levene= 0.760, p= 0.602, p> 0.05, it is not significant. After post hoc testing, it was checked with Scheffe's test where the mean group: (2) = 5.57 and (7) = 4.50; thus, checked with Scheffe: (2)> (7). Moreover, electronic word-of-mouth was checked with Anova (F=3.063,

p=0.006, p<0.01); checked with Levene= 2.810, p= 0.011, p< 0.05, it is significance; checked with Dunnett T3 where the mean group: (1) = 6.10, (2) = 5.41, (6) = 5.13, and (7) = 4.53; checked with Dunnett T3: (1)>(2)>(6)>(7). Therefore, for the others, there are no significant differences among the groups in terms of any kind of occupation.

Table 4-12 The results of different between level of occupation among six constructs

Factors	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**F-value**	**P-value**	**Scheffe**
	N=5	**N=92**	**N=7**	**N=50**	**N=16**	**N=171**	**N=8**			**T2orT3**
SQ	5.18	5.23	5.44	5.26	5.30	5.22	5.01	0.19	0.978	NS
SN	5.30	4.80	4.25	4.73	4.71	4.55	4.09	1.44	0.195	NS
PU	5.40	5.57	5.67	5.47	5.48	5.39	4.50	2.68	0.015	2>7; Scheffe
CS	5.45	5.39	5.03	5.40	5.46	5.28	4.40	2.27	0.037	NS
EWOM	6.10	5.41	5.60	5.47	5.43	5.13	4.53	3.06	0.006	1>2>6>7; (T3)
BI	5.73	5.52	5.52	5.59	5.87	5.30	4.50	2.64	0.016	NS

1: Unemployed

2: Student

3: Professor/ lecturer/teacher

4: Entrepreneur/self-employment

5: Government officer

6: Private Sector Employee

7: Others

Note: *p< 0.05; **p < 0.01; ***p < 0.001; NS is not significant

Source: original study

4.4.4. Income

Actually, six groups of income levels were separated. No income is 37, less than 200 is 21, 201-500 is 169, 501-800 is 77, 801-1000 is 34, and above 1000 equals 11. Accordingly, table 4-13 below showed that the formation of f-value is smaller than 4, p-value is larger than 0.05, except for subjective norm checked with ANOVA (f= 2.542, p= 0.028, p< 0.05). When the Levene statistic is insignificant, Scheffe's test would be used; when the Levene statistic is significant, Dunnett T3 is often consumed. Yet, this ANOVA insignificance indicated that all of the f-values were 4, despite the fact that the rule of thumb requires a value greater than 4. Because all of the p-values are more than 0.05, the P-value is not significant. So, all of the variables have no significance between groups at any level of income.

Table 4-13 The results of different between level of income among six constructs

Factors	**1**	**2**	**3**	**4**	**5**	**6**	**F-value**	**P-value**	**Scheffe**
	N=37	**N=21**	**N=169**	**N=77**	**N=34**	**N=11**			
SQ	5.241	5.162	5.25	5.200	5.259	5.265	0.075	0.996	NS
SN	5.020	4.440	4.744	4.444	4.485	4.159	2.542	0.028	NS
PU	5.723	5.345	5.485	5.321	5.375	5.159	1.851	0.102	NS
CS	5.567	5.131	5.344	5.207	5.272	5.340	1.289	0.268	NS
EWOM	5.560	5.226	5.325	5.175	5.044	5.159	1.351	0.242	NS
BI	5.630	5.238	5.501	5.242	5.372	5.363	1.201	0.308	NS

1. No income
2. Less than 200
3. 201-500
4. 501-800
5. 801-1000
6. Above 1000

Note: *p< 0.05; **p < 0.01; ***p < 0.001; NS is not significant

Source: original study

4.4.5. Online food delivery companies

Three groups of companies that were mentioned in the previous chapter were also involved with this method. Based on the results mentioned, 239 respondents are using Foodpanda, 32 respondents are using E-Gets, and 78 are using Nham24. When the Levene statistic is insignificant, Scheffe's test is used; however, if the Levene is significant, Dunnett T3 is used. Regretfully, the insignificance of ANOVA confirmed that all of the f-values are less than 4, whereas the rule of thumb requires a value greater than 4. Because all of the significant values are greater than 0.05, the P-value is not significant. In table 4-14, the groups in each construct do not have a totally significant difference at any company.

Table 4-14 The results of different between level of online food delivery companies among six constructs

Factor	**Foodpanda (1)**	**E-Gets (2)**	**Nham24 (3)**	**F-value**	**P-value**	**Scheffe**
	N=239	**N=32**	**N=78**			
SQ	5.190	5.263	5.3558	1.14	0.321	NS
SN	4.687	4.5234	4.5673	0.594	0.553	NS
PU	5.482	5.2891	5.3942	1.073	0.343	NS
CS	5.307	5.3047	5.3558	0.11	0.896	NS
EWOM	5.278	5.25	5.2917	0.021	0.979	NS
BI	5.440	5.3333	5.4145	0.168	0.846	NS

Note: *p< 0.05; **p < 0.01; ***p < 0.001; NS is not significant

Source: original study

4.4.6. Frequency

Last but not least, there are seven groups for calculating the frequency of consumer consumption. Never is 5, every day is 61, one a week is 88, twice a week is 76, once a month is 70, once a quarter is 45, and one a year is 4. While the Levene statistic shows insignificance, Scheffe's test is preferred; but if the Levene has significance, Dunnett T3 is conducted. Unfortunately, the insignificance of ANOVA showed that all of the f-values are smaller than 4, while the rule of thumb is required for a larger than 4. The P-value is not significant because all of the significant values are bigger than 0.05. So, the frequency of a consumer's consumption is insignificant between the relations of each dimension and the study's conceptual framework.

Table 4-15 The results of different between level of frequency among six constructs

Factors	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**F-value**	**P-value**	**Scheffe**
										T2orT3
	N=5	**N=61**	**N=88**	**N=76**	**N=70**	**N=45**	**N=4**			
SQ	5.333	5.148	5.254	5.266	5.332	5.088	5.270	0.516	0.796	NS
SN	3.85	4.549	4.679	4.782	4.582	4.60	5.375	1.128	0.345	NS
PU	4.55	5.487	5.454	5.496	5.389	5.438	5.75	1.351	0.234	NS
CS	4.90	5.426	5.284	5.296	5.396	5.188	5.437	0.757	0.604	NS
EWOM	4.60	5.311	5.340	5.38	5.139	5.188	5.75	1.105	0.359	NS
BI	4.266	5.508	5.435	5.521	5.366	5.303	5.916	1.642	0.135	NS

1. Never
2. Every day
3. One a week

4. Twice a week
5. Once a month
6. Once a quarter
7. One a year

Note: *p< 0.05; **p < 0.01; ***p < 0.001; NS is not significant

Source: original study

4.5. Hypothesis testing

4.5.1. Descriptive Statistics and Bivariate Correlation test

SPSS 25 is used to test every hypothesis in order to figure out the correlation and descriptive information among the existing constructs. As in table 4-16 below, it shows the mean, standard deviation, and the correlation value. The result shows that the lowest mean (subjective norms) is 4.6454 and the highest mean (perceived usefulness) is 5.4448. Additionally, the standard deviation is quietly small, while the lowest standard deviation (perceived usefulness) is 0.7814 and the highest one (subjective norm) is 1.0723. The correlation coefficient is performed well, as shown by the three-stars significance. There is a positive significant difference between them, except for the correlation between service quality and subjective norm. there is no star significance in correlation value. Moreover, several of the constructs are significantly correlated with behavioral intention. From electronic word-of-mouth to behavioral intention shows r = 0.67*** with p = 0.000. Notably, service quality is the least correlated variable, with r = 0.226*** and p = 0.000. Pursuing this, all the variables are strongly correlated to the behavioral intention at two-star significant, while the smallest correlation effect is subjective norms.

Table 4-16 The results of correlation within the research constructs

Variables	Mean	Std. Deviation	SQ	SN	PU	CS	EWOM	BI
SQ	5.23	0.846	1					
SN	4.64	1.072	0.105	1				
PU	5.44	0.781	.394***	.513***	1			
CS	5.31	0.806	.460***	.392***	.759***	1		
EWOM	5.27	0.962	.186***	.327***	.459***	.435***	1	
BI	5.4	0.998	.226***	.611***	.713***	.702***	.607***	1

Sample: 349

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: original study

4.5.2. Regression

4.5.2.1. The influence between service quality, subjective norm, and perceived usefulness

A regression process is used to evaluate forecasting data based on previous associations between two or more variables. There are two kinds of regression, namely, simple and multiple regression. In this part, only multiple regression is used to test hypotheses in the research framework. Based on the rule of thumbs, each relationship must obey the requirements such as $R^2 \geq 0.10$, Adjust $R^2 \geq 0.10$, F-value ≥ 4, Significant, t-value > 1.96, $p < 0.05$, VIF < 3 (Hair, 2009). With three stars significant, the relationship model is totally correlated and strongly supports the supposed hypothesis.

Table 4-17 describes the relationship between service quality (IV), subjective norm (IV), and perceived usefulness (DV). In fact, model 1 shows a positive relationship between service quality and perceived usefulness. The value

shows that $R^2 = 0.155$, Adjusted-$R^2 = 0.153$, F-value = 63.734, t-value = 7.983, and VIF is 1. It means that model 1 is positively significant with a beta value of 0.394, giving three stars. Thus, H1 is supported. In Model 2, the beta value is 0.513 with three stars significant, $R^2 = 0.263$, Adjusted-$R^2 = 0.261$, F-value = 123.966, t-value = 11.134, and VIF is 1. The relationship between subjective norm (IV) and perceived usefulness (DV) in model 2 is strongly significant. Therefore, H4 is supported.

Table 4-17 The results of the influence of service quality and subjective norm on perceived usefulness

Independent variables	**Dependent variable**		**Result**
	PU		
	Model 1(β)	Model 2(β)	
SQ	0.394***		H1 Supported
SN		0.513***	H4 Supported
R^2	0.155	0.263	
Adjusted-R^2	0.153	0.261	
F-value	63.734	123.966	
Sig.p	0.000	0.000	
t-value	7.983	11.134	
VIF	1.000	1.000	
SN= Subjective norm SQ= Service Quality PU= Perceived usefulness			

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

4.5.2.2. The influence between service quality, subjective norm, perceived usefulness, and customer satisfaction.

Table 4-18 describes about three independent variables that influence one dependent variable. As a matter of fact, model 1 shows the relationship between service quality (IV) and customer satisfaction (DV). The significance of this model is demonstrated by the outcomes of $R^2 = 0.212$, Adjusted-$R^2 = 0.210$, F-value = 93.383, t-value = 9.663, VIF = 1, and $\beta = 0.460$. Three stars is significant because it is a strong clue that service quality is correlated with customer satisfaction. Consequently, H2 is absolutely supported. Model 2 reveals that there is significant within the model because $R^2 = 0.153$, Adjusted-$R^2 = 0.151$, F-value = 62.901, t-value = 7.931, VIF = 1, and $\beta = 0.392$. Thus, three stars significant can explain the relationship between subjective norm (IV) and customer satisfaction (DV) accordingly. So, H5 is not completely rejected. In model 3, there is a significant relationship between perceived usefulness (IV) and customer satisfaction (DV). The outcome shows that $R^2 = 0.576$, Adjusted-$R^2 = 0.575$, F-value = 471.127, t-value = 21.705, $p < 0.001$, VIF is 1, and $\beta = 0.759$. Three stars is significant because it entirely explains a positive relationship between perceived usefulness and customer satisfaction. Therefore, H7 is fully supported.

Table 4-18 The results of the influence of service quality, subjective norm, and perceived usefulness on customer satisfaction

Independent variables	**Dependent variable**			**Result**
	CS			
	Model 1(β)	**Model 2(β)**	**Model 3(β)**	
SQ	0.460***			H2: Supported
SN		0.392***		H5: Supported
PU			0.759***	H7: Supported
R^2	0.212	0.153	0.576	
Adjusted-R^2	0.210	0.151	0.575	
F-value	93.383	62.901	471.127	
Sig.p	0.000	0.000	0.000	
t-value	9.663	7.931	21.705	
VIF	1.000	1.000	1.000	

SQ= Service quality

SN= Subjective norm

PU= Perceived usefulness

CS= Customer satisfaction

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

4.5.2.3.The influence between perceived usefulness, customer satisfaction, electronic word-of-mouth, and behavioral intention.

Perceived usefulness, customer satisfaction, and electronic word-of-mouth are discussed in the relationships in table 4-19. Model 1 shows a positive relationship between perceived usefulness (IV) and behavioral intention (DV)

with β = 0.713 three stars significant (R^2 = 0.509, Adjusted-R^2 = 0.507, F-value = 359.355, p < 0.001, t-value = 18.957, and VIF = 1). H8 is strongly supported. Moreover, model 2 explains the relationship between customer satisfaction (IV) and behavioral intention (DV). The value is R^2 = 0.493, Adjusted-R^2 = 0.491, F-value = 337.049, p < 0.001, t-value = 18.359, and VIF = 1. This model directly points out that the relationship between customer satisfaction and behavioral intention is positively influenced by three significant stars (beta = 0.702). So, H9 is supported. Finally, model 3 is positively correlated because the beta value is 0.607 and three stars are significant. The statistical value is R^2 = 0.369, Adjusted-R^2 = 0.367, F-value = 202.542, p < 0.001, t-value = 14.232, and VIF is 1. Thus, H8 is not supportively rejected.

Table 4-19 The results of the influence of perceived usefulness, customer satisfaction, and electronic word-of-mouth on behavioral intention

Independent variables	**Dependent variable**			**Result**
	BI			
	Model 1(β)	Model 2(β)	Model 3(β)	
PU	0.713***			H8: Supported
CS		0.702***		H9: Supported
EWOM			0.607***	H10: Supported
R^2	0.509	0.493	0.369	
Adjusted-R^2	0.507	0.491	0.367	
F-value	359.355	337.049	202.542	
Sig.p	0.000	0.000	0.000	
t-value	18.957	18.359	14.232	
VIF	1.000	1.000	1.000	

PU= Perceived usefulness
CS= Customer Satisfaction
EWOM= Electronic word-of-mouth

BI= Behavioral intention

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

4.5.3. Mediation effect of Perceived usefulness between Service quality and Customer satisfaction

Moving on to this section, the study has demonstrated the framework's mediation effects. Actually, Baron and Kenny (1986) approach is literally credited with being adopted in this research. It is a kind of suitable method to test the mediating effect and also the moderating effect. The testing procedure used by Baron and Kenny (1986) to examine mediation hypotheses is known as the Baron and Kenny approach. There are two paths to the dependent variable in this mediation mechanism. The independent variable must predict the dependent variable, and the mediator must be predicted by the independent variable. Four regressions are used to test mediation:

- An independent variable predicts the dependent variable
- The independent variable forecasts the mediating variable
- The mediating variable predicts the dependent variable
- Independence variable and mediating variable predict dependence variable.

