ONLINE FOOD DELIVERY APPLICATION: FACTORS AFFECTING CUSTOMER SATISFACTION AND INTENTION TO REPURCHASE, CASE OF MALTA

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Abstract

Purpose – The impact of the COVID-19 pandemic still exists, with customers continuously using food delivery applications all over the world. This research focuses on factors affecting customers' satisfaction and intention to repurchase using food delivery applications in Malta. Online system quality, price and promotion, product information, customer service and support, and convenience are used as independent variables. Customer satisfaction is used as the mediator variable, and intention to repurchase is the dependent variable.

Design/methodology/approach – A questionnaire has been sent to 211 users of food delivery applications.

Among them, 207 responses (98.1%) can be analysed. SPSS software analysis is used to examine the study's hypotheses.

Findings – The findings show that convenience, customer service and support, and price and promotion are significantly and positively connected to customer satisfaction. The findings also show a positive and significant relationship between customer satisfaction and intention to repurchase using online applications.

Practical implications – With limited studies in Malta, this study will add value for related parties in making strategic decisions. In addition, the findings of the study serve as the voice of consumers, which management should consider when making a proper strategic plan.

Keywords – Online food delivery application, Customer satisfaction, Intention to repurchase

Paper type – Research paper

1.   Introduction

Although the COVID-19 pandemic is on the way to disappearing, people still find various types of door-to-door online delivery applications very attractive. The online market for restaurants, couriers, and customers is continuously growing. Such platforms allow consumers to virtually browse for food and order from the restaurant of their choice; the food will then be delivered by a delivery person (Huang et al., 2021; Sarpong & Alarussi, 2023). In the recent past, many people have used online delivery applications due to COVID-19 pandemic restrictions as well as for convenience, as they can choose from among a variety of food options from different restaurants in the comfort of their homes (Donsuchit & Nuangjamnong, 2022). Today's customers have greater bargaining power because the internet offers greater accessibility and availability of products and services compared to the traditional way of buying food. Customers are likely to be satisfied when they are content with the services provided by a particular online food application and are more likely to continue purchasing in the future (Reibstein, 2021).

According to Statista.com, in 2020, global food delivery revenue grew day-by-day and is projected to reach US$182,327 million by the end of 2024. This forecast is not surprising given the fact that, as of today, smartphone users globally surpass six billion.

In Malta, food delivery services are commonly used by 62.7% of the total population, categorized as internet users who are recorded as engaging in e-commerce (Cefai, 2021). Malta's revenue related to online food delivery was projected to increase to US$2.71 million in 2022 (Statista.com, 2022). These numbers could increase even more through continuous usage intention among consumers. Customer intention to repurchase and continuous usage is a common theoretical issue, as according to some previous studies, it is much lower than the developers' expectations (Lee & Kim, 2019). Intention to repurchase is an important area explaining customer loyalty and satisfaction (Choi, 2014). The major factor affecting customers' intention to repurchase is customer satisfaction. Food and restaurant availability are not the only factors affecting customer satisfaction when it comes to the use of online food delivery applications. Other factors, such as system quality and performance expectancy, can also affect customer satisfaction (Taylor & Levin, 2014).

According to the National Customer Satisfaction Index (NCSI, 2014), the most significant factors affecting the demand curve is customer satisfaction and product or service quality. Furthermore, the actual consumption experience must be executed by the customers, and at this stage satisfaction and dissatisfaction will manifest (Alhkami & Alarussi, 2016). For operators of online delivery food applications to secure their positions in the market, it is important to analyse the perception and needs of customers in detail and thereby segment the market (Cha & Rha, 2021). This type of study, to the best of researchers' knowledge, does not currently exist, which represents a knowledge gap. Therefore, this study intends to fill the gap and empirically examine the determinants of customer satisfaction and intention to repurchase using online food delivery applications in Malta. It then analyses the relationship between customer satisfaction and repurchase intention. In other words, the current study aims to answer the following questions:

1.   What is the relationship between online system quality and customer satisfaction?

2.   What is the relationship between online price and promotion and customer satisfaction?

3.   What is the relationship between online product information and customer satisfaction?

4.   What is the relationship between online customer service and support and customer satisfaction?

5.   What is the relationship between convenience and customer satisfaction?

6.   What is the relationship between customer satisfaction and intention to repurchase?

The rest of the paper is structured as follows. Section 2 focuses on previous studies, theoretical support, and hypotheses development. The research method, including sample size and

measurement of variables, is presented in section 3. Section 4 presents the results discussion and, finally, section 5 presents the conclusion and limitations of the study.

2.   Literature review

2.1 Previous studies

Online food delivery is commonly defined as a series of actions in which a consumer orders food online and then the food is prepared and delivered to the consumer's doorstep (Li et al., 2020). The increase in online food delivery was supported by the rapid development of different platforms such as Bolt Food, Uber Eats, GrabFood, FoodPanda, etc. When a customer places an order from a restaurant through an online food delivery application, a transaction takes place. The restaurant accepts the order, receives the payment, and prepares the food. Once the food is ready, the delivery driver takes the food from the restaurant and brings it to the customer. During the waiting time, the customer can keep track of the order status. Online food delivery provides various benefits such as no need to wait in a queue, convenience, discounts, daily offers, etc. (Stream, 2021). However, despite the rapid growth of the online food delivery industry, competition among different platforms for customers is intense; customers can place orders through various online delivery applications, which means they do not have to stay loyal to only one online food delivery platform (Wang et al., 2021). On the other hand, studies have reported that only rarely do consumers switch to another food delivery application. Though the competition in the industry is intense, people stick to the applications they typically use (e.g., McKinsey, 2016; Sarpong et al., 2022).

Because online food delivery is growing rapidly, many people are considering using such services, as they are fast, easy, and cheap (Boonying, 2019). Online customers today have established more control and bargaining power compared to customers of physical stores because the internet provides for greater interaction among customers and providers of products and services and offers greater accessibility to product information (Koo et al., 2008). Reibstein (2001) stated that customers' contentment with the product and services is the most important factor for online stores to consider, as it provokes consumers' loyalty and can encourage the consumer to repurchase. This, in turn, can affect the demand for and profitability of the online application. Customer behaviour and satisfaction with the process of ordering food through an online delivery application have been investigated by Sethu and Saini (2016), who found that online food delivery applications provide better time management and ease of desired food availability 24/7. In other words, many people use online food delivery applications because of online accessibility, ease of use, and information availability (Gupta et al., 2019). Factors such as service quality, usage experiences, and system interface and design are essential to customer satisfaction (Chen et al., 2012; Chang & Chen, 2009; Szymanski & Hise, 2000; Eid, 2011). Seo et al.(2009) stated that system quality refers to a useful, easy, and convenient system. It is described as the appeal that user interface design presents to customers (Kim & Lee, 2002). System design was identified as being significant because it gives the customer their first impression of the application, i.e., if the layout is easy to follow, it can attract the customer to

purchase (Liu et al., 2008). Customer satisfaction increases when an online application is easy to navigate and fast responding. A well-designed online application tends to attract more customers, which can result in a higher purchase possibility (Al Kasabeh et al., 2011).

Furthermore, Gupta and Dugal (2020) argued that the aesthetics and visuals of online food applications have a significant impact on customer purchase behaviour. Online visual attributes, including font, pictures, and visual design flashing on the applications, affect the customer's perception of the food purchase (Levin & Taylor, 2014). Maintaining the security of personal information falls under the umbrella of system quality. It is identified that customers assign more importance to this factor (Gupta & Dugal, 2020). Online food application managers must focus more attention on ensuring that the customer transaction is treated with care (Liu et al., 2008). If a customer already established their trust in something, it would cause the customer to continue using the system (Hoffman et al., 1999). Trust and privacy policies are the common parameters of system quality (Maditinos & Theordoridis, 2010). Li et al. (2021) found that security is an essential factor affecting customer satisfaction and loyalty. The stability of security can highly influence the intention of customers to repurchase (Lee, 2014). Customers tend to make their judgments according to their experiences and perceptions in terms of payment transactions, privacy, security, navigation, and entertainment (Burke, 2002). Numerous studies have examined the impact of online security on satisfaction and repurchase intention, and most researchers found a significant relationship between them (Anand, 2007; Chang & Chen, 2009; Guo et al., 2012; Liu et al., 2008; Maditinos & Theordoridis, 2010). Gim et al. (2014) stated that system design, safety of transactions, security, privacy, and payments are significant elements affecting customer satisfaction. The system's functionality and usefulness can lead to customer satisfaction (Kiran et al., 2017). Furthermore, system quality is crucial in maintaining customer intention to repurchase (Amin, 2016).

Price and promotion are among the marketing strategies that attract customers (Kaur et al., 2021; Alarussi, 2023). According to Hong et al. (2021), price-saving benefits are a critical determinant of customer satisfaction and intention to repurchase. Cha (2015) reported that price and discount benefits are the main causes of a customer's continuous usage of a food delivery application and that customers are more satisfied if they are provided with the following: promotional coupon codes and no or low delivery fees. No or low delivery fees and different promotional discounts increase the customer's desire to purchase food online (Ray & Bala, 2021). Removing service fees and additional costs for the delivery of short orders has a huge influence on customer satisfaction (Yeo et al., 2017). Goplani and Gupta (2021) reported that the main factors prompting people to choose to order food online are promotional offers and price discounts. Das (2018) stated that receiving the delivered food on time and promotional discounts are the main reasons why customers prefer to use online food delivery services. He also concluded that cashback and rewards can cause the customer to be more engaged in ordering food online. In addition, promotions can encourage the customer to search for different online food applications where they can get a better discount, and customers tended to switch from one food delivery application after another (Siriphan, 2020). According to Chan et al.

(2013), price is one of the determinants of customer satisfaction and intention to repurchase, which is similar to results reported by other studies, e.g., Rezaei (2017).