There are two main mediating effects which are involved in this study, namely perceived usefulness and customer satisfaction. Following this, the significance of each relationship is subject to the rule of thumb (Hair, 2009):

- $R^2 \geq 0.10$
- Adjust $R^2 \geq 0.10$

- F-value ≥ 4
- Significant, $p < 0.05$
- 0 < D-W > 4, while 1.5 to 2.5 is considered relatively normal
- VIF < 3

Table 4-20 reveals the results of the hierarchical regression analysis, which has perceived usefulness (PU) as the mediating effect. Model 1 shows that there is a significantly positive relationship between service quality (independent variable) and perceived usefulness (mediator). The beta value (β) is 0.394 and $p < 0.001$ with three significant stars. Model 2 examined the relationship between the independent and dependent variables, and the results showed that service quality is significant and has a positive impact on customer satisfaction ($\beta = 0.460$; $p< 0.001$; with 3 stars significant). Model 3 describes the relationship between the mediator and the dependent variable. The result shows that perceived usefulness is highly significant and has a positive effect on customer satisfaction ($\beta = 0.759$; $p< 0.001$; with 3 stars significant). Last but not least, model 4 illustrates service quality and perceived usefulness regressed with customer satisfaction ($\beta_{SQ} = 0.191$, $p<0.001$; $\beta_{PU}=0.684$, $p<0.001$) with three significant stars. Moreover, the value of R^2 is 0.607 and adjusted R^2 is 0.604, showing that 60.4% of the variance in customer satisfaction can be foretold from service quality and perceived usefulness. The F-value is 266.931 ($p<0.001$), which is strongly significant. It means that the outcome obeys the rule of thumb of the linear regression model. And the multicollinearity also shows the goodness of fit because VIF is 1.184 of each (lower than 3).

Table 4-20 The results of mediation effect of perceived usefulness between service quality and customer satisfaction

Independent variables	**Dependent variable**			
	PU	**CS**		
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
SQ	0.394***	0.460***		0.191***
PU			0.759***	0.684***
R^2	0.155	0.212	0.576	0.607
Adjusted-R^2	0.153	0.21	0.575	0.604
F-value	63.734	93.383	471.127	266.931
Sig.p	0.000	0.000	0.000	0.000, 0.000
D-W	2.049	2.131	1.826	1.939
VIF	1.000	1.000	1.000	1.184, 1.184

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

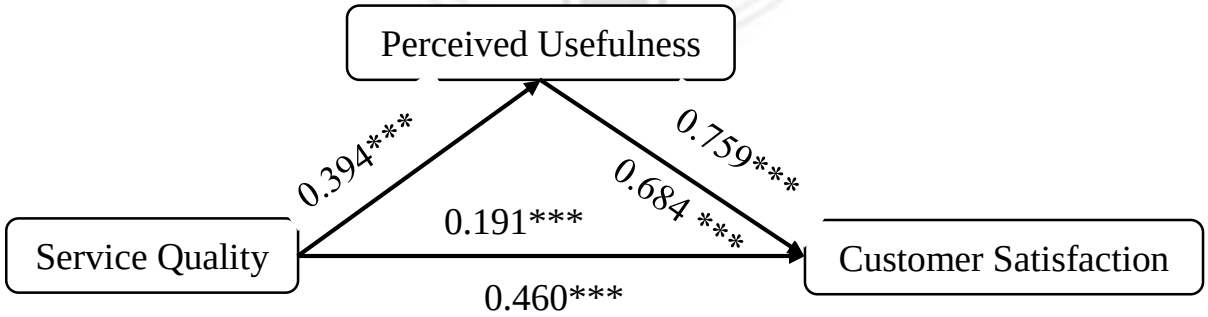

Figure 4-1 Mediation effect of perceived usefulness between service quality and customer satisfaction

Source: Original Study

The relationship between service quality and customer satisfaction decreased from 0.460 to 0.191. Table 4-20 and figure 4-1 show that the direct effect of service quality on customer satisfaction is lower than the indirect effect of performing the mediation role. By this way, this scenario is considered partial mediation because the relationship between service quality (IV) and customer satisfaction (DV) is still contributed to while the mediator role of perceived usefulness also plays a part in the relationship. In general, the Sobel test is used for verifying the statistical value of the mediation variable with the exact amount of the bootstrapping sample (Preacher and Hayes, 2004).

Table 4-21 displays the results of Sobel's analysis for the mediating role of perceived usefulness (MV). There are three parts to showing the Sobel's procedure, namely, direct and total effect, indirect effect and significance, and bootstrap results from the indirect effect. For the first part, pathway 1 (IV->DV), there is statistically significant ($\beta = 0.4388$, SE = 0.454, t = 9.6635, and $p < 0.001$). It means that the relationship between service quality and customer satisfaction is going well. Pathway 2 (IV->MV), where the perceived usefulness (MV) is significantly influenced by service quality (IV). The statistical values are shown as $\beta = 0.3638$, SE = 0.456, t = 7.9834, and $p < 0.001$. This consequence is mentioned in the relationship between perceived usefulness (MV) and customer satisfaction (DV) in model 3, while service quality is also included as a controlled variable. The statistical values are shown as $\beta = 0.7052$, SE = 0.0378, t = 18.6357, and $p < 0.001$. Last but not least, pathway 4 (IV->DV, MV) demonstrates the relationship between service quality (IV) and customer satisfaction (DV), while perceived usefulness is also included as the controlled variable. The values are $\beta = 0.1822$, SE=0.0349, t=5.2139, and $p < 0.001$. The second part shows that indirect effect and significance using the normal distribution showed that perceived usefulness is

performed as a mediator in the relationship. Because Sobel (the estimates of the mediated effect) is account for $\beta_{IV->MV}$* $\beta_{MV->DV,IV}$= 0.3638*0.7052 = $\beta I_{V->DV}$ - $\beta_{IV->DV,MV}$= 0.4388-0.1822= 0.2566. The significant p is lower than 0.001. The standard error is 0.035. The lower limit (LL) and upper limit (UL) of the Sobel test are 0.1880 to 0.3252 with z = 7.3294. Third, 5000 bootstrapping of samples is implemented in this method. The value is performed well (effect value=0.2566, Mean=0.2564, SE=0.0404, LL95% confident interval=0.1763, and UL95% confident interval= 0.3341). Indeed, perceived usefulness is defined as a partial mediation of the relationship between service quality and customer satisfaction.

Table 4-21 The Sobel test's results for the mediation of perceived usefulness between service quality and customer satisfaction

Direct and Total effect				
	β	SE	t	p
IV->DV	0.4388	0.0454	9.6635	0.0000
IV->MV	0.3638	0.0456	7.9834	0.0000
MV->DV, IV is controlled	0.7052	0.0378	18.6357	0.0000
IV->DV, MV is controlled	0.1822	0.0349	5.2139	0.0000

Indirect effect and significance using the normal distribution						
	Value	SE	LL95%CI	UL95%CI	Z	P
SOBEL	0.2566	0.035	0.1880	0.3252	7.3294	0.0000
Boostrap results from the indirect effect						
	Value	Mean	SE	LL95%CI	UL95%CI	
Effect	0.2566	0.2564	0.0404	0.1763	0.3341	

Boostrap 5000

Source: Original Study

4.5.4. Mediation effect of Perceived usefulness between Service quality and Behavioral Intention

It is quite the same as in the previous section. Table 4-22 represents the mediating effect of perceived usefulness in the relationship between service quality and behavioral intention. The regression table below mentions four models, which literally follow hierarchical regression analysis. Model 1, results reveal that $R^2 = 0.155$, Adjusted-$R^2 = 0.153$, F-value = 63.734, D-W = 2.049, and VIF is 1. The $\beta 1=0.394$ with three stars is significant. Service quality (IV) is significantly communicated to perceived usefulness (MV). Model 2 shows the relationship between service quality and behavioral intention. This model is not bad because R^2 covered 5.1% and Adjusted-R^2 covered 4.9% explain the equation of this relationship. To illustrate, F-value = 18.761, $p<0.001$, D-W=2.098, and VIF is 1 and $\beta 2=0.226$. The direct effect between the relationship of service quality and behavioral intention is completely significant in each other. In Model 3, the relationship between perceived usefulness and behavioral intention is indicated as the result of $R^2 = 0.509$, Adjusted-$R^2 = 0.507$, F-value = 359.355, $p<0.001$, D-W = 1.740, and VIF is 1.000 and $\beta 2=0.713$. This relationship is strong enough to have three-star significance. Last model, it is such an important determination of mediation effect. Hierarchical regression is used to assess the impact of mediation on the dependent variable, while the independent variable is also presented. The statistical values show $R^2 = 0.512$, Adjusted-$R^2 = 0.509$, F-value = 181.697, $p<0.001$, D-W = 1.753, and VIF = 1.184. Identically, perceived usefulness is statically significant effect on behavioral intention with $\beta=0.739$ (three-star significance), whereas service quality has no significance $\beta=-0.064$ (no star).

Table 4-22 The results of mediation effect of perceived usefulness between service quality and behavioral intention

Independent variables	**Dependent variable**			
	PU	**BI**		
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
SQ	0.394***	0.226***		-0.064
PU			0.713***	0.739***
R^2	0.155	0.051	0.509	0.512
Adjusted-R^2	0.153	0.049	0.507	0.509
F-value	63.734	18.761	359.355	181.697
Sig.p	0.000	0.000	0.000	0.000, 0.115
D-W	2.049	2.098	1.74	1.753
VIF	1.000	1.000	1.000	1.184, 1.184

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

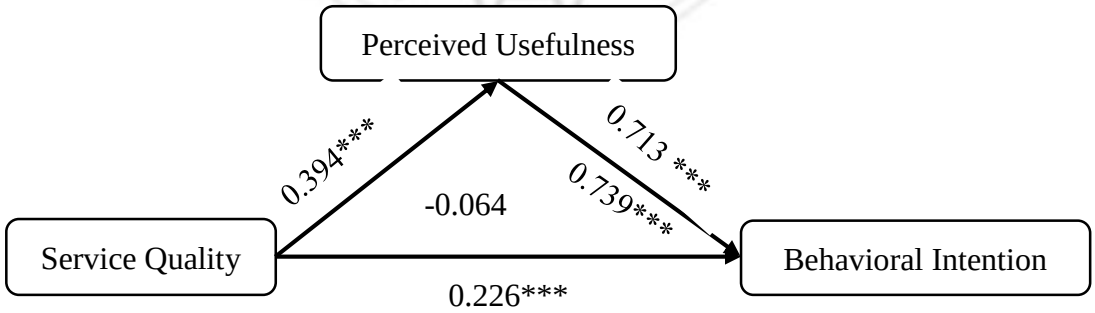

Figure 4-2 Mediation effect of perceived usefulness between service quality and behavioral intention

Source: Original Study

This kind of mediator is such a potential one to improve the relationship between independent variable and dependent variable more effectively. In fact, perceived usefulness plays a crucial role in mediating the relationship between service quality and behavioral intention. To enhance, the Sobel test is conducted to figure out this scenario more effectively.

Table 4-23 describes three parts of Sobel's procedure, including direct and total effect, indirect effect and significance, and bootstrap results from the indirect effect. Part 1, pathway 1 (IV->DV) expresses the relationship between service quality and behavioral intention. This relationship is statistically significant (beta = 0.2674, SE = 0.0617, t = 4.3313, $p < 0.001$). The relationship between the independent variable and the mediator is displayed in pathway 2 (IV->MV). Perceived usefulness is strongly influenced by service quality ($\beta = 0.3638$, SE= 0.0456, t= 7.9834, and $p < 0.001$). Pathway 3 (MV->DV, IV) covers statistical values of the relationship between perceived usefulness and behavioral intention while service quality is joined as a controlled variable ($\beta = 0.9443$, SE= 0.0522, t= 18.0834, and $p < 0.001$). The pathway 4 (IV->DV, MV) showed some negative values between the relationship of independent variable and dependent variable, including the representation of mediator ($\beta = -0.0762$, SE = 0.0482, t = -1.579, and $p > 0.10$). This means that the relationship between service quality and behavioral intention has no significance. For part 2, Sobel value is also support perceived usefulness as a mediator with Sobel (the estimates of the mediated effect) = 0.3436. Moreover, SE = 0.471, LL95% confident interval = 0.2512, and UL95% confident interval = 0.4359, z = 7.940, and $p < 0.001$. The part 3, bootstrap results from the indirect effect also demonstrate a supportive outcome for the mediation effect (effect value = 0.3436, mean = 0.3448, SE = 0.0634, LL95% confident interval = 0.2271, and UL95% confident interval = 0.4784). Therefore, the

following consequences reveal that perceived usefulness is strongly significant as a full mediator for the relationship between service quality and behavioral intention.

Table 4-23 The Sobel test's results for the mediation of perceived usefulness between service quality and behavioral intention

Direct and Total effect					
		β	SE	t	p
IV->DV		0.2674	0.0617	4.3313	0.0000
IV->MV		0.3638	0.0456	7.9834	0.0000
MV->DV, controlled	IV is	0.9443	0.0522	18.0834	0.0000
IV->DV, controlled	MV is	-0.0762	0.0482	-1.579	0.1153

Indirect effect and significance using the normal distribution						
	Value	SE	LL95%CI	UL95%CI	Z	P
SOBEL	0.3436	0.0471	0.2512	0.4359	7.2940	0.0000

Boostrap results from the indirect effect					
	Value	Mean	SE	LL95%CI	UL95%CI
Effect	0.3436	0.3448	0.0634	0.2271	0.4784

Bootstrap 5000

Source: Original Study

4.5.5. Mediation effect of Customer Satisfaction between Service Quality and Behavioral Intention

Customer satisfaction is determined as another mediation effect between the relationship of service quality and behavioral intention. According to table 4-24, model 1 shows the relationship between service quality (IV) and customer satisfaction (MV). The statistical value is R^2= 0.212, Adjusted-R^2= 0.210, F-value = 93.383, D-W = 2.131, and VIF is 1. So, service quality has a strong relationship to customer satisfaction with β=0.460 including three-stars significance. Model 2 shows that R^2 = 0.051, Adjusted-R^2 = 0.049, F-value=18.761, p<0.0001, D-W = 2.098, and VIF is 1, and β = 0.226. This model is quite good for this mediation relationship. As outcome shown, 5.1% of R^2 and 4.9% Adjusted-R^2 dramatically supported to the linear equation. But this relationship is still considered as a significant relationship. Model 3, the outcome is exhibited a good relationship (R^2=0.493, Adjusted-R^2=0.491, F-value = 337.049, p<0.001, D-W = 1.708, and VIF is 1, and β=0.702. The three stars show a strong relationship between customer satisfaction and behavioral intention. Last but not least, the manifestation of service quality and customer satisfaction is shown in model 4. While the relationship between service quality and behavioral intention appears to be negative significant (beta = -0.123) with two stars, the relationship between customer satisfaction and behavioral intention is positively significant (0.758) with three stars. Moreover, this model shows R^2 = 0.505, Adjusted-R^2 = 0.502, F-value = 176.219, p<0.001, D-W = 1.708, and VIF is 1.269.