Product information is one of the most critical factors affecting customer purchasing intentions and decision-making when it comes to food choices (Milliron et al., 2011). Product information refers to the ingredients used, allergen specifications, food classifications for vegans and intolerants, nutritional information, and other information for different population groups (Chan et al., 2013). Customers often browse applications or websites to check product information prior to purchase (Tsao, 2013). Kulathunga and Deyalage (2019) found product information quality is one of the significant determinants of customer satisfaction and intention to repurchase. The informativeness of a food delivery application greatly affects customer satisfaction (Song et al., 2017). Cui et al. (2015) found that satisfaction and customer loyalty are significantly influenced by convenience and product information. The sufficiency and reliability of the provided product information can affect customers' repetitive usage of a food delivery application (Lee & So, 2015). Product information must be complete, as customers wish to have real knowledge about the food or product they are ordering online (Khan et al. 2015). Detailed, reliable information has been found to have a significant effect on customers' continuous usage intention (Song et al., 2017).

Sensible and well-written product information is a key factor affecting customer satisfaction (Khan et al., 2015). Product information is a useful instrument that helps the customer with decision-making and product evaluation (Chau et al., 2000). Reliable information that affects product knowledge has a positive relationship with customer satisfaction (Bennett et al., 2005). Customer service refers to delivery services that include representative support. This is the ability to deliver food accurately by maintaining safety and ensuring that the food is well-packaged during delivery, as well as providing on-time delivery of the food (Siriphan, 2020). According to Abdallah et al. (2021) and Dumar (2019), customer service is one of the strongest determinants of customer satisfaction in the online shopping industry. Mathieu (2002) stated that customer service quality is essential, as customers want their food to be carefully delivered to them. So if the quality of the service is high, customer satisfaction could be high as well. Maintaining the proper food temperature and using the correct food packaging are important concerns among online food delivery services (Maimaiti et al., 2018). Researchers examined the impact of customer service on customer satisfaction and found that customer service acts as one of the significant factors affecting customer satisfaction and concluded that the two variables have a positive and significant relationship (Dharmesti & Nugroho, 2012; Guo et al., 2012; Ranjbarian et al., 2012). Good customer service, e.g., fast responses to customer concerns and the ability to promptly help customers solve their ordering problems, has a significant relationship with customer satisfaction (Liu et al., 2008). Furthermore, the willingness of personnel to address customer concerns and ensure that food is delivered safely and promptly plays a huge role in determining customer satisfaction and intention to repurchase (Chang & Chen, 2009). The customer is satisfied when the customer service quality is excellent (Dharmesti & Nugroho, 2012).

Convenience covers the ease and comfort an individual experiences when purchasing food or products using online food delivery applications. This factor is vital because it gives customers an easier, simpler, and quicker way to purchase food or products in the comfort of their homes (Maditinos & Theordoridis, 2010). Convenience provides customers with the opportunity to choose food or products at home 24/7 (Hofacker, 2001). Stress on the road can affect the satisfaction of a customer, especially if the customer gets stuck in traffic while driving to the restaurant to pick up their food or dine in; buying food from an application to achieve convenience is a typical reason for using such applications and also saves time (Metz, 2008). This shows that the convenience that customer experiences when using online food delivery applications has a significant and positive effect on their satisfaction (Khan et al., 2015). it was stated that convenience in relation to satisfaction highly influences customers' intention to repurchase (Seiders et al., 2007).

The study by Rogers (2003) stated that customer satisfaction and decisions were established according to price, return policy, and convenience. Customer satisfaction can influence consumers' evaluation and buying behavior, which greatly affects future intentions (Zhang & Von Dran, 2000). Various factors were named as identifiers of customer satisfaction and intention of repurchasing in an online store (Devaraj et al., 2002). Customer satisfaction requires an actual consumption experience by the customer. If the customer is satisfied, they might repurchase. Therefore, customer satisfaction highly affects customers' future intentions (Korea Productivity Center, 2011).

2.3 Hypotheses development

2.3.1 System quality

System quality is a significant factor determining customer satisfaction and intention to repurchase due to the fact that online food delivery is an online-based application. System quality describes an online food delivery service that provides security and convenience for users and that gives them easy access and technical stability. A study on online food delivery applications proved that online system factors including the convenience of carrying out payment transactions and the ease of using the application can have a significant effect on customers' satisfaction and intention to repurchase (Cha & Rha, 2021). According to Seo et al. (2009), the accessibility of online delivery applications that are available at any time has a positive and significant effect on a customer's repurchase intention. Therefore, the hypothesis can be presented according to these previous studies:

H1. *There is a significant relationship between system quality and customer satisfaction*.