Table 4-24 The results of mediation effect of customer satisfaction between service quality and behavioral intention

Independent variables	**Dependent variable**			
	CS	**BI**		
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
SQ	0.460***	0.226***		(-0.123)**
CS			0.702***	0.758***
R^2	0.212	0.051	0.493	0.505
Adjusted-R^2	0.21	0.049	0.491	0.502
F-value	93.383	18.761	337.049	176.219
Sig.p	0.000	0.000	0.000	0.000, 0.004
D-W	2.131	2.098	1.664	1.708
VIF	1.000	1.000	1.000	1.269, 1.269

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

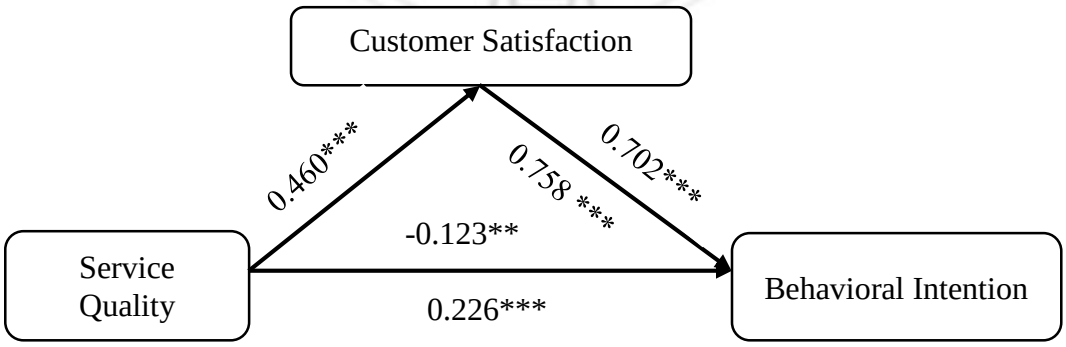

Figure 4-3 Mediation effect of customer satisfaction between service quality and behavioral intention

Source: Original Study

The regression table 4-24 statistically displayed the mediation information through (Baron and Kenny). While the relationships have significance among the variables, customer satisfaction is defined as a partially mediation of service quality and behavioral intention. To avoid controversial interpretation, this part performs the Sobel test to verify the mediator more clearly.

Table 4-25 also expressed the statistical value as similar to the previous Sobel test table. Pathway 1 shows the relationship between an independent variable and a dependent variable. It reveals that $\beta = 0.2674$, SE = 0.0617, t = 4.3313, and $p < 0.001$. The quality of service influences behavioral intention. Pathway 2, the relationship is stated positive significant between service quality (IV) and customer satisfaction (MV), (β=0.4388, SE=0.0454, t=9.6635, and $p<0.001$). Additionally, independent variables are controlled in pathways 3. The values are $\beta = 0.9398$, SE = 0.0528, t = 17.736 and $p < 0.001$. It means that the relationship between customer satisfaction and behavioral intention is strongly significant, including the presence of service quality (IV). Next, pathway 4 is not totally good enough to consider for having a positive relationship. Because β=-0.1450, SE=0.0503, t=-2.8808, and p=0.01). It means that service quality has a negative relationship with behavioral intention while having the presence of customer satisfaction. In the part 2, Indirect effect and significance shows the value of Sobel (the estimates of the mediated effect) = 0.4124. In addition, SE = 0.4886, LL95% confident interval = 0.3171, and UL95% confident interval = 0.5077, z = 8.4816, and $p < 0.001$. Last but not least, bootstrap results showed that effect value=0.4124, Mean=0.4140, SE=0.0610, LL95% confident interval=0.2998, and UL95% confident interval= 0.5355. For that reason, customer satisfaction is a partial measure to communicate the relationship between service quality and behavioral intention.

Table 4-25 The Sobel test's results of mediation effect of customer satisfaction between service quality and behavioral intention

Direct and Total effect					
		β	SE	t	p
IV->DV		0.2674	0.0617	4.3313	0.0000
IV->MV		0.4388	0.0454	9.6635	0.0000
MV->DV, IV is controlled		0.9398	0.0528	17.7936	0.0000
IV->DV, MV is controlled		-0.1450	0.0503	-2.8808	0.0042
Indirect effect and significance using the normal distribution					
	Value	SE	LL95%CI	UL95%CI	Z	P
SOBEL	0.4124	0.0486	0.3171	0.5077	8.4816	0.0000
Boostrap results from the indirect effect					
	Value	Mean	SE	LL95%CI	UL95%CI
Effect	0.4124	0.414	0.0610	0.2998	0.5355

Boostrap 5000

Source: Original Study

4.5.6. Mediation effect of Customer Satisfaction between Perceived Usefulness and Behavioral Intention

Another mediation is customer satisfaction, which is defined by the relationship between perceived usefulness and behavioral intention. It is such a potential mediator in the conceptual framework because it is mostly based on empirical study and real circumstances. Table 4-26 shows four models that

describe the Barron and Kenny procedure. Model 1 explains the relationship between perceived usefulness (IV) and customer satisfaction (MV). The value is $R^2 = 0.576$, Adjusted-$R^2 = 0.575$, F-value = 471.127, D-W = 1.826, and VIF is 1. While the beta is 0.759 with three-star significance, this model explains a strong relationship between perceived usefulness and customer satisfaction. Model 2 shows the relationship between perceived usefulness (IV) and behavioral intention (DV) as a direct effect. The value is $R^2 = 0.509$, Adjusted-$R^2 = 0.507$, F-value = 359.355, D-W = 1.740, and VIF is 1. Because of the acceptable result, model 2 explains well the relationship between customer satisfaction and behavioral intention. Model 3 indicates the relationship between customer satisfaction (MV) and behavioral intention (DV). Actually, the outcome is $R^2 = 0.493$, Adjusted-$R^2 = 0.491$, F-value = 337.049, D-W = 1.664, and VIF is 1. It means that behavior intention is strongly influenced by customer satisfaction with three-star significance. For the model 4, both of the relationships are strongly significant to behavioral intention ($R^2 = 0.570$, Adjusted-$R^2 = 0.567$, F-value = 228.968, D-W = 1.596, and VIF is 2.358). Thus, the relationship between perceived usefulness and behavioral intention is as positively significant as the relationship between customer satisfaction and behavioral intention.

Table 4-26 The Results of Mediation Effect of Customer Satisfaction Between Perceived Usefulness and Behavioral Intention

Independent variables	**Dependent variable**			
	CS	**BI**		
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
PU	0.759***	0.713***		0.426***
CS			0.702***	0.379***
R^2	0.576	0.509	0.493	0.570
Adjusted-R^2	0.575	0.507	0.491	0.567
F-value	471.127	359.355	337.049	228.968
Sig.p	0.000	0.000	0.000	0.000, 0.000
D-W	1.826	1.740	1.664	1.596
VIF	1.000	1.000	1.000	2.358, 2.358

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

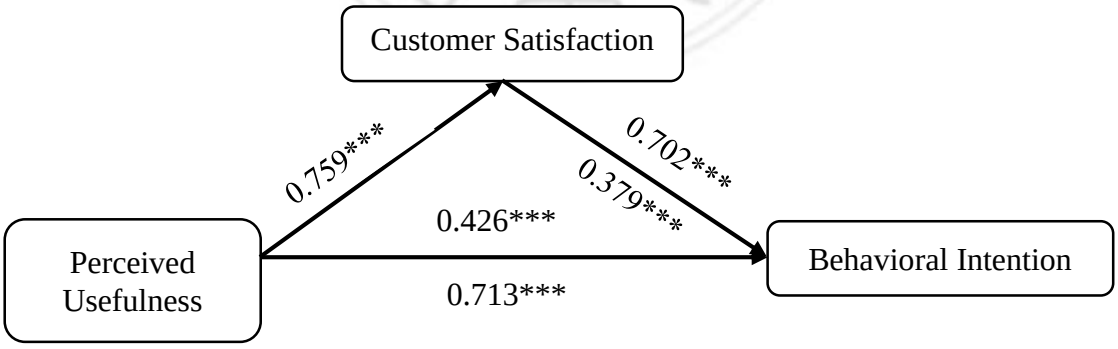

Figure 4-4 Mediation Effect of Customer Satisfaction Between Perceived Usefulness and Behavioral Intention

Source: Original Study

The table above theoretically provides a concept of Barron and Kenny on the mediator variable. In fact, customer satisfaction played a role in the partial mediation of the study. According to the Sobel test, this mediation analysis is clearly verified to make the model reliable and effective. Table 4-27 describes the four parts of the Preacher and Hayes procedure for testing mediation effects. Pathway 1 gives an idea of the relationship between an independent variable and a dependent variable. Positively, perceived usefulness strongly effects behavioral intention ($\beta = 0.9118$, SE = 0.0481, t=18.9567, and $p<0.001$). Pathway 2 is also positively significant because the relationship between perceived usefulness and customer satisfaction is firmly acceptable ($\beta = 0.7829$, SE=0.0361, t=21.7055, and $p < 0.0001$). Pathway 3 still shows positive signs within the relationship. Customer satisfaction fully effects to behavioral intention with the value of $\beta=0.4694$, SE=0.0671, t=6.9955, and $p<0.001$. The last pathway indicates the relationship between the independent variable and the dependent variable while the mediator variable is controlled. This pathway is absolutely significant with a value of $\beta=0.5443$, SE = 0.692, t = 7.8623, and $p<0.001$. Thereupon, the relationship between perceived usefulness and behavioral intention is positively significant while customer satisfaction is controlled. For the next part, Sobel test is powerfully significant because Sobel (the estimates of the mediated effect) equals 0.3675 with $p<0.001$ and z = 6.6519. The last part mentioned bootstrapping using 5000 samples. Actually, effect value = 0.3775, mean = 0.3689, SE =0.0610, LL95% confident interval = 0.2580, and UL95% confident interval = 0.4986. Therefore, perceived usefulness and behavioral intention are partially mediated by customer satisfaction.

Table 4-27 The Sobel Test's Results of Mediation Between Customer Satisfaction Between Perceived Usefulness and Behavioral Intention

Direct and Total effect						
		β	SE	t	p	
IV->DV		0.9118	0.0481	18.9567	0.0000	
IV->MV		0.7829	0.0361	21.7055	0.0000	
MV->DV, IV is controlled		0.4694	0.0671	6.9955	0.0000	
IV->DV, MV is controlled		0.5443	0.0692	7.8623	0.0000	
Indirect effect and significance using the normal distribution						
	Value	SE	LL95%CI	UL95%CI	Z	P
SOBEL	0.3675	0.0553	0.2592	0.4758	6.6519	0.0000
Boostrap results from the indirect effect						
	Value	Mean	SE	LL95%CI	UL95%CI	
Effect	0.3675	0.3689	0.061	0.258	0.4986	

Boostrap 5000

Source: Original Study

4.5.7. The moderation effect of Subjective Norm on the relationship between Service Quality and Perceived Usefulness.

"Effect modifier" by Hinshaw (2002) and "causal interaction effect" by A. D. Wu and Zumbo (2008) are termed moderating effects, which are referred to the interactive variable in a particular relationship. According to this study, the conceptual framework consisted of 3 moderating variables, such as subjective

norm, and electric word-of-mouth. Subjective norms, in fact, play two roles: one interacts with the relationship between service quality and perceived usefulness, and the other with the relationship between service quality and customer satisfaction. Additionally, E-WOM has a moderating effect on the relationship between perceived usefulness and behavioral intention. This course of action is adopted by Baron and Kenny (1986) to figure out the confirmation of those moderating effects. It is such a significant interaction between the independent variable and the moderating variable (IV*MV) that it explains the dependent variable.

In table 4-28, the result explained four models of regression analysis that included some of the methods such as R^2, Adjusted-R^2, F-value, significant, D-W, and VIF. Model 1 shows that the relationship between service quality (IV) and perceived usefulness is positively three-star significant with $\beta = 0.394$ ($R^2 = 0.155$, Adjusted-$R^2 = 0.153$, F-value = 63.744, $p < 0.001$, D-W = 2.049, VIF = 1). Model 2 demonstrates the relationship between the moderating variable and the dependent variable. The values are $R^2 = 0.263$, Adjusted-$R^2 = 0.261$, F-value = 123.966, $p < 0.001$, D-W = 1.940, and VIF = 1. So, model 2 is strongly correlated with the relationship between subjective norm and perceived usefulness, with three stars significant at beta = 0.513. The relationship of the independent variable, moderating variable, and dependent variable together is displayed as model 3. The $\beta_{SQ} = 0.344$ and $\beta_{SN} = 0.477$ are all significant with three stars while $R^2 = 0.380$, Adjusted-$R^2 = 0.377$, F-value = 106.153, $p < 0.001$, D-W= 1.933, VIF = 1.011. For model 4, it is the extension of model 3, with the addition of the interacting variable (SQ*SN). Actually, the outcome reveals that the interacting variable has no significance $\beta_{SQ*SN}=0.054$ while the presence of service quality and subjective norm are positively three-star significant ($\beta_{SQ}=0.346$ and $\beta_{SN}=0.461$). Therefore,

the relationship between service quality and perceived usefulness was not moderated by subjective norm. Subjective norm is rejected as a moderating effect.

Table 4-28 The Results of Moderating Effect of Subjective Norm Between Service Quality and Perceived Usefulness

Independent variables	**Dependent variable**			
	PU			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
Independent Variable - *SQ*	0.394***		0.344***	0.346***
Moderating Variable - *SN*		0.513***	0.477***	0.461***
Interaction Variable - *SQ*SN*				0.054
R^2	0.155	0.263	0.380	0.383
Adjusted-R^2	0.153	0.261	0.377	0.378
F-value	63.734	123.966	106.153	71.347
Sig.p	0.000	0.000	0.000, 0.000	0.000, 0.000, 0.228
VIF	1.000	1.000	1.011, 1.011	1.113, 1.116, 1.104

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

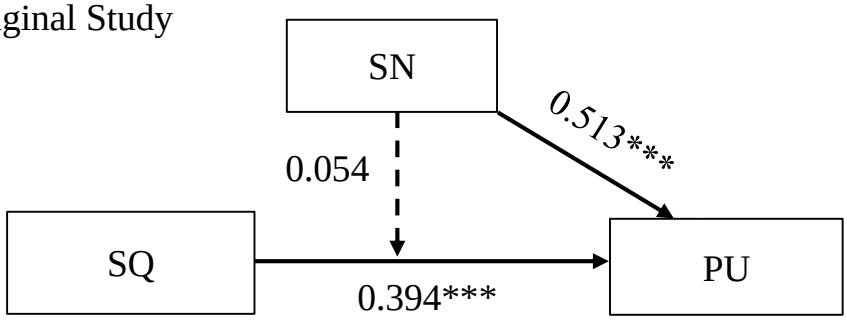

Figure 4-5 Moderating Effect of Subjective Norm Between Service Quality and Perceived Usefulness

Source: Original Study

4.5.8. The moderation effect of Subjective Norm on the relationship between Service Quality and Customer Satisfaction

In table 4-29 below, subjective norm is described as having a moderating effect on the relationship between service quality and customer satisfaction. Model 1 shows the relationship between an independent variable (IV) and a dependent variable (DV). The statistical value is $R^2 = 0.212$, Adjusted-$R^2 = 0.210$, F-value = 93.383, $p<0.001$, D-W = 2.131, VIF = 1. Thus, this model has a strongly significant level of service quality and customer satisfaction (β_{SQ}=0.460). Model 2 β value is 0.392 with three stars significant. It means that the relationship between subjective norm to customer satisfaction is strongly correlated ($R^2 = 0.153$, Adjusted-$R^2 = 0.151$, F-value = 62.901, $p<0.001$, D-W = 1.948, VIF = 1). Model 3 shows the significance of βSQ=0.424 and βSN=0.347 on customer satisfaction with $R^2 = 0.331$, Adjusted-R^2=0.328, F-value = 85.746, $p<0.001$, D-W = 2.085, and VIF = 1.011. Model 4 demonstrates the interacting variables in the relationship between service quality and customer satisfaction. There is positive significance in the relationships while all of them are involved in the same model. The model 4 result is $R^2 = 0.363$, Adjusted-$R^2 = 0.357$, F-value = 65.440, $p < 0.0001$, D-W = 2.023, including β_{SQ}= 0.431, β_{SN}= 0.290, and β_{SQ*SN}= 0.186 (three stars significant). According to this explanation, Subjective norm is a positive moderator between the relationship of service quality and customer satisfaction.

Table 4-29 The Results of Moderating Effect of Subjective Norm Between Service Quality and Customer Satisfaction

Independent variables	**Dependent variable**			
	CS			
	Model 1(β)	Model 2(β)	Model 3(β)	Model 4(β)
Independent Variable - *SQ*	0.460***		0.424***	0.431***
Moderating Variable - *SN*		0.392***	0.347***	0.290***
Interaction Variable - *SQ*SN*				0.186***
R^2	0.212	0.153	0.331	0.363
Adjusted-R^2	0.210	0.151	0.328	0.357
F-value	93.383	62.901	85.746	65.440
Sig.p	0.000	0.000	0.000, 0.000	0.000, 0.000, 0.000
VIF	1.000	1.000	1.011, 1.011	1.013, 1.116, 1.104

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

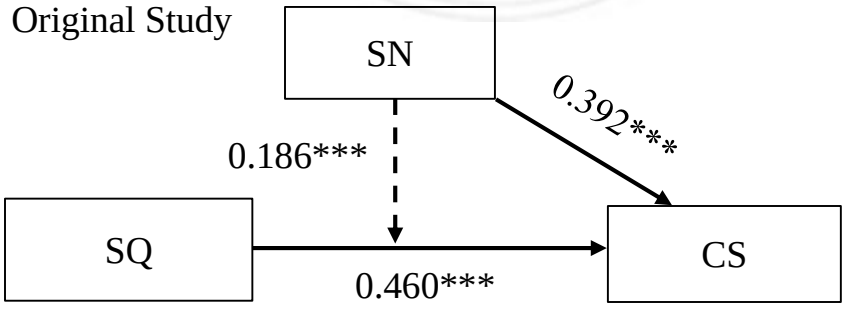

Figure 4-6 Moderating Effect of Subjective Norm Between Service Quality and Customer Satisfaction

Source: Original Study

Table 4-29 and figure 4-6 showed that subjective norm is statistically considered to be a moderating factor. The study prefers to display an interaction plot for more explanation. According to figure 4-7, the plot shows the moderating effect of the subjective norm that interacts with the relationship between service quality and customer satisfaction. The low group (1.00) and the high group (2.00) were separated based on the median value to determine which group was dramatically increased by the moderating variable.

As the plot showed, while service quality is low, the low group of subjective slightly affects customer satisfaction at around 5.10 to 5.21. But while the subjective norm is high, service quality is boosted from low group to high group and reaches the maximum of customer satisfaction (around 4.90 to 5.81). Subjective norm has a visible moderating effect on the relationship between service quality and customer satisfaction in this plot.

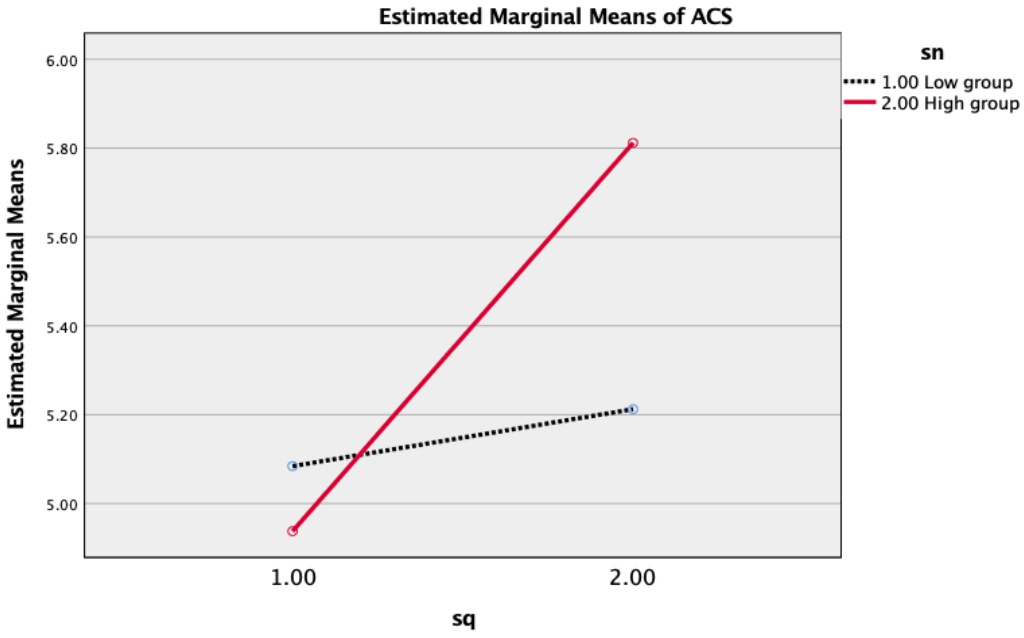

Figure 4-7 The Story (Plot) Graph of Moderating Effect of Subjective Norm Between Service Quality and Customer Satisfaction

Source: Original Study

4.5.9. The moderation effect of Electronic Word of Mouth on the relationship between Service Quality and Behavioral Intention

Moving to this table, it is not quite different from the previous tables. Electronic word-of-mouth is discussed as a moderating effect in table 4-30. Model 1 shows a positive correlation between perceived usefulness and behavioral intention. The value shows $R^2 = 0.509$, Adjusted-$R^2 = 0.507$, F-value = 359.355, $p < 0.001$, D-W = 1.740, VIF = 1, and beta value is 0.713 with three stars. Model 2 demonstrates the relationship between electronic word-of-mouth and behavioral intention. Based on model 2's outcome, it displays $R^2 = 0.369$, Adjusted-$R^2 = 0.367$, F-value = 268.265, $p<0.001$, D-W = 2.424, VIF = 1, and $\beta_{EWOM}=0.607$ with three-star significance. Thus, electronic word-of-mouth is statistically correlated with behavioral intention. Model 3 shows two variables that together have a relationship with behavioral intention. Actually, they are strongly important to behavioral intention, with three stars being significant. Perceived usefulness achieved beta 0.551 while electronic word-of-mouth reached 0.354. In addition, $R^2 = 0.608$, Adjusted-$R^2 = 0.606$, F-value = 268.265, $p < 0.001$, D-W = 2.046, VIF = 1.267. Model 4 demonstrates that electronic word-of-mouth is negatively significant to the relationship between perceived usefulness and behavioral intention because the beta value accounts for -0.204 ($R^2 = 0.647$, Adjusted-$R^2 = 0.644$, F-value = 210.703, $p < 0.001$, D-W = 2.211). So, electronic word-of-mouth is negatively significant in the relationship between perceived usefulness and behavioral intention.

Table 4-30 The results of moderating effect of electronic word-of-mouth between perceived usefulness and behavioral intention

Independent variables	Dependent variable			
	BI			
	Model 1 (β)	Model 2(β)	Model 3(β)	Model 4(β)
Independent Variable - PU	0.713***		0.551***	0.509***
Moderating Variable - EWOM		0.607***	0.354***	0.337***
Interaction Variable - *PU*EWOM*				(-0.204)***
R^2	0.509	0.369	0.608	0.647
Adjusted-R^2	0.507	0.367	0.606	0.644
F-value	359.355	202.542	268.265	210.703
Sig.p	0.000	0.000	0.000, 0.000	0.000, 0.000, 0.000
VIF	1.000	1.000	1.267, 1.267	1.311, 1.275, 1.069

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

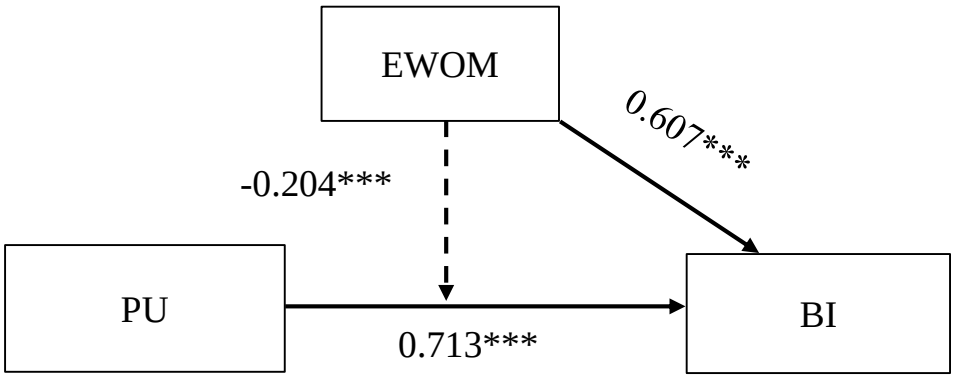

Figure 4-8 Moderating Effect of Electronic Word-Of-Mouth Between Perceived Usefulness and Behavioral Intention

Source: Original Study

According to figure 4-9, the below plot shows an important moderating effect that interacts with the relationship between perceived usefulness and behavioral intention. Electronic word-of-mouth is controversially discussed in the previous part of Baron and Kenny (1986) policy, which is insignificant. To verify this matter, the plot reveals that while the perceived usefulness is low, the presence of electronic word-of-mouth's low group achieved behavioral intention around 4.20 to 5.95. In different circumstances, electronic word-of-mouth boosts perceived usefulness to a high group while just slightly increasing the value of behavioral intention (around 5.45 to 6.05). In addition, the vector of the red line is weaker than the blue line. It means that the blue line has more potential and is a stronger subject. So, based on the vector's line of two groups, electronic word-of-mouth has a negative moderating effect that decreases the relationship between perceived usefulness and behavioral intention.

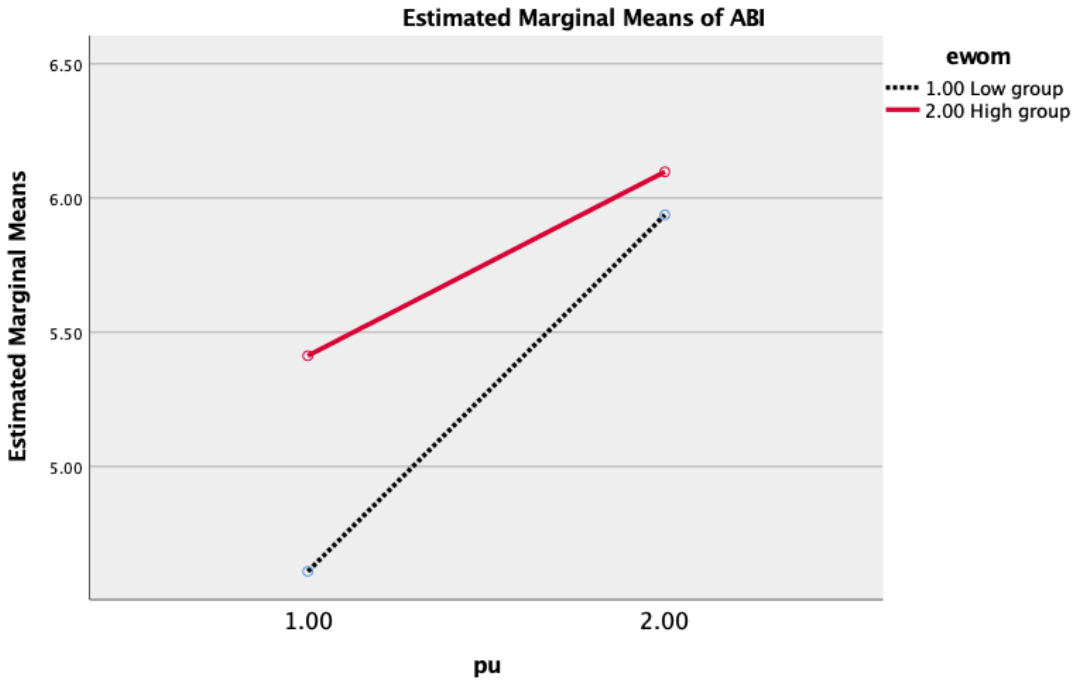

Figure 4-9 The Story (Plot) Graph of Moderating Effect of Electronic Word-of-Mouth Between Perceived Usefulness and Behavioral Intention

Source: Original Study

4.6. Structural Model Evaluation

Moving on to this part, SmartPLS program is used to verify the conceptual model, whether between regression analysis (SPSS) and SmartPLS totally shows the same significant relationship or different. In such manner, evaluation of the measurement model and evaluation of structural model and hypothesis testing were used to describe the relationship among the variables in the conceptual model.

4.6.1. Measurement Model Evaluation

Recent years, Partial Least Squares Structural Equation Modeling (PLS-SEM) is popularly used to verify the study's model in variance based including

the sectors of strategy, marketing, and science management etc. (Hair Jr, et al., 2021). In such manner, there are some rules of thumb to do a validation of measurement model evaluation, namely, composite reliability (CR) and Cronbach's alpha (α), coefficient of determination (R2), and average variance extracted (AVE). According to Hair, et al. (2011), R^2 value more than 0.75 is classified as important; between 0.50 and 0.75 is strong; between 0.25 and 0.50 is weak; and smaller than 0.25 is very weak. Based on the suggestion from Fornell and Larcker (1981) and Hair Jr, et al. (2014), the value of Average Variance Extracted (AVE) and Composite Reliability (CR) must be greater than standard of 0.5 and 0.7 respectively. Cronbach's alpha (∝) is a coefficient used to examine the internal consistency of each construct's factor (Cronbach and Meehl, 1955). According to Hair et al. (2014), a Cronbach's alpha (∝) value greater than 0.7 indicates good reliability and maintains internal consistency in the measurement model.

In table 4.31, the outcomes showed that the Cronbach's Alpha value of all variables is between 0.805 to 1.00, is bigger than 0.7. It means that the model is reliable and consistency. The composite is greater than 0.7, ranged between 0.873 to 1.000. It explains a tendency to evolve variable among each other's. In addition, AVE is totally higher than 0.5, ranged between 0.614 to 1.000. Moreover, R^2 of all variables is considered as important substantial. Because the ranging between 0.437 to 0.702 is dominated as the potential relationship. So, the study data's dependable fit to the research model.

Table 4-31 Measurement Model Evaluation

Items	Cronbach's Alpha	Composite Reliability	AVE	R Square
Behaviroal Intention	0.805	0.885	0.720	0.702
Customer Satisfaction	0.842	0.894	0.678	0.647
ElectronicWord-Of-Mouth	0.874	0.914	0.726	
Moderating effect of EWOM	1.000	1.000	1.000	
Moderating effect of Subjective Norm 1	1.000	1.000	1.000	
Moderating effect of Subjective Norm 2	1.000	1.000	1.000	
Perceived Usefulness	0.806	0.873	0.634	0.437
Subjective Norm	0.861	0.898	0.689	
Service Quality	0.943	0.950	0.614	

Source: Original Study

4.6.2. Evaluation of the Structural Model

Structural model analysis involves an assessment of the statistical significance of structural relationships, such as multicollinearity and the effect size f-square (f^2). In this research, we undertake above analyses by consuming Smart PLS 3. The path parameter coefficient is implemented to test the hypothesis with 349 samples. The study use bootstrapping resampling techniques to investigate the association between variables and runs 5000 bootstrap subsamples with the PLS-SEM algorithm (Hair Jr, et al., 2021).