2.3.2 Price and promotion

Some online food delivery services charge their customers fees in the form of service charges, small order fees, and delivery fees (Lichtenstein, 2020). To retain their positions in the market, online food delivery companies offer promotions like covering delivery fees and price discounts; this is how they attract consumers and increase the number of orders from both their current customers and new ones (Groupon, 2021). Price-saving promotion is an effective

strategy to engage customers, according to Kaur et al. (2021). It was found that promotions like no or low delivery charges and promotional incentives can enhance the customer's intention to purchase (Ray & Bala, 2021). Furthermore, customers use online food delivery services for a price advantage, and price and promotion are critical predictors of customers' intention to repurchase (Kaur et al., 2021). Based on the above discussion, the second hypothesis can be presented as follows:

H2. *There is a significant relationship between price and promotion quality and customer satisfaction.*

2.3.3 Product information

Product information is a critical factor affecting customers' purchasing decisions. Providing information like photos and descriptions can greatly affect customer satisfaction and intention to purchase (Bennett et al., 2005). One of the important factors influencing customer satisfaction is effective and sensible production information. Product information refers to the availability and usefulness of the information about the product being sold online, which might help with customers' decision-making and evaluation of the product. Product information is an essential factor that increases a consumer's consumption in any online store and platform, which is why online delivery companies should know how their product is being presented online (Chau et al., 2000). Quality of product information has a significant impact on customers, especially those perceiving great risk in online transactions (Cheng & Tseng, 2011). Therefore, the hypothesis can be presented as follows:

H3. *There is a positive relationship between product information and customer satisfaction.*

2.3.4 Customer service and support

Customer service and support are defined as personnel's willingness to serve customers by addressing customers' problems and providing swift responses to their queries (Chang & Chen, 2009). According to Trong et al. (2014), one of the significant determinants of customer satisfaction is customer service. Fast delivery plays a major role in customer service. To satisfy customers, online food delivery companies should ensure that the projected time stated on the application is adhered to and that food is delivered promptly (Khan et al., 2015). Customer service has a positive effect on customer satisfaction (Dharmesti & Nugroho, 2012). Thus, the fourth hypothesis is proposed as follows:

H4. *There is a positive relationship between customer service and support and customer satisfaction.*

2.3.5 Convenience

Convenience is an important factor affecting customer satisfaction and repurchase intention because it allows customers to order their desired food at home at any time of the day (Hofacker, 2001). According to Yu et al. (2005), there is a significant relationship between convenience and customers' behavioral intentions. The evident benefit of using online delivery applications that should not be overlooked is convenience, as it reduces customers' frustration when it comes to finding a parking space, fighting traffic, and waiting in cash register queues. It was found

that this factor affects customer satisfaction (Seiders, 2007). Considering related previous studies, the fifth hypothesis is presented as follows:

H5. *There is a positive relationship between convenience and customer satisfaction.*

2.3.6 Customer satisfaction

Customer satisfaction has a significant effect on online users' evaluation of services, which, in turn, affects loyalty and the intention to repurchase (Zhang & Von Dran, 2000). The customer's intention to repurchase is typically established through consistent customer satisfaction, which creates a bond between the service vendor and the service provider (Alok & Srivastava, 2013). One important aspect of establishing a positive relationship with customers is customer satisfaction, which affects customers' intention to repurchase (Dominici & Guzzo, 2010). Abdulleave (2020) found that customer satisfaction and intention to repurchase are significantly related. Based on the previous discussion, the following hypothesis can be presented:

H6. *There is a positive relationship between customer satisfaction and customer intention to repurchase.*

2.4 Theoretical framework

The conceptual framework was constructed in relation to the literature review and hypothesis development that examines and describes the effects of the following variables: system quality, price and promotion, product information, customer service and support, purchasing convenience, customer satisfaction, and intention to repurchase. This study's conceptual framework has been built and modified according to the context of Malta. Hence, it was inspired by the theoretical framework of The Effects of User Experience Factors on Satisfaction and Repurchase Intention at Online Food Markets by Cha and Lee (2021). Figure 1 illustrates the conceptual framework factors affecting customer satisfaction and intention to repurchase using online delivery applications in Malta.

Figure 1: Conceptual framework of the study
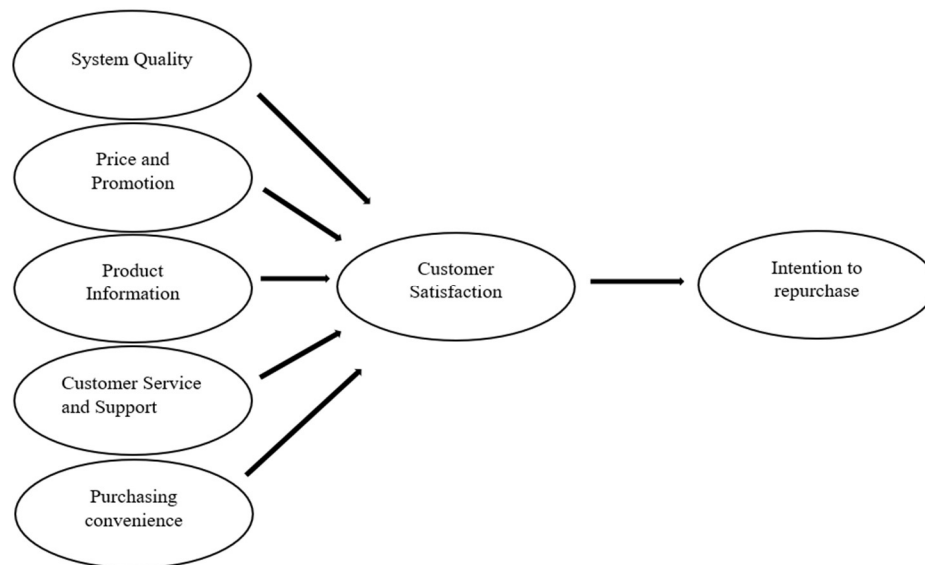
3.   Data, sample, and model specifications