According to table 4-31, It demonstrated the relationships of 11 hypotheses. For the H1, it was positively impact to perceived usefulness with β= 0.308, t= 5.744, f^2= 0.161, p< 0.001. The supporting of H1 means that service quality is significant with three stars influence on perceived usefulness. H2 is also support because the service quality is significant impact on customer satisfaction with β= 0.206, t= 5.975, f^2= 0.099, p< 0.001, and three-stars significance. H3 doesn't has significant within the constructs with β= 0.116, t= 1.342, f^2= 0.0181, p> 0.05. Thus, moderating effect of subjective norm doesn't have any influence to the interaction of the relationship between service quality and perceived usefulness. H4 is supported with β= 0.490, t= 12.758, f^2= 0.382, p< 0.001, and three-stars significance. The relationship between subjective norm and perceived usefulness is significantly correlated. H5 shows insignificant impact between subjective norm and customer satisfaction with β= -0.013, t= 0.247, f^2= 0.0003, p> 0.05. H6 is slightly supported because β= 0.170, t= 1.997, f^2= 0.061, p< 0.05, and one-star significance. H7 is strongly supported because β= 0.654, t= 14.118, f^2= 0.682, p< 0.001, and three-stars significance. Therefore, this relationship is considered as the strongest one between perceived usefulness and customer satisfaction. H8 is also positively significant with β= 0.266, t= 5.636, f^2= 0.088, p< 0.001, and three-stars significance. Perceived usefulness is significant impact on behavioral intention. H9 is completely supported the relationship between customer satisfaction and behavioral intention β= 0.332, t= 4.899, f^2= 0.145, p< 0.001, and three-stars significance. Moreover, H10 reveals the significant impact between electronic word-of-mouth with β= 0.301, t= 5.196, f^2= 0.229, p< 0.001, and three-stars significance. The last hypothesis shows that moderating effect of electronic word-of-mouth is considered as the moderator between perceived usefulness and behavioral intention with β= -0.156, t= 5.164, f^2= 0.157, p< 0.001, and three-stars

significance. But the negative effect of β showed the weakening of the relationship of perceived usefulness and behavioral intention while electronic word-of-mouth was contributed.

Table 4-32 Structural Model and Hypothesis Testing

Paths	Standardized Estimate (β)	T Statistics	F Square	P Values	Remarked
SQ -> PU	0.308***	5.744	0.161	0.000	H1: Supported
SQ -> CS	0.206***	5.975	0.099	0.000	H2: Supported
MSN1 -> PU	0.116	1.342	0.0181	0.180	H3: Not Supported
SN -> PU	0.490***	12.758	0.382	0.000	H4: Supported
SN -> CS	-0.013	0.247	0.0003	0.805	H5: Not Supported
MSN2 -> CS	0.170*	1.997	0.061	0.046	H6: Supported
PU -> CS	0.654***	14.118	0.682	0.000	H7: Supported
PU -> BI	0.266***	5.636	0.088	0.000	H8: Supported
CS -> BI	0.332***	4.899	0.145	0.000	H9: Supported
EWOM -> BI	0.301***	5.196	0.229	0.000	H10: Supported
MEWOM -> BI	-0.156***	5.164	0.157	0.000	H11: Supported

MSN1: Moderating effect of Subjective norm on the relationship between service quality and Perceived usefulness

MSN2: Moderating effect of Subjective norm on the relationship between service quality and customer satisfaction

Note: *p< 0.05; **p < 0.01; ***p < 0.001

Source: Original Study

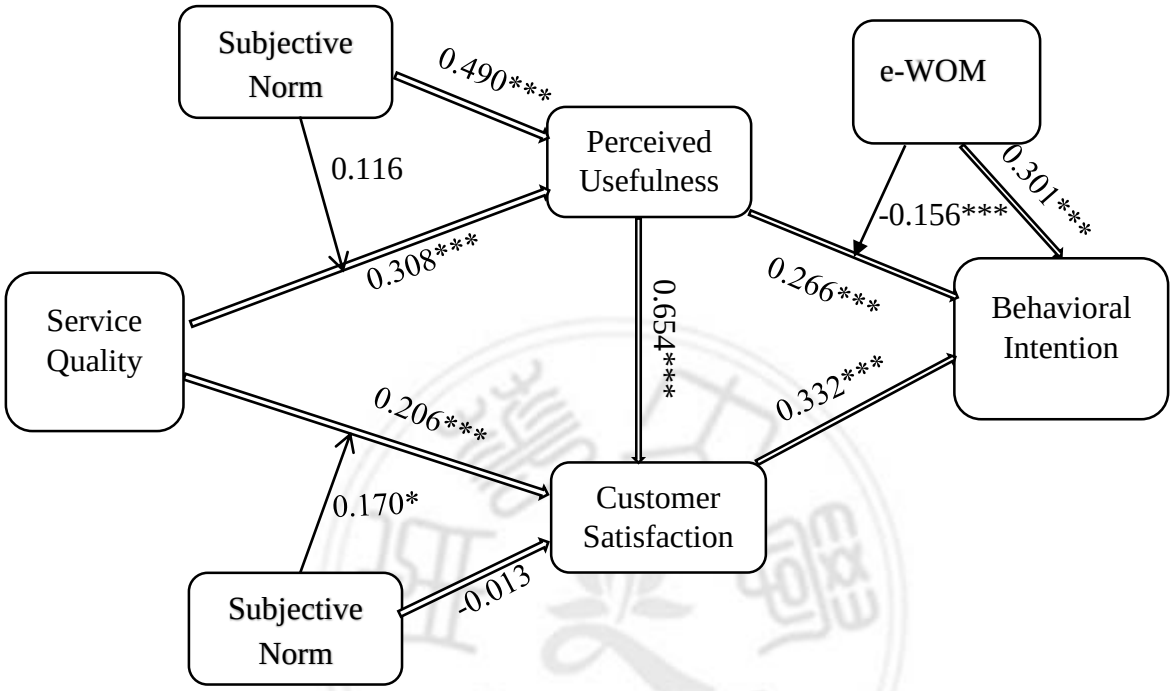

Figure 4-10 Partial Least Square Model of the Study

Source: Original Study

CHAPTER FIVE
CONCLUSIONS AND SUGGESTIONS

5.1. Research Conclusion

Table 5-1 Outcome of the hypothesis testing

Hypotheses		Results
H1	There a is significant effect between service quality and perceived usefulness	Supported
H2	There a is significant effect between service quality and customer satisfaction	Supported
H3	Subjective norm moderates the relationship between service quality and perceived usefulness	Not Supported
H4	There a is significant effect between subjective norm and perceived usefulness	Supported
H5	There a is significant effect between subjective norm and customer satisfaction	Supported
H6	Subjective norm moderates the relationship between service quality and customer satisfaction	Supported
H7	There a is significant effect between perceived usefulness and customer satisfaction	Supported
H8	There a is significant effect between perceived usefulness and behavioral intention	Supported
H9	There a is significant effect between customer satisfaction and behavioral intention	Supported

Table 5-1 Outcome of the hypothesis testing (Continued)

Hypotheses		Results
H10	There a is significant effect between electronic word-of-mouth and behavioral intention	Supported
H11	Electronic word-of-mouth moderates the relationship between perceived usefulness and behavioral intention	Supported

The statement of concerns and empirical studies established the conceptual framework, and the conceptual framework consisted of hypotheses development in this study. By the way, hypothesis testing is an essential purpose of this study. Table 5.1 contains 11 hypotheses about which the preceding was mentioned: (i) to define the relationship between service quality and perceived usefulness; (ii) to determine the relationship between service quality and customer satisfaction; (iii) to investigate the moderating effect of subjective norm on the relationship between service quality and perceived usefulness; (iv) to investigate the effect of the relationship between the relationship of subjective norm and perceived usefulness, (v) to explore the relationship between subjective norm and customer satisfaction, (vi) to investigate the moderating effect of subjective norm that interact the relationship between service quality and customer satisfaction, (vii) to demonstrate the effect between perceived usefulness, (viii) to understand the effect between perceived usefulness and behavioral intention, (ix) to reveal the effect between the relationship of customer satisfaction and behavioral intention, (x) to study the effect between the relationship of electronic word-of-mouth and behavioral intention, and (xi) to define how electronic word-of-mouth moderates the relationship between perceived usefulness and customer satisfaction.

In the literature review chapter, the theoretical framework was critically discussed and mentioned hypotheses among constructs. Based on the data analysis, the results notably showed that the main constructs such as service quality, perceived usefulness, subjective norm, customer satisfaction, and electronic word-of-mouth are essentially played as heavy enforcement to boost the movement of behavioral intention. Additionally, the rejected and not-rejected hypotheses displayed in table 5-1 are going to be discussed in the following statement.

As per discussed, many researchers reveal that service quality is correlated with perceived usefulness. This study also found the positive relationship between these two variables to be the same as Ahn, et al. (2004) and Pai and Huang (2011). Therefore, it is acceptable to argue that interactions between perceived usefulness and service quality may reflect greater variance in user retention purpose than simple main effects. So, if they are pleased with the service quality, consumers may continue to utilize a beneficial service.

For hypothesis 2, the results didn't reject the null hypothesis. It means that service quality is positively related to customer satisfaction, as Wu and Cheng (2018) and (Cheng, et al., 2021). Moreover, while the service quality is regularly updated and improved in a particular organization, customer satisfaction is powerfully increased (Sakarji, et al., 2020). So, the relationship between service quality and customer satisfaction is very important for the previous and next studies.

For hypothesis 3, the results showed an insignificant of moderating effect. According to (Baron and Kenny, 1986) theory, subjective norm was rejected between the relationship between service quality and perceived usefulness. It refers to the motivation to experience an exact service, which mostly cannot moderate the experience of using a particular system by other people's opinions.

The results illustrated that subjective norm is strongly significant with perceived usefulness as hypothesis 4. It is such a supportive finding as (Teo, 2010). A participant notices that the more important others believe he or she should take an action, the more he or she will strive to do so. So, while important people think that using a particular product/service is easier, others will decide to experience that product/service too. According to the literature, subjective norms greatly affected perceived usefulness.

Another one is hypothesis 5. It demonstrated an insignificant relationship. Actually, there are not many references to support this relationship. It seems to be rare, but accordingly (Ramayah and Razak, 2008) found that customer satisfaction was influenced by subjective norm. Actually, the results statistically preferred to SPSS that showed the outcome of this study support the previous authors' claims because the context of the study can sometimes be the greatest factor to change the significance of each relationship within the study.

Hypothesis 6 positively contributed to the framework because the significant moderating effect was significant. It supported to the literature review that mentioned the role of subjective norm moderate the relationship between service quality and customer satisfaction.

For hypothesis 7, the results showed a powerful relationship between these two variables. According to (Li, 2016) and (Baker-Eveleth and Stone, 2020), when technology can deliver a useful function to consumers, the value increases, as does the importance of user perceived usefulness in terms of user happiness and behavioral intentions toward mobile applications. So, H7 is strongly significant in the relationship between perceived usefulness and customer satisfaction.

The significance of hypothesis 8 showed the relationship between perceived usefulness and behavioral intention. Based on empirical studies, (Almarashdeh

and Alsmadi, 2017) and (Mensah, 2020) they similarly mentioned that some research has already shown that the advantage of utilizing (perceived usefulness) increases dispositions to use devices, but perceived usefulness is still essential in the setting of mobile internet service. So, the supportive relationship of H8 is alternatively interpreted by the previous authors because this kind of study is mostly conducted in the same context.

Hypothesis 9 is another strong relationship within the framework because the results showed the positive relationship between customer satisfaction and behavioral intention. Many authors have empirically proved that customer pleasure leads to favorable attitudes for future service use (Collier and Sherrell, 2010) and (Shahid Iqbal, et al., 2018). In fact, the meaning of this relationship literally illustrated that before a customer decides to consider a particular product/service for their choice, they need to have experience to win their satisfaction first.

Last but not least, hypothesis 10 is suitable in the context of this study. It showed a significant relationship between electronic word-of-mouth and behavioral intention. Electronic word-of-mouth refers to a benefit for customers that they receive others' experiences through the internet without directly involving them. So, electronic word-of-mouth is recognized as an important source of client preference information towards behavioral intention.

Hypothesis 11 is the last hypothesis in which electronic word-of-mouth moderates the relationship between perceived usefulness and behavioral intention. It showed the significant as a moderating effect but negative effect is oppositely explained with (Mensah, 2020). The statement discussed that electronic word-of-mouth normally accelerates the relationship between perceived usefulness and

behavioral intention. However, the significance of this moderator just explains the negative effect of the real circumstance based on the customer's experiences.

5.2. Discussion and implication

This study aimed to determine the relationship between service quality, perceived usefulness, customer satisfaction, subjective norm, and electronic word-of-mouth to influence behavioral intention. The presence of all the variables is such a suitable combination that it is actually linked with the exact situation. Based on the results, the whole framework has been strongly explained such that subjective norm, perceived usefulness, customer satisfaction, and electronic word-of-mouth are statistically connected to each other to build the story of service quality and behavioral intention. The consumers received a useful experience with system platform after they experienced with a helpful service quality, consumers received satisfaction after they experienced with a usefulness of a particular system, and consumers received intention to use it more after they received satisfaction. Therefore, the study reveals that behavioral intention does not directly correlate with the quality of service. According to Zeithaml, et al. (1996), at the overall level, service quality is related to customer intention. It showed the direct relationship between service quality and behavioral intention, and the direct effect didn't explain well in the past. It just based on a particular condition. Recently, the following studies found that customer satisfaction, perceived usefulness, and electronic word-of-mouth critically explained the relationship between service quality and behavioral intention more strongly (Karsana and Murhadi, 2021) and (Sanyal, et al., 2021). Additionally, two of the variables, namely customer satisfaction and perceived usefulness, are crucial within the framework because it is such a path to achieve behavioral intention. The first one is perceived usefulness,

a degree of customer who think that when they have experienced with the system their life quality is improved also. And second one is customer satisfaction, defined as a metric that measures how satisfied consumers are with a company's products, services, and capabilities and enables them to achieve maximum performance. These two indicators strongly conclude the reason for supporting the quality of customer intention. Consequently, one interesting path in the framework is that service quality significantly affected perceived usefulness, and then perceived usefulness significantly affected customer satisfaction, and after that, customer satisfaction positively affected behavioral intention. These relationships deeply explain why customers first consider the quality of service and then, if they feel good using the system or platform, they will rate the satisfaction level as much as they prefer. And lastly, when they normally provide their satisfaction opinion for a long period, the long period is completely converted to intention without any concerns. Moreover, the moderating of subjective norms showed significance and insignificance because of the young age of students with low income. Interestingly, the results interpreted that perceived usefulness is referred to the convenient outcome of consumer's usage (Davis, 1985) while customer satisfaction is referred to the degree of feeling to satisfy on what the consumer have experienced (Oliver and Swan, 1989). Thus, subjective norm cannot moderate in the relationship between service quality and perceived usefulness because the important person mostly just delivers their thinking; due to the different habits some consumers, their thinking will not contribute the other usefulness. Other hand, subjective norm slightly moderate on the relationship between service quality and customer satisfaction because the important people's thinking is showing the good feeling on something and deliver to consumers for making their feeling more satisfied on the product or service. They are not willing to think that a system is good for their

lives by hearing what their important people just said. The other person's word doesn't affect the usefulness of the service quality. But it is possible to think about the satisfaction of one particular product or service based on what people prefer. Occasionally, important people play a vital role in raising the feeling and forwarding it to satisfaction (Alnaser, et al., 2017). Last but not least, in the context of this study, only the top three online food delivery companies were mentioned, which have good performance in Cambodia, while there are many companies that are not good enough in this sector. That's how customers will slightly decrease their intention whenever they check and review the comments online.

Besides, a small controversial outcome was appeared in H5, relationship between subjective norm and customer satisfaction. In SPSS, it showed significant correlation, but in SmartPLS it showed insignificant correlation. This study finalizes the relationship of H5 base on SPSS procedure. Because SmartPLS prefers to the covariance based structural equation modeling (CB-SEM) that mostly is suggested for the large amount of the data (Hair Jr, et al., 2017). Moreover, SmartPLS is used for the common factor models or the data is not full statistical information (Sarstedt, et al., 2016). So, in the study, the results are totally based on SPSS analysis, and SmartPLS is just confirmed the fitness of the model.