3.2 Sample size and selection

To achieve the study objectives, the data is collected through a questionnaire distributed to the respondents, who are users of online delivery applications. The sample consists of 211 respondents (n = 211). Convenience sampling was used to select the respondents of the study. Convenience sampling is also called accidental sampling. This type of population is characterized as an accessible one; in this case, the data can be gathered quickly at a given time (Alkassim & Tran, 2015). For this quantitative research, a variety of respondents – including students, housewives or husbands, employees, entrepreneurs, teens, and the elderly – were considered to answer the survey question. This helped the researcher acquire vast knowledge of how several factors can affect customer satisfaction and how it varies from one person to another. The criteria for the respondents are the following: (i) average age of 15 to 40 or above during the time of the research; (2) user of a food delivery application who is living in Malta; not limited to Maltese people but includes any races; and (3) average frequency of 1-30 online orders per month. Moreover, for this study, the participants must have placed the online orders themselves and not involved any other subjects.

3.3. Variable measurement

Variable name	Measurement	Previous studies using the same measurement
System quality	Questionnaire	Deyalage and Kulathunga (2019); Maditinos and Theodoridis (2010); Lee and Lin (2005); Liu et al. (2008); Park and Kim (2003)
Price and promotion	Questionnaire	Chen et al. (2012); Cho and Park (2001); Kim (2005); C. Lin et al. (2011); Cha (2015); Khan et al. (2015); Thilakarathne and Abeysekara (2016)
Product information	Questionnaire	Liu et al. (2008); Deyalage and Kulathunga (2019); Cho and Park (2001); Kim (2005); Maditinos and Theodoridis (2010); Park and Kim (2003)
Customer service and support	Questionnaire	Wang, Tang, and Tang (2001); Deyalage and Kulathunga (2019); Liu et al. (2008); Chang et al. (2009)
Purchasing convenience	Questionnaire	Maditinos and Theodoridis (2010); Cha (2015); Deyalage and Kulathunga (2019); Park and Kim (2003); Kim (2005)
Customer satisfaction	Questionnaire	Deyalage and Kulathunga (2019); Tandon et al. (2017); Casalo, Flavian, and Guinaliu, (2008); Liu et al. (2008)
Intention to repurchase	Questionnaire	Khan et al. (2015); Carr et al. (2003); Donsuchit and Nuangjamnong (2022)

$$Y = \alpha + \beta 1(X1) + \beta 2(X2) + \beta 3(X3) + \beta 4(X4) + \beta 5(X5) + \beta 6(X6) + \xi$$

where
Y   = Intention to repurchase;

α = Constant; $\beta 1$ = the coefficient of the first;

X1 = System quality;

X2 = Price and promotion;

X3 = Product information;

X4 = Customer service and support;

X5 = Purchasing convenience;

X6 = Customer satisfaction;

and ξ = the error or the difference between the predicted and observed values of Y.

3.4. Data collection method

A total of 211 participated in answering the research questionnaire, and a total of 207 responses were analysed to obtain a significant result. The questionnaire is divided into 3 sections: (i) Demographic information (age, gender, occupation, and delivery company respondents use); (ii) Factors affecting customers' satisfaction and intention to repurchase using online delivery applications (system quality, price and promotion, product information, customer service and support, and purchasing convenience); all categories in section 2 are measured using a 5-point Likert scale; and (iii) the significant relationship between customer satisfaction and intention to repurchase; all categories in section 3 are measured using a 5-point Likert scale, with 5 being the highest degree of the vote and 1 being the lowest (5 – Strongly Agree, 4 – Agree, 3 – Neutral, 2 – Disagree, and 1 – Strongly Disagree).

3.5. Analysis process

The collected data is analysed using IBM SPSS statistics 29.0 (statistical package for social sciences) through descriptive statistics, correlation, and regressions, which are presented in tables. The purpose of providing descriptive statistics is to present information about the population. It provides a large amount of collected data in a smaller presentation (Hayes, 2022). The demographic data is presented in the descriptive analysis, which explains the respondents' characteristics in terms of gender, age, occupation, and delivery company used.