Understanding the concept of the study is a key strategy to interpreting the whole meaning of the study. All of the constructs in this study are really important and suitable for the Cambodia context. In particular, service quality is a kind of variable which helps to drive business performance in a variety of ways. Measuring and enhancing service quality may help your company's bottom line and reputation. Service quality, regardless of sector, may have a direct influence on your company's ability to meet client expectations while maintaining a

competitive advantage. As per the results, the SmartPLS program was also conducted in the study to make sure that the relationship between each variable was really significant and more reliable. It is not about duplicated progress on the study, but just a confirmative analysis that is provided to the other practitioners or scholars for their next studies without bias in machine learning.

The contribution of this study would be to share this concept, model, results, and suggestions with the management team for online food delivery companies and other scholars in this sector. Firstly, most businesses understand what research is and recognize its relevance in general, but they may be unaware of how critical research studies are to the success of their organization. Doing research is the solution when you need to uncover market trends, better understand your core customer, or achieve a long list of other critical aims. So, the management team and business owners will know the exact situation that happened around their business location. It is such a powerful reference for them to make a strong decision. By the way, the study illustrated the important point that every manager should focus on two points. There are two on service quality and perceived usefulness. We meticulously design a standard quality control to ensure that the service runs smoothly and is appropriate for the industry. And being an online food service provider, perceived usefulness is an important part to emphasize because customers totally prefer to use a smooth and handy application. Spending a couple of time to study about how to adopt the system is the most reason that customer decide to change. Another way research helps you is by following your interests, learning something new, polishing your problem-solving abilities, and pushing yourself in new directions. When a piece of research is completely done, it provides many beneficial advantages for the next scholar. Actually, this study is such a fundamental concept for the next scholars who intent to critically study in

service quality especially in online food delivery sector. They can propose a similar model or implement the study model in a similar context. In addition, it shows about the last update of those relationships within the framework as being a key idea for the next study.

5.3. Research Limitation and Future Research Suggestion

According to the meaningful concept and suitable framework as above, this study still has some limitations that occurred while the study was conducted. Firstly, because of the large number of online food delivery companies in Cambodia, it was just decided to select respondents from the top 3 companies, namely, Food Panda, E-Gets, and Nham24. Secondly, the framework didn't involve product quality or food quality. It would refer to the food and beverage provider because they are the first to touch the food and drinks and also the first to designate a taste. Actually, food is indefinitely considered delicious while the taste is perfectly acceptable. The last limitation is that all the respondents are almost young. In this point of view, it actually refers to Young's concept as well, and this kind of bias unfortunately happened.

The suggestion for this study consists of three points also. Firstly, the next scholars are strongly suggested to conduct a survey of a diversity of online food delivery companies rather than just these top three. It shows the transparency and diversity of the companies in the study. Furthermore, some small businesses perform well because the native of service cannot always judge by size. Second, food quality is suggested to be the next study variable. Food quality is going to discuss the product details such as taste, package, tidiness, and temperature, etc.

According to Suhartanto, et al. (2019), product quality is positively affected by customer loyalty in this sector. Last, this study suggests determining the age of respondents without any bias because the age of respondents will show the status and general information. If the study can gain access to all levels of respondents' generation, the study is more valid and reliable.

Reference:

1. Abbas&Hamdy (2015), Determinants of continuance intention factor in Kuwait communication market: Case study of Zain-Kuwait, Computers in Human Behavior, Vol.49, pp.648-657
2. Afthanorhan, Awang, Rashid, Foziah&Ghazali (2019), Assessing the effects of service quality on customer satisfaction, Management Science Letters, Vol.9, No.1, pp.13-24
3. Ahmad, Bhatti&Hwang (2020), E-service quality and actual use of e-banking: Explanation through the Technology Acceptance Model, Information Development, Vol.36, No.4, pp.503-519
4. Ahn, Ryu&Han (2004), The impact of the online and offline features on the user acceptance of Internet shopping malls, Electronic commerce research and applications, Vol.3, No.4, pp.405-420
5. Ajzen&Madden (1986), Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control, Journal of experimental social psychology, Vol.22, No.5, pp.453-474
6. Ajzen (1991), The theory of planned behavior, Organizational behavior and human decision processes, Vol.50, No.2, pp.179-211
7. Ajzen, Czasch&Flood (2009), From intentions to behavior: Implementation intention, commitment, and conscientiousness 1, Journal of applied social psychology, Vol.39, No.6, pp.1356-1372
8. AL-Nawafleh, ALSheikh, Abdulllah&Tambi (2019), Review of the impact of service quality and subjective norms in TAM among telecommunication customers in Jordan, International Journal of Ethics and Systems, Vol.35, No.1, pp.148-158.

9. Alam&Yasin (2010), What factors influence online brand trust: evidence from online tickets buyers in Malaysia, Journal of theoretical and applied electronic commerce research, Vol.5, No.3, pp.78-89
10. Almarashdeh&Alsmadi (2017), How to make them use it? Citizens acceptance of M-government, Applied Computing and Informatics, Vol.13, No.2, pp.194-199
11. Almohaimmeed (2019), Internal service quality and external service quality using two versions of SERVQUAL scale: An empirical evidence from five malls in the capital city of Saudi Arabia, Verslas: teorija ir praktika, Vol.20, No.1, pp.158-169
12. Alnaser, Ghani, Rahi&Abed (2017), The Impact of SERVQUAL Model and Subjective Norms on Customer's Satisfaction and Customer Loyalty in Islamic Banks: A Cultural Context, Int J Econ Manag Sci, Vol.6, No.5, pp.455
13. Anderson&Fornell (1994), A customer satisfaction research prospectus, Service quality: New directions in theory and practice, Vol.14, No.1, pp.239-266
14. Annaraud&Berezina (2020), Predicting satisfaction and intentions to use online food delivery: What really makes a difference?, Journal of Foodservice Business Research, Vol.23, No.4, pp.305-323
15. Aslam, Tariq&Arif (2019), The effect of ATM service quality on customer satisfaction and customer loyalty: An empirical analysis, Global Business Review, Vol.20, No.5, pp.1155-1178
16. Baker-Eveleth&Stone (2020), User's perceptions of perceived usefulness, satisfaction, and intentions of mobile application, International Journal of Mobile Communications, Vol.18, No.1, pp.1-18

17. Baron&Kenny (1986), The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations, Journal of personality and social psychology, Vol.51, No.6, pp.1173
18. Belanche, Flavián&Pérez-Rueda (2020), Mobile apps use and wom in the food delivery sector: The role of planned behavior, perceived security and customer lifestyle compatibility, Sustainability, Vol.12, No.10, pp.4275
19. Bolton&Drew (1991), A multistage model of customers' assessments of service quality and value, Journal of consumer research, Vol.17, No.4, pp.375-384
20. Bonn, Kim, Kang&Cho (2016), Purchasing wine online: The effects of social influence, perceived usefulness, perceived ease of use, and wine involvement, Journal of Hospitality Marketing & Management, Vol.25, No.7, pp.841-869
21. Brønn (2009), Adapting the PZB service quality model to reputation risk analysis and the implications for corporate communication, that Matters to the Practice, pp.41
22. Burton, Sheather&Roberts (2003), Reality or perception? The effect of actual and perceived performance on satisfaction and behavioral intention, Journal of Service Research, Vol.5, No.4, pp.292-302
23. Cengiz (2010), Measuring customer satisfaction: must or not, Journal of naval science and engineering, Vol.6, No.2, pp.76-88
24. Chandrasekhar, Gupta&Nanda (2019), Food delivery services and customer preference: a comparative analysis, Journal of Foodservice Business Research, Vol.22, No.4, pp.375-386

25. Chen, Chang, Hsu&Yang (2011), Understanding the relationship between service convenience and customer satisfaction in home delivery by Kano model, Asia Pacific Journal of Marketing and Logistics,
26. Cheng, Chang&Chen (2021), Construction of a service quality scale for the online food delivery industry, International Journal of Hospitality Management, Vol.95, pp.102938
27. Chiu, Chang, Cheng&Fang (2009), Determinants of customer repurchase intention in online shopping, Online information review,
28. Chotigo&Kadono (2021), Are there any key factors that encourage food delivery applications use during the COVID-19 pandemic in Thailand and the role of HRM?, Human Systems Management, Vol.40, No.Preprint, pp.1-23
29. Chou&Lu (2009), Assessing service quality, switching costs and customer loyalty in home-delivery services in Taiwan, Transport Reviews, Vol.29, No.6, pp.741-758
30. Cohen (1992), A power primer, Psychological bulletin, Vol.112, No.1, pp.155
31. Collier&Sherrell (2010), Examining the influence of control and convenience in a self-service setting, Journal of the Academy of Marketing Science, Vol.38, No.4, pp.490-509
32. Cronbach&Meehl (1955), Construct validity in psychological tests, Psychological bulletin, Vol.52, No.4, pp.281
33. Cronin Jr&Taylor (1992), Measuring service quality: a reexamination and extension, Journal of marketing, Vol.56, No.3, pp.55-68

34. Davis (1985), A technology acceptance model for empirically testing new end-user information systems: Theory and results, Massachusetts Institute of Technology,
35. Davis (1989), Perceived usefulness, perceived ease of use, and user acceptance of information technology, MIS quarterly, pp.319-340
36. Deng, Turner, Gehling&Prince (2010), User experience, satisfaction, and continual usage intention of IT, European Journal of Information Systems, Vol.19, No.1, pp.60-75
37. Ding, Hu&Sheng (2011), e-SELFQUAL: A scale for measuring online self-service quality, Journal of Business Research, Vol.64, No.5, pp.508-515
38. Eneizan, Alsaad, Abdelbaset Alkhawaldeh&Rawash (2020), E-wom, trust, usefulness, ease of use, and online shopping via websites: the moderating role of online shopping experience, Journal of Theoretical and Applied Information Technology, Vol.98, No.13, pp.2554-2565
39. Fishbein&Ajzen (1975), Belief, attitude, intention and behaviour: An introduction to theory and research:
40. Fornell&Larcker (1981), Evaluating structural equation models with unobservable variables and measurement error, Journal of marketing research, Vol.18, No.1, pp.39-50
41. Gajanan (2016), A study of retail service gaps with specific reference to three major color television brands in Pune city, Symbiosis International University,
42. Gârdan, Epuran, Paștiu, Gârdan, Jiroveanu, Tecău&Prihoancă (2021), Enhancing Consumer Experience through Development of Implicit Attitudes Using Food Delivery Applications, Journal of Theoretical and Applied Electronic Commerce Research, Vol.16, No.7, pp.2858-2882

43. Gronroos (1990), Relationship approach to marketing in service contexts: The marketing and organizational behavior interface, Journal of business research, Vol.20, No.1, pp.3-11
44. Gu, Bao, Hao&Kim (2019), Empirical examination of intention to continue to use smart home services, Sustainability, Vol.11, No.19, pp.5213
45. Hair (2009), Multivariate data analysis,
46. Hair, Ringle&Sarstedt (2011), PLSSEM: Indeed a Silver Bullet Journal of Marketing Theory and Practice, 19 (2) pages 139-152, doi: 10.2753, MTP1069-6679190202,
47. Hair Jr, Sarstedt, Hopkins&Kuppelwieser (2014), Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research, European business review,
48. Hair Jr, Matthews, Matthews&Sarstedt (2017), PLS-SEM or CB-SEM: updated guidelines on which method to use, International Journal of Multivariate Data Analysis, Vol.1, No.2, pp.107-123
49. Hair Jr, Hult, Ringle&Sarstedt (2021), A primer on partial least squares structural equation modeling (PLS-SEM): Sage publications.
50. Hennig-Thurau, Gwinner, Walsh&Gremler (2004), Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?, Journal of interactive marketing, Vol.18, No.1, pp.38-52
51. Hirschberg, Rajko, Schumacher&Wrulich (2016), The changing market for food delivery,
52. Hocutt (1998), Relationship dissolution model: antecedents of relationship commitment and the likelihood of dissolving a relationship, International Journal of service industry management,

53. Hu&Ha (2015), Which form of word-of-mouth is more important to online shoppers? A comparative study of WOM use between general population and college students, Journal of Communication and Media Research, Vol.7, No.2, pp.15-35
54. Jahng, Jain&Ramamurthy (2000), Effective design of electronic commerce environments: A proposed theory of congruence and an illustration, IEEE Transactions on Systems, Man, and Cybernetics-Part A: Systems and Humans, Vol.30, No.4, pp.456-471
55. Jeong&Jang (2011), Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations, International Journal of Hospitality Management, Vol.30, No.2, pp.356-366
56. Kamtarin (2012), The effect of electronic word of mouth, trust and perceived value on behavioral intention from the perspective of consumers, International journal of academic research in economics and management sciences, Vol.1, No.4, pp.56
57. Karsana&Murhadi (2021), Effect of Service Quality and Patient Satisfaction on Behavioral Intention, Journal of Entrepreneurship & Business, Vol.2, No.1, pp.25-36
58. Khan&Dominic (2017), Performance measure of online system acceptance and customer satisfaction through airlines websites in Malaysia, International Journal of Business Innovation and Research, Vol.12, No.4, pp.508-524
59. Kim, Ng&Kim (2009), Influence of institutional DINESERV on customer satisfaction, return intention, and word-of-mouth, International Journal of Hospitality Management, Vol.28, No.1, pp.10-17

60. Kim&Lee (2014), Quality, perceived usefulness, user satisfaction, and intention to use: An empirical study of ubiquitous personal robot service, Asian Social Science, Vol.10, No.11, pp.1
61. King, Racherla&Bush (2014), What we know and don't know about online word-of-mouth: A review and synthesis of the literature, Journal of interactive marketing, Vol.28, No.3, pp.167-183
62. Kotler (2001), Marketing management, millenium edition: Prentice-Hall, Inc.
63. Kotler, Keller, Ancarani&Costabile (2014), Marketing management 14/e: Pearson.
64. Kudeshia&Kumar (2017), Social eWOM: does it affect the brand attitude and purchase intention of brands?, Management Research Review,
65. Kumar (2020), Service Quality and Behavioral Intention: The Mediating Effect of Satisfaction in Online Food Ordering Services, Available at SSRN 3753096,
66. Lee, Kozar&Larsen (2003), The technology acceptance model: Past, present, and future, Communications of the Association for information systems, Vol.12, No.1, pp.50
67. Lee, Sung&Jeon (2019), Determinants of continuous intention on food delivery apps: extending UTAUT2 with information quality, Sustainability, Vol.11, No.11, pp.3141
68. Legris, Ingham&Collerette (2003), Why do people use information technology? A critical review of the technology acceptance model, Information & management, Vol.40, No.3, pp.191-204