To test the validity and reliability of each questionnaire item, an exploratory factor analysis and Cronbach's alpha test were performed. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items is as a group. It is a measure of scale reliability. Correlation analysis is conducted to illustrate the relationship between the research variables (McBurney & White, 2009). Correlation is used to determine the presence or absence of multicollinearity. Multicollinearity is defined as the concept where independent variables are linearly related, which usually results in less reliable statistical inferences (Hayes, 2022). Correlation analysis is used to test if the factors affecting customers' satisfaction and intention to repurchase using online delivery applications (system quality, price and promotion, product information, customer service and support, and purchasing convenience) are correlated.

The collected data is analysed using IBM SPSS statistics (statistical package for social sciences) through descriptive statistics and presented in tables using multiple regression analysis. Multiple regression analysis is conducted to examine the study's hypotheses.

4.   Discussion of results

4.1 Descriptive analysis

Table 4.1 exhibits the means of the research variable, including system quality, price and promotion, product information, customer service and support, convenience, customer satisfaction, and intention to repurchase. The table shows that the variable with the highest mean is intention to repurchase, which is equal to 4,0918 (considered a high level). Meanwhile, the lowest mean is 3,6268 for price and promotion. However, this is still considered a high level of agreement. Following previous studies, a 5-point Likert scale is used to assess respondents' perception of and level of agreement with each variable.

Table 4.1. Descriptive analysis

	N			Std.	Minimu	Maximu
	Valid	Missing	Mean	Deviation	m	m
System Quality	207	4	4,0797	,86934	1,00	5,00
Price and Promotion	207	4	3,6268	,83167	1,00	5,00
Product Information	207	4	3,6510	,90801	1,00	5,00
Customer Service and Support	207	4	3,8140	,83124	1,00	5,00
Convenience	207	4	3,9831	,83772	1,00	5,00
Customer Satisfaction	207	4	3,8229	,87564	1,00	5,00
Intention to Repurchase	207	4	4,0918	,87803	1,00	5,00

The statistical level has been set as follows: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; and 5 = Strongly Agree. Therefore, the minimum value is 1 and the maximum value is 5, Table 4.1. The value of the σ is all normal; it may be close to zero but the data points are close to the mean and there is no skewness. Hence, the data is normally distributed. Table 4 shows that the mean of system quality is 4,0797, which means, on average, customers give more consideration to the system quality in their decisions. Convenience is the second most important factor among customers, with a mean of 3,9831. Customer service and support is the third most important factor, with a mean of 3,8140. Surprisingly, price and promotion and product information are equally important to customers, with mean values of 3,6268 and 3,6510, respectively. The means of customer satisfaction and intention to repurchase are 3,8229 and 4,0918, respectively. This means that both factors are significant in customers' decisions regarding food applications.

4.2. Test of validity and reliability of measurement items

Table 4.2. shows the results of the validity and reliability test. According to Hair et al. (2010),

factor loading estimates should be higher than 0.5, and ideally, 0.7 or higher. Because no item is lower than 0,5, all measurement items are acceptable, valid, and reliable.

Table 4.2. Test of validity and reliability of measurement items

Variable	Item	N	Mean	Factor loading	Cronbach's alpha
System Quality	SQ1	207	4,22	0,773	0,909
	SQ2	207	4,31	0,835	
	SQ3	207	4,17	0,810	
	SQ4	207	3,61	0,597	
Price and Promotion	PP1	207	3,42	0,768	0,912
	PP2	207	3,48	0,698	
	PP3	207	3,55	0,691	
	PP4	207	4,06	0,529	
Price Information	PI1	207	3,79	0,794	0,913
	PI2	207	3,84	0,845	
	PI3	207	3,51	0,694	
	PI4	207	3,47	0,691	
Customer Service and Support	CS1	207	3,76	0,651	0,902
	CS2	207	3,77	0,613	
	CS3	207	3,72	0,669	
	CS4	207	4,00	0,613	
Convenience	CO1	207	3,86	0,513	0,905
	CO2	207	4,14	0,702	
	CO3	207	3,91	0,669	
	CO4	207	4,03	0,696	
Customer Satisfaction	ST1	207	3,92	0,785	0,895
	ST2	207	3,86	0,796	
	ST3	207	3,69	0,783	
Intention to Repurchase	IR1	207	4,09	0,836	0,901
	IR2	207	4,14	0,821	
	IR3	207	4,04	0,737	

To test and evaluate the reliability of any measurement variable, Cronbach's alpha has been run. According to Cronbach's alpha and internal consistency rules, > 0.9 indicates excellent, 0.8 indicates good, 0.7 indicates acceptable, 0.6 indicates dubious, 0.5 indicates bad, and less than 0.5 indicates unsatisfactory (Cronbach, 1951). The result of Cronbach's alpha for all the questionnaire variables is acceptable because, given that they were above 0.7, they were in the range of excellent or good reliability.

4.3. Correlation analysis

Pearson's correlation was performed to measure the direction and strength between each variable. The result is presented in Table 4.3

Table 4.3. Pearson's correlation coefficients of variables

	Intention to Repurchase	Customer Satisfaction	System Quality	Price and Promotion	Product Information	Customer Service and Support
CST	,811**					
SQ	,608**	,606**				
PP	,525*	,634**	,603**			
PI	,564*	,595*	,563*	,556**		
CS	,630**	,718**	,603**	,594**	,592**	
CC	,708**	,729**	,577**	,492	,531*	,686**

**. Correlation is significant at the 0.01 level (2-tailed).
CST = Customer Satisfaction SQ = System Quality PP = Price and Promotion PI =
Price Information CS = Customer Service CC = Convenience
b. Listwise N = 207

Customer satisfaction and intention to repurchase are strongly correlated with all independent variables ($p < 0.01$). Furthermore, the findings show that customer satisfaction has the highest and most positive correlation with intention to repurchase ($r = .811$, $p < 0.01$). The higher the customer satisfaction, the more likely it is that the customer will have a higher intention to repurchase. Amongst the independent variables, the highest value is between convenience and customer service and support, i.e., .686. However, this is far less than the threshold of multicollinearity, which is 9. Thus, the matrix confirms the absence of multicollinearity amongst independent variables, which allows us to proceed with further analysis. According to Pallant (2013), the correlation between independent variables should be ≤0.9 as an assumption of the absence of multicollinearity (Alarussi, 2021).

4.4. Regression analysis

Table 4.4 shows factors regarding customer satisfaction. It shows that the R square is 82% and that the adjusted R squared value is 0.667, which means describing 67% of the variation of the dependent variable (customer satisfaction) by the five independent variables (system quality, price and promotion, product information, customer service, and support and convenience). Table 4.4 shows that price and promotion, customer service, and support and convenience are each highly impactful on customer satisfaction at the 0.001% level. However, system quality and product information have less influence on customer satisfaction, at the 0.005% and 0.010% levels, respectively.

Table 4.4. Regression analysis

	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	T
(Constant)	-0.111	0.199		-0.557
System Quality	0.061	0.058	0.061	1.061**
Price and Promotion	0.228	0.058	0.217	3.908***
Product Information	0.099	0.052	0.103	1.895*
Customer Service	0.251	0.066	0.238	3.781***
Convenience	0.386	0.061	0.369	6.351***
Model Summary				
ANOVA	0.000			
F	83.635			
R Square	0.822a			
Adjusted R Square	0.667			

a. Dependent Variable: Customer Satisfaction

Table 4.5. Influence of online food delivery application usage factors on intention to repurchase

	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t
(Constant)	0.466	0.191		2.433***
System Quality	0.146	0.056	0.144	2.619***
Price and Promotion	-0.064	0.058	-0.06	-1.092
Product Information	0.071	0.051	0.073	1.387
Customer Service and Support	-0.028	0.066	0.027	-0.431
Convenience	0.216	0.064	0.206	3.377***

Customer Satisfaction	0.589	0.068	0.588	8.686***

Model Summary	
ANOVA	0.000
F	78.871
R Square	.838a
Adjusted R square	.694

a. Dependent Variable: Intention to Repurchase

Table 4.5 presents the results of including consumer satisfaction as a moderating variable. The results show that system quality, convenience, and customer satisfaction are highly connected to intention to repurchase. The model explains almost 70% of the variation of the dependent variable (intention to repurchase) as the adjusted R square, .694. Table 4.5 shows that system quality, convenience, and customer satisfaction are the most influential factors on the customer's intention to repurchase, with a significance level of 0.001%. However, with high customer satisfaction, price and promotion, product information, and customer service have less of an influence on customer intention to repurchase. The study also examines the sole relationship between customer satisfaction and intention to repurchase by using the ANOVA test. Table 4.6 shows a positive and significant relationship between them. This result means that if the customer is satisfied with the online food application, they will have the intention to reuse it.

Table 4.6. ANOVA: Customer satisfaction and intention to repurchase

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	106.675	5	21.335		<.001
				83.635	
Residual	51.274		0.255		
		201			
Total	157.950				
		206			
2 Regression	111.632	6	18.605		<.000[b]
				78.871	
Residual	47.179		0.236		
		200			
Total	158.812				
		206			

a. Dependent Variable: Customer Satisfaction[1] and Intention to Repurchase[2]
b. Predictors: (Constant), Convenience, Price and Promotion, Product Information, System Quality, Customer Service, and Support

4.3.1 System quality

Table 4.4 and Table 4.5 show a significant positive relationship between system quality and customer satisfaction and intention to repurchase, respectively. The coefficient of t value = 0.061 and p < 0.05, respectively. Therefore, the first hypothesis is supported. The current result shows that if the online food delivery application provides ease of use, navigation, selection, fast response, and a secure channel for payment, this system quality enhances customer satisfaction, which leads to an intention to repurchase through the application. This result supports previous studies such as that of Chen et al. (2012), who stated that one of the most important factors affecting customer satisfaction is system quality. Customer satisfaction increases when the online application is easy to navigate and responds quickly (Gupta & Dugal, 2020).