69. Li&Liu (2014), Understanding post-adoption behaviors of e-service users in the context of online travel services, Information & Management, Vol.51, No.8, pp.1043-1052
70. Li (2016), Empirical study of influential factors of online customers' repurchase intention, IBusiness, Vol.8, No.3, pp.48-60
71. Li, Lu, Hou, Cui&Darbandi (2021), Customer satisfaction with bank services: The role of cloud services, security, e-learning and service quality, Technology in Society, Vol.64, pp.101487
72. Lin&Hsieh (2007), The influence of technology readiness on satisfaction and behavioral intentions toward self-service technologies, computers in Human Behavior, Vol.23, No.3, pp.1597-1615
73. Lin&Wang (2012), Antecedences to continued intentions of adopting e-learning system in blended learning instruction: A contingency framework based on models of information system success and task-technology fit, Computers & Education, Vol.58, No.1, pp.88-99
74. Litvin, Goldsmith&Pan (2008), Electronic word-of-mouth in hospitality and tourism management, Tourism management, Vol.29, No.3, pp.458-468
75. Lu, Zhang&Wang (2009), A multidimensional and hierarchical model of mobile service quality, Electronic Commerce Research and Applications, Vol.8, No.5, pp.228-240
76. Marangunić&Granić (2015), Technology acceptance model: a literature review from 1986 to 2013, Universal access in the information society, Vol.14, No.1, pp.81-95
77. Mardiana, Tjakraatmadja&Aprianingsih (2015), Validating the conceptual model for predicting intention to use as part of information system success

model: the case of an indonesian government agency, Procedia Computer Science, Vol.72, pp.353-360

78. Matsuoka (2018), Traffic management project in Phnom Penh, IATSS research, Vol.42, No.4, pp.180-189

79. Mehrad&Mohammadi (2017), Word of Mouth impact on the adoption of mobile banking in Iran, Telematics and Informatics, Vol.34, No.7, pp.1351-1363

80. Mensah, Jianing&Durrani (2017), Factors Influencing Citizens' Intention to Use E-Government Services: A Case Study of South Korean Students in China, International Journal of Electronic Government Research (IJEGR), Vol.13, No.1, pp.14-32

81. Mensah (2020), Perceived usefulness and ease of use of mobile government services: The moderating impact of electronic word of month (eWOM), International Journal of Technology Diffusion (IJTD), Vol.11, No.1, pp.1-16

82. Ngubelanga&Duffett (2021), Modeling Mobile Commerce Applications' Antecedents of Customer Satisfaction among Millennials: An Extended TAM Perspective, Sustainability, Vol.13, No.11, pp.5973

83. Ok, Suy, Chhay&Choun (2018), Customer satisfaction and service quality in the marketing practice: Study on literature review, Asian Themes in Social Sciences Research, Vol.1, No.1, pp.21-27

84. Oliver&Swan (1989), Equity and disconfirmation perceptions as influences on merchant and product satisfaction, Journal of consumer research, Vol.16, No.3, pp.372-383

85. Özer, Argan&Argan (2013), The effect of mobile service quality dimensions on customer satisfaction, Procedia-Social and Behavioral Sciences, Vol.99, pp.428-438
86. Padlee, Thaw&Zulkiffli (2019), The relationship between service quality, customer satisfaction and behavioural intentions, Tourism and hospitality management, Vol.25, No.1, pp.121-139
87. Paglioni (2020), E-commerce growth & the last mile of online food delivery in a btoc context: the case study of JaFood,
88. Pai&Huang (2011), Applying the technology acceptance model to the introduction of healthcare information systems, Technological Forecasting and Social Change, Vol.78, No.4, pp.650-660
89. Parasuraman, Zeithaml&Berry (1985), A conceptual model of service quality and its implications for future research, Journal of marketing, Vol.49, No.4, pp.41-50
90. Parasuraman, Zeithaml&Berry (1988), SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality, 1988, Vol.64, No.1, pp.12-40
91. Parasuraman, Zeithaml&Malhotra (2005), ES-QUAL: A multiple-item scale for assessing electronic service quality, Journal of service research, Vol.7, No.3, pp.213-233
92. Parkinson, Russell-Bennett&Previte (2012), Mum or bub? Which influences breastfeeding loyalty, Australasian Marketing Journal (AMJ), Vol.20, No.1, pp.16-23
93. Phelps, Lewis, Mobilio, Perry&Raman (2004), Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and

motivations to pass along email, Journal of advertising research, Vol.44, No.4, pp.333-348

94. Pinto, Hawaldar&Pinto (2021), Antecedents of Behavioral Intention to Use Online Food Delivery Services: An Empirical Investigation, Journal of Innovative Marketing, Vol.17, No.1, pp.1-15

95. Preacher&Hayes (2004), SPSS and SAS procedures for estimating indirect effects in simple mediation models, Behavior research methods, instruments, & computers, Vol.36, No.4, pp.717-731

96. Puriwat&Tripopsakul (2017), Mobile banking adoption in Thailand: an integration of technology acceptance model and mobile service quality,

97. Qin&Prybutok (2008), Determinants of customer-perceived service quality in fast-food restaurants and their relationship to customer satisfaction and behavioral intentions, Quality Management Journal, Vol.15, No.2, pp.35-50

98. Qizhi (2020), Research on user Perception behavior of Mobile Library Based on Technology Acceptance Model,

99. Ramayah&Razak (2008), Factors influencing intention to use diminishing partnership home financing, International Journal of Islamic and Middle Eastern Finance and Management,

100. Rejón-Guardia, Polo-Peña&Maraver-Tarifa (2020), The acceptance of a personal learning environment based on Google apps: The role of subjective norms and social image, Journal of Computing in Higher Education, Vol.32, No.2, pp.203-233

101. Ren, Kwon&Cho (2020), Online Food Delivery (OFD) services in Cambodia: A study of the factors influencing consumers' behavioral intentions to use, Management Information,

102. Saad (2020), Factors affecting online food delivery service in Bangladesh: an empirical study, British Food Journal,

103. Sakarji, Jamin, Ahmad, Beta, Ismail&Zain (2020), Perceived Service Quality Toward Customer Satisfaction in Majlis Perbandaran Seremban, KnE Social Sciences, pp.798–818-798–818

104. San&Dastane (2021), Key Factors Affecting Intention to Order Online Food Delivery (OFD), Journal of Industrial Distribution & Business, Vol.12, No.2, pp.19-27

105. Sánchez-Prieto, Olmos-Migueláñez&García-Peñalvo (2017), MLearning and pre-service teachers: An assessment of the behavioral intention using an expanded TAM model, Computers in Human Behavior, Vol.72, pp.644-654

106. Sander&Teh (2014), SmartPLS for the human resources field to evaluate a model,

107. Santos&Liguori (2019), Entrepreneurial self-efficacy and intentions: Outcome expectations as mediator and subjective norms as moderator, International Journal of Entrepreneurial Behavior & Research,

108. Sanyal, Hisam&Baawain (2021), The Impact of Individual and Technological Factors on Online Customer Satisfaction and Repurchase Intention: The Moderating Role of EWOM and Personality, International Journal of Economics, Management and Accounting, Vol.29, No.1, pp.23-44

109. Sarstedt, Hair, Ringle, Thiele&Gudergan (2016), Estimation issues with PLS and CBSEM: Where the bias lies!, Journal of Business Research, Vol.69, No.10, pp.3998-4010

110. Saunders, Lewis&Thornhill (2009), Research methods for business students: Pearson education.

111. Scheffe (1999), The analysis of variance: John Wiley & Sons.

112. Schepers&Wetzels (2007), A meta-analysis of the technology acceptance model: Investigating subjective norm and moderation effects, Information & management, Vol.44, No.1, pp.90-103

113. Shahid Iqbal, Ul Hassan&Habibah (2018), Impact of self-service technology (SST) service quality on customer loyalty and behavioral intention: The mediating role of customer satisfaction, Cogent Business & Management, Vol.5, No.1, pp.1

114. Suhartanto, Helmi Ali, Tan, Sjahroeddin&Kusdibyo (2019), Loyalty toward online food delivery service: the role of e-service quality and food quality, Journal of foodservice business research, Vol.22, No.1, pp.81-97

115. Sweeney, Soutar&Johnson (1999), The role of perceived risk in the quality-value relationship: A study in a retail environment, Journal of retailing, Vol.75, No.1, pp.77-105

116. Teo (2010), A path analysis of pre-service teachers' attitudes to computer use: applying and extending the technology acceptance model in an educational context, Interactive Learning Environments, Vol.18, No.1, pp.65-79

117. Thomas (1981), Strategy is Different in Service Businesses", Harvard Business Review, Vol. 53 No. 4, July-August 1975, pp. 158-65. Kotler, P., Principles of Marketing, Prentice-Hall International, Englewood Cliffs, NJ, 1980. Chase, RB, The Customer Contact Approach to Services: Theoretical Bases and Practical Extensions", Operations Research, Vol.29, No.4, pp.19-31

118. Tien, Rivas&Liao (2019), Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites, Asia Pacific Management Review, Vol.24, No.3, pp.238-249

119. Valtonen, Kukkonen, Kontkanen, Sormunen, Dillon&Sointu (2015), The impact of authentic learning experiences with ICT on pre-service teachers' intentions to use ICT for teaching and learning, Computers & Education, Vol.81, pp.49-58

120. Venkatesh&Davis (2000), A theoretical extension of the technology acceptance model: Four longitudinal field studies, Management science, Vol.46, No.2, pp.186-204

121. Venkatesh&Bala (2008), Technology acceptance model 3 and a research agenda on interventions, Decision sciences, Vol.39, No.2, pp.273-315

122. Vilpponen, Winter&Sundqvist (2006), Electronic word-of-mouth in online environments: Exploring referral networks structure and adoption behavior, Journal of Interactive Advertising, Vol.6, No.2, pp.8-77

123. Wang&Shieh (2006), The relationship between service quality and customer satisfaction: the example of CJCU library, Journal of Information and optimization Sciences, Vol.27, No.1, pp.193-209

124. Wang, Ou&Chen (2019), The impact of inertia and user satisfaction on the continuance intentions to use mobile communication applications: A mobile service quality perspective, International Journal of Information Management, Vol.44, pp.178-193

125. Wilson, Zeithaml, Bitner&Gremler (2016), Services marketing: Integrating customer focus across the firm: McGraw Hill.

126. Wong (2013), Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS, Marketing Bulletin, Vol.24, No.1, pp.1-32

127. Wu&Cheng (2018), What drives experiential loyalty toward smart restaurants? The case study of KFC in Beijing, Journal of Hospitality Marketing & Management, Vol.27, No.2, pp.151-177

128. Yang, Lin&Li (2019), Factor Analysis on Customer Satisfaction, Loyalty, and Behavior Intention Regarding Bank Apps, Journal of Accounting, Finance & Management Strategy, Vol.14, No.2,

129. Yeo, Goh&Rezaei (2017), Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services, Journal of Retailing and Consumer services, Vol.35, No.1, pp.150-162

130. Zeithaml, Berry&Parasuraman (1996), The behavioral consequences of service quality, Journal of marketing, Vol.60, No.2, pp.31-46

Appendix: Survey Questionnaire

南華大學

NANHUA UNIVERSITY

COLLEGE OF MANAGEMENT

Master Program in Management Science

Dear Valued Respondents,

Welcome! I am Hour Sokheng, 洪書恆, studying for a Master's degree in Business Administration in Taiwan. I would really appreciate your taking the time to click on this link. This is a research questionnaire survey to study customer behavior when using services. As for the topic mentioned above, this study intends to define customer satisfaction with those services and some kinds of relationships between customers and actual services. It also includes the combination of moderating effects and mediation effects as well, in order to make this study more suitable to the current context. Moreover, it is exploring the factors, quality, and scenario of customer satisfaction in this sector in our country. This is a study that really needs your involvement to make it happen. I strongly hope that your precise and detailed answer will reflect the real situation and especially be a valuable source for this research to do the data analysis more critically. Notably, it is only referred to those who have experienced online food delivery services, namely Foodpanda, E-Gets, and Nham24.

Last but not least, I honestly promise that all of your personal information will be kept as a cautious secret. Therefore, if you have any concerns, please let me know through my e-mail (10851036@nhu.edu.tw). Thank you so much for

your valuable time and full intention with this survey. I hope you are completely the best. Have a nice day!

Respectfully,

Hsin Kuang Chi, Ph.D.
Professor & Advisor
Department of business administration
NANHUA UNIVERSITY

Hour Sokheng
Master student
Dep. of business Administration
NANHUA UNIVERSITY

Section 1. Demographic ផ្នែកទី១. ព័ត៌មានប្រជាសាស្ត្រ

1. **Gender:** ភេទ

□ Male □ Female

ប្រុស ស្រី

2. **Age (years old)** អាយុ

□ Under 13 □ 13-19 □ 20-29 □ 30-49 □ above 50

ក្រោម១៣ ១៣-១៩ ២០-២៩ ៣០-៤៩ លើស៥០

3. **Your educational status:** កម្រិតនៃការអប់រំ

□ Under High school □ High School □ Bachelor's degree

ក្រោមវិទ្យាល័យ វិទ្យាល័យ បរិញ្ញាបត្រ

□ Master's degree □ Doctorate's degree □ Others (Please specify……)

អនុបណ្ឌិត បណ្ឌិត ផ្សេងៗ

4. **Occupation:** មុខរបរ

□ Unemployed □ Student □ Professor/lecturer/teacher

គ្មានការងារធ្វើ សិស្សនិស្សិត សាស្ត្រាចារ្យ/គ្រូបង្រៀន

□ Entrepreneur/self-employment □ Government officer □ Private Sector Employee

សហគ្រិន/អជីវកម្មផ្ទាល់ខ្លួន មន្ត្រីរាជការ

បុគ្គលិកក្រុមហ៊ុនឯកជន

□ Others (Please specify……)

ផ្សេងៗ

5. **Income ($):** ចំណូល

□ No income □ Less than 200 □ 201-500 □ 501-800

គ្មានចំណូល តិចជាង២០០ ២០១-៥០០ ៥០១-៨០០

□ 801-1000 □ Above 1000

៨០១-១០០០ លើស១០០០

6. **Online food delivery companies that you have experienced.**

ក្រុមហ៊ុនដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិតដែលអ្នកធ្លាប់បានប្រើ

□ FoodPanda □ E-Gets □ Nham24

ហ្វូតផេនដា អ៊ីហ្គេតស្ស ញ៉ាំ២៤

7. **The average frequency with which online food delivery services are ordered.** ប្រែកង់ជាមធ្យមដែលសេវាកម្មដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិតត្រូវបានបញ្ជាទិញ

☐ Never ☐ Everyday ☐ Once a week ☐ Twice a week

មិនធ្លាប់ ជារៀងរាល់ថ្ងៃ ម្តងក្នុងមួយសប្តាហ៍ ពីរដងក្នុងមួយសប្តាហ៍

☐ Once a month ☐ Once a quarter ☐ Once a year

ម្តងក្នុងមួយខែ ៣ខែម្តង មួយឆ្នាំម្តង

Section 2. Service quality គុណភាពសេវាកម្ម

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the service quality that you have experienced. សូមគូសសញ្ញាគ្រីសទៅលើកម្រិតនៃការយល់ស្របឬមិនយល់ស្របរបស់អ្នកនៅក្នុងប្រអប់ ដែលស្ថិតនៅបន្ទាប់ពីសំណេរខាងក្រោម ដោយផ្អែកលើគោលគំនិតរបស់អ្នកទៅលើគុណភាពនៃសេវាកម្មដែលអ្នកធ្លាប់បានប្រើប្រាស់		Strongly disagree មិនយល់ស្របខ្លាំង	Disagree មិនយល់ស្រប	Partially disagree	Neutral ធម្មតា	Partially agree យល់ស្របបន្តិចបន្តួច	Agree យល់ស្រប	Strongly agree យល់ស្របខ្លាំង
Service Quality								
1	This online food delivery company publicly shows general information to consumers ក្រុមហ៊ុនដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិតនេះបង្ហាញព័ត៌មានទូទៅទៅកាន់អតិថិជនជាសាធារណៈ	1	2	3	4	5	6	7
2	Correct bills and related information are provided to the consumer as the reference វិក្កយប័ត្រដែលត្រឹមត្រូវរួមជាមួយនឹងព័ត៌មានទាក់ទងផ្សេងៗគឺត្រូវបានប្រគល់ជូនទៅដល់អតិថិជន ដើម្បីទុកជាឯកសារយោង	1	2	3	4	5	6	7
3	The deliveryman of this company can help solve customers' problems	1	2	3	4	5	6	7

	អ្នកដឹកជញ្ជូនរបស់ក្រុមហ៊ុននេះអាចជួយដោះស្រាយបញ្ហារបស់អតិថិជនបាន							
4	This delivery process keeps food's flavor until delivery immediately ended. ដំណើរការក្នុងការដឹកជញ្ជូននេះរក្សាបានទូរសជាតិអាហាររហូតដល់ការដឹកជញ្ជូនត្រូវបានបញ្ចប់ភ្លាមភ្លាម	1	2	3	4	5	6	7
5	This delivery process keeps the food at a constant temperature until delivery immediately ended. ដំណើរការក្នុងការដឹកជញ្ជូននេះរក្សាបានទូរសីតុណ្ហភាពថេរនៃអាហាររហូតដល់ការដឹកជញ្ជូនត្រូវបានបញ្ចប់ភ្លាមភ្លាម	1	2	3	4	5	6	7
6	The meal's appearance is maintained by the delivery man of this company រូបរាងនៃម្ហូបអាហារគឺត្រូវបានការពារដោយអ្នកដឹកជញ្ជូនរបស់ក្រុមហ៊ុននេះ	1	2	3	4	5	6	7
7	The meal and its quantity are correct and delivered quickly by this company. មុខម្ហូបនិងបរិមាណរបស់អាហារ គឺកំណត់បានត្រឹមត្រូវជាមួយនឹងការដឹកជញ្ជូនឆាប់រហ័សតាមរយៈក្រុមហ៊ុននេះ	1	2	3	4	5	6	7
8	This online food delivery (OFD) operator's charge is reasonable តម្លៃសេវាកម្មរបស់ក្រុមហ៊ុនដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិតនេះគឺមានតម្លៃសមរម្យ	1	2	3	4	5	6	7

9	This ordering system (App) protects customers' personal information ប្រព័ន្ធក្នុងការបញ្ជាទិញនេះការពារបាននូវព័ត៌មានផ្ទាល់ខ្លួនរបស់អតិថិជន	1	2	3	4	5	6	7
10	This ordering system (App) keeps customers' ordering records ប្រព័ន្ធក្នុងការបញ្ជាទិញនេះរក្សាបាននូវកំណត់ត្រានៃការបញ្ជាទិញរបស់អតិថិជន	1	2	3	4	5	6	7
11	This ordering system (App) provides operating instructions ប្រព័ន្ធក្នុងការបញ្ជាទិញនេះផ្តល់ជូននូវសេចក្តីណែនាំអំពីប្រតិបត្តិការ	1	2	3	4	5	6	7
12	This ordering system (App) is simple, smooth to operate, and helps find the customer's needs ប្រព័ន្ធក្នុងការបញ្ជាទិញនេះគឺមានភាពសាមញ្ញ ដំណើរការដោយរលូន និងអាចជួយស្វែងរកនូវអ្វីដែលអតិថិជនត្រូវការ	1	2	3	4	5	6	7
13	Customer may use this platform to track delivery status and estimate delivery times អតិថិជនអាចប្រើប្រាស់កម្មវិធីនេះដើម្បីតាមដានស្ថានភាព និងស្មាបស្មង់មើលពីរយៈពេលនៃការដឹកជញ្ជូន	1	2	3	4	5	6	7
14	The delivery person of this company is well aware of the location where the meal is to be delivered	1	2	3	4	5	6	7

	អ្នកដឹកជញ្ជូនរបស់ក្រុមហ៊ុននេះគឺស្គាល់ច្បាស់ពីទីតាំងដែលម្ហូបនឹងត្រូវបានដឹកទៅ							

Section 3. Subjective Norm ទស្សន:បទដ្ឋាន

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the subjective norm that you have experienced. សូមគូសសញ្ញាគ្រីសទៅលើកម្រិតនៃការយល់ស្របឬមិនយល់ស្របរបស់អ្នកនៅក្នុងប្រអប់ ដែលស្ថិតនៅបន្ទាប់ពីសំណេរខាងក្រោមដោយផ្អែកលើគោលគំនិតរបស់អ្នកទៅលើគុណភាពនៃទស្សន:បទដ្ឋានដែលអ្នកធ្លាប់បានប្រើប្រាស់		Strongly disagree មិនយល់ស្របខ្លាំង	Disagree មិនយល់ស្រប	Partially disagree	Neutral ធម្មតា	Partially agree យល់ស្របបន្តិចបន្តួច	Agree យល់ស្រប	Strongly agree យល់ស្របខ្លាំង
Subjective Norm								
1	My professional colleagues are putting social weight on me. I should use this online food delivery service (OFDS) when I want to eat something សហសេវិកអាជីពរបស់ខ្ញុំកំពុងដាក់ទម្ងន់សង្គមមកលើខ្ញុំ ថាខ្ញុំគួរតែប្រើសេវាកម្មដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិតនេះ (OFDS) នៅពេលខ្ញុំចង់ញ៉ាំអ្វីមួយ	1	2	3	4	5	6	7
2	It’s essential to me professionally that everyone I work with wants me to use this online food	1	2	3	4	5	6	7

	delivery service (OFDS) as a good idea to buy food. វាចាំបាច់ណាស់សម្រាប់ខ្ញុំប្រកបដោយវិជ្ជាជីវៈ ដែលគ្រប់គ្នាដែលខ្ញុំធ្វើការជាមួយចង់ឱ្យខ្ញុំប្រើប្រាស់សេវាចែកចាយអាហារតាមអ៊ីនធឺណិតមួយនេះ (OFDS) ជាគំនិតល្អក្នុងការទិញអាហារ							
3	My respected professional peers believe that I should employ this online meal delivery service (OFDS). មិត្តរួមអាជីពដែលគួរឱ្យគោរពរបស់ខ្ញុំជឿថាខ្ញុំគួរតែប្រើប្រាស់សេវាកម្មដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិតនេះ (OFDS)	1	2	3	4	5	6	7
4	It is required of me to utilize this meal delivery service online (OFDS). វាតម្រូវឱ្យខ្ញុំប្រើប្រាស់សេវាកម្មដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិត (OFDS)	1	2	3	4	5	6	7

Section 4. Perceived Usefulness ការយល់ឃើញនៃប្រយោជន៍

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the Perceived usefulness that you have experienced. សូមគូសសញ្ញាគ្រីសទៅលើកម្រិតនៃការយល់ស្របឬមិនយល់ស្របរបស់អ្នកនៅក្នុងប្រអប់ដែលស្ថិតនៅបន្ទាប់ពីសំណេរខាងក្រោមដោយផ្អែកលើគោលគំនិតរបស់អ្នកទៅលើការយល់ឃើញនៃប្រយោជន៍ដែលអ្នកធ្លាប់បានប្រើប្រាស់		Strongly disagree	Disagree មិនយល់ស្រប	Partially disagree	Neutral ធម្មតា	Partially agree យល់ស្របបន្តិចបន្តួច	Agree យល់ស្រប	Strongly agree យល់ស្របខ្លាំង
Perceived Usefulness								
1	This online food delivery enables me to accomplish ordering tasks faster ការចែកចាយអាហារតាមអ៊ីនធឺណិតនេះអាចឱ្យខ្ញុំសម្រេចកិច្ចការបញ្ជាទិញបានលឿនជាងមុន	1	2	3	4	5	6	7
2	This kind of service profits my time during I spend on ordering សេវាកម្មប្រភេទនេះចំណេញពេលវេលារបស់ខ្ញុំក្នុងអំឡុងពេលដែលខ្ញុំចំណាយពេលលើការបញ្ជាទិញ	1	2	3	4	5	6	7
3	This online food delivery can help me make better purchasing decisions ការចែកចាយអាហារតាមអ៊ីនធឺណិតនេះអាចជួយខ្ញុំធ្វើការសម្រេចចិត្តទិញបានប្រសើរជាងមុន	1	2	3	4	5	6	7
4	It is required of me to utilize this online food delivery service (OFDS) វាតម្រូវឱ្យខ្ញុំប្រើប្រាស់សេវាកម្មដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិតនេះ (OFDS)	1	2	3	4	5	6	7

Section 5. Customer satisfaction ភាពពេញចិត្តរបស់អតិថិជន

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the Customer satisfaction that you have experienced. សូមគូសសញ្ញាគ្រីសទៅលើកម្រិតនៃការយល់ស្របឬមិនយល់ស្របរបស់អ្នកនៅក្នុងប្រអប់ ដែលស្ថិតនៅបន្ទាប់ពីសំណេរខាងក្រោមដោយផ្អែកលើគោលគំនិតរបស់អ្នកទៅលើភាពពេញចិត្តរបស់អតិថិជនដែលអ្នកធ្លាប់បានប្រើប្រាស់		Strongly disagree មិនយល់ស្របខ្លាំង	Disagree មិនយល់ស្រប	Partially disagree មិនយល់ស្របបន្តិចបន្តួច	Neutral ផង្អែ	Partially agree យល់ស្របបន្តិចបន្តួច	Agree យល់ស្រប	Strongly agree យល់ស្របខ្លាំង
Customer Satisfaction								
1	I'm pleased with the quality of the meal I ordered form this company ខ្ញុំពេញចិត្តនឹងគុណភាពនៃអាហារដែលខ្ញុំបានកុម្ម៉ង់តាមរយៈក្រុមហ៊ុននេះ	1	2	3	4	5	6	7
2	That was a smart decision to make an online purchase through this website/App នោះគឺជាការសម្រេចចិត្តដ៏ឆ្លាតវៃមួយដើម្បីធ្វើការទិញអនឡាញតាមរយៈគេហទំព័រ/កម្មវិធីនេះ	1	2	3	4	5	6	7
3	I have truly enjoyed ordering from this site (website/App) ខ្ញុំពិតជារីករាយក្នុងការបញ្ជាទិញពីគេហទំព័រ/កម្មវិធីនេះ	1	2	3	4	5	6	7

4	My choice to purchase from this site (website/App) is a wise one ជម្រើសរបស់ខ្ញុំក្នុងការបញ្ជាទិញពីគេហទំព័រ/កម្មវិធីនេះគឺជាជម្រើសដ៏ឆ្លាតវែមួយ	1	2	3	4	5	6	7
5	I feel delighted with this food delivery service's online or mobile ordering method ខ្ញុំមានអារម្មណ៍រីករាយជាមួយនឹងវិធីសាស្ត្របញ្ជាទិញតាមអ៊ីនធឺណិត ឬតាមទូរស័ព្ទរបស់សេវាដឹកជញ្ជូនអាហារនេះ	1	2	3	4	5	6	7

Section 6. Electronic Word of Mouth (e-WOM) ពាក្យសម្តីអេឡិចត្រូនិក

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the Electronic word-of-mouth (e-WOM) that you have experienced. សូមគូសសញ្ញាគ្រីសទៅលើកម្រិតនៃការយល់ស្របឬមិនយល់ស្របរបស់អ្នកនៅក្នុងប្រអប់ ដែលស្ថិតនៅបន្ទាប់ពីសំណេរខាងក្រោមដោយផ្អែកលើគោលគំនិតរបស់អ្នកទៅលើពាក្យសម្តីអេឡិចត្រូនិកដែលអ្នកធ្លាប់បានប្រើប្រាស់		Strongly disagree មិនយល់ស្របខ្លាំង	Disagree មិនយល់ស្រប	Partially disagree មិនយល់ស្របបន្តិចបន្តួច	Neutral ធម្មតា	Partially agree យល់ស្របបន្តិចបន្តួច	Agree យល់ស្រប	Strongly agree យល់ស្របខ្លាំង
Electronic Word of Mouth (e-WOM)								
1	I routinely read the comments of previous customers/friends to ensure that I purchase this correct service	1	2	3	4	5	6	7

	ខ្ញុំតែងតែអានមតិរបស់អតិថិជន/មិត្តភ័ក្តិមុនៗ ដើម្បីធានាថាខ្ញុំបញ្ជាទិញសេវាកម្មនេះបានត្រឹមត្រូវ							
2	I frequently read the comments of other customers/friends to see what products/brands/services they like, about this service ខ្ញុំឧស្សាហ៍អានមតិរបស់អតិថិជន/មិត្តភ័ក្តិផ្សេងទៀត ដើម្បីមើលថា សេវាកម្មអ្វីដែលពួកគេចូលចិត្ត អំពីសេវាកម្មនេះ	1	2	3	4	5	6	7
3	I usually look at the posts of other customers/friends to learn more about this service. ជាធម្មតាខ្ញុំមើលការបង្ហោះរបស់អតិថិជន/មិត្តភក្តិផ្សេងទៀត ដើម្បីស្វែងយល់បន្ថែមអំពីសេវាកម្មមួយនេះ	1	2	3	4	5	6	7
4	I regularly check the comments of other customers/friends in order to feel confident in my purchasing decision on this service ខ្ញុំតែងតែពិនិត្យយោបល់របស់អតិថិជន/មិត្តភ័ក្តិផ្សេងទៀត ដើម្បីមានអារម្មណ៍ជឿជាក់ក្នុងការសម្រេចចិត្តទិញរបស់ខ្ញុំ ទៅលើសេវាកម្មនេះ	1	2	3	4	5	6	7

Section 7. Behavioral intention ចេតនានៃអាកប្បកិរិយា

Please tick your level of your agreement or disagreement in the box where is next to each statement below based on your opinion based on the Behavioral Intention that you have experienced. សូមគូសសញ្ញាគ្រីសទៅលើកម្រិតនៃការយល់ស្របឬមិនយល់ស្របរបស់អ្នកនៅក្នុងប្រអប់ ដែលស្ថិតនៅបន្ទាប់ពីសំណេរខាងក្រោម ដោយផ្អែកលើគោលគំនិតរបស់អ្នកទៅលើគុណភាពនៃសេវាកម្មដែលអ្នកធ្លាប់បានប្រើប្រាស់		Strongly disagree មិនយល់ស្របខ្លាំង	Disagree មិនយល់ស្រប	Partially disagree មិនយល់ស្របបន្តិចបន្តួច	Neutral ធម្មតា	Partially agree យល់ស្របបន្តិចបន្តួច	Agree យល់ស្រប	Strongly agree យល់ស្របខ្លាំង
Behavioral Intention								
1	I intend to use this online food delivery service (OFDS) to facilitate my daily life ខ្ញុំមានបំណងប្រើប្រាស់សេវាដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិតនេះ (OFDS) ជាប្រចាំដើម្បីជួយសម្រួលដល់ជីវិតប្រចាំថ្ងៃរបស់ខ្ញុំ	1	2	3	4	5	6	7
2	I intend to recommend this online food delivery service (OFDS) to the others ខ្ញុំមានបំណងណែនាំសេវាកម្មដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិតនេះ (OFDS) ទៅដល់អ្នកដទៃទៀត	1	2	3	4	5	6	7
3	I plan to use this online food delivery service (OFDS) for long time ខ្ញុំមានគម្រោងប្រើប្រាស់សេវាកម្មដឹកជញ្ជូនអាហារតាមអ៊ីនធឺណិតនេះ (OFDS) ក្នុងរយៈពេលយូរទៀត	1	2	3	4	5	6	7