4.3.2 Price and promotion

As expected, Table 4.4 shows a strong positive association between price and promotion and customer satisfaction. The coefficient of t value = 0.217 and p< 0.0001 confirms this relationship. Therefore, the second hypothesis cannot be rejected. Based on this result, the more a price reduction is offered, the more satisfied the customer is and the greater their intention of using the same application to order food. The result of this study is parallel with the findings of Hong et al. (2021), who concluded that price-saving benefits are a critical determinant of customer satisfaction and intention to repurchase. Haq (2018) stated that price is important in customer satisfaction. In other words, price and promotion are among the best marketing strategies that attract customers (Kaur et al., 2021, Alarussi, 2023), and reducing product prices and offering promotional discounts increase the customer's desire to purchase food online (Ray & Bala, 2021).

4.3.3 Product information

Table 4.4 and Table 4.5 show that complete information is important when customers purchase food. This is because customers want to know the ingredients of their food before ordering it. The value of the coefficient of t value = 0.103 and p< 0.010 confirms this relationship. Therefore, the third hypothesis cannot be rejected. According to the equity theory of customer satisfaction, customers always seek consistency between the information offered that supports customer expectations and the reality that they will experience; when these factors are met, the result can be satisfaction and a positive customer experience (Rana, 2022).

4.3.4 Customer service and support

Table 4.4 presents the strong impact of customer service and support on customer satisfaction.

The value of the coefficient of t value = 0.238 and p< 0.0001 confirms this strong impact. Therefore, the fourth hypothesis is accepted. The result means that quality service and instant support enhance customer satisfaction. Festinger (1957) argued that dissonance theory in customer satisfaction has the main element, which is consistency. When a customer experiences a consistent physical manifestation of a company's excellent level of customer service, it can lead to customer satisfaction. Similar results were found in previous studies (Dharmesti & Nugroho, 2012; Guo et al., 2012; Ranjbarian et al., 2012).

4.3.5 Convenience

Table 4.4 and Table 4.5 show a strong impact of convenience on customer satisfaction and intention to repurchase. The value of the coefficient of t value = 0.369 and p< 0.0001 and t value = 0.206 and p< 0.0001 confirms this strong impact. Therefore, the fifth hypothesis cannot be rejected. The results show that online food delivery applications provide peace of mind for customers, who can order and get what they want without leaving their comfort zone. COVID-19-restricted movement enhances this factor. Customers use these applications due to their accessibility and the fact that they offer 24/7 services, thereby eliminating the need for customers to buy food in a physical store. According to Goplani and Gupta (2021), the main factors affecting people's choice to order food online are price, convenience, promotional offers, and discounts. It was stated that convenience in relation to satisfaction highly influences customers' intention to repurchase (Seiders et al., 2007). Thus, convenience is one of the most important factors influencing customer satisfaction.

4.3.6 Customer satisfaction

Table 4.5 and Table 4.6 show a strong connection between the impact of customer satisfaction and intention to repurchase. The value of the coefficient of t value = 0.588 and p< 0.0001 confirms this strong connection, meaning that if customers are satisfied with the online food delivery application in terms of system quality, price and promotion, product information, customer service and support, and convenience, they will have a strong intention to repurchase by using the online food delivery application. Therefore, the sixth hypothesis is accepted. A similar finding was obtained in previous studies, i.e., Abdulleave (2020), Cho et al. (2019), Yeo et al. (2017), Ali et al. (2019), and Gunden et al. (2020). Therefore, the result of the study proves that customer satisfaction is an important construct influencing customers' intention to repurchase.

5. Conclusion

The study examined the factors affecting customer satisfaction and intention to repurchase using online food delivery applications in Malta. The results show that price and promotion, customer service, and support and convenience are each highly impactful when it comes to customer satisfaction. In addition, customer satisfaction has a significant relationship with the

customer's intention to repurchase. To enhance customer satisfaction, food delivery services must focus on how they can offer consistent and reasonable price benefits and promotions for customers, as this is one of the significant factors influencing customer satisfaction and intention to repurchase, followed by customer service and convenience. Food delivery companies must invest in training and workshops for their delivery drivers and in chat support regarding how to provide excellent service to customers. Online food delivery companies must maintain the growth and improvement of their applications by providing an easy and convenient way to place orders. Thus, customers can easily find and select their desired food in just one click. Understanding the factors influencing consumers to continue with the purchase is an advantage for every marketer and business owner. Tailoring products and services to the needs and wants of the customer is a huge step towards boosting consumption of products or services. The result of this study can be a good reference for online food application companies, and not just those in Malta, to maximize online food delivery for greater profitability. The findings of the study serve as the voice of consumers in general, which can be used as a reference for proper strategic planning. In future studies, the researcher must identify additional factors that affect customer satisfaction and customers' intention to repurchase. Additionally, future studies can employ a larger sample population to create better generalizability.

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