A Study of Factors Influencing Repurchase intention of Online Food Delivery in Bangkok, Thailand

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ABSTRACT: Online food delivery is having a rapid growth around the world and Thailand is no exception in this case. In Thailand, traditional restaurant has seen slight growth recently, whereas online food delivery posted a two-digit growth, thanks to the convenience and lifestyle of people who prefer to have food delivered to their place. This study aims to measure the repurchase intention towards Lineman in Bangkok, Thailand by emphasizing five independent factors which include perceived ease of use, net benefits, the firm's reputation, delivery, customer satisfaction and one dependent variable which is repurchase intention. The research uses questionnaires as a research instrument, judgment and convenience sampling method were applied as sampling. 400 questionnaires were distributed to Thai customers who are residing in Bangkok and used services of Lineman before. Eight main shopping areas were chosen as places where the questionnaires were distributed. The findings from simple linear regression analysis presented that all five independent variables are having a significant relationship with a repurchase intention towards Lineman.

Keywords: Repurchase intention, online food delivery, perceived ease of use, net benefits, firm's reputation, delivery and customer satisfaction.

I. INTRODUCTION

Repurchase intentions have been linked to customer loyalty. Loyal customers are very important to the company, they generally consume more, purchase more frequently, have high motivation to search for information, resilient to rival's promotions and tend to spread positive word of mouth to the other. In addition, acquiring new clients on the internet can be very expensive to the company which make customer loyalty even more important in the online business [1]. There are evidences that perceived ease of use, the firm's reputation, net benefits, customer satisfaction have positive influence on customer's online repurchase intention [2-3]. Moreover, in an online shopping environment, delivery and the firm's reputation also lead to customer satisfaction [13, 2]. However, no repurchase intention model has been devised and examined on online food delivery in the Thai context. Hence, in this study, the researcher's studies the relationship between perceived ease of use, net benefits, the firm's reputation, delivery, customer satisfaction so as to understand determinant that are associated with the repurchase intention of Lineman's services. Lineman still is the leader in the food delivery industry, despite of the high competition in the market and the entry of a number of new comers in online food delivery business. Grabfood another food delivering firm is planning massive expansion and after its merging with Uber EATS has become a great threat for the Lineman.

It is, therefore, very crucial for Lineman to understand and retain their customers well in order to defend the leader's position in the food delivery industry. In this study the respondents are Thai people residing in Bangkok, who have the experience of using Lineman service to deliver food. The conceptual framework in this study is the Thai customer's repurchase intention towards the Lineman, to find out the factors and reasons on how to retain customers and to keep using Lineman as a primary food delivery option when they searching for ordering food online.

II. REVIEW OF LITERATURE

A. Perceived Ease of Use

Perceived ease of use refers to the degree to which online shopping is believed to be effortless from the customer [4]. Perceived ease of use is a crucial factor when defining whether a new technology will be accepted by the users and will influence, purpose to use a system [5]. Lederer *et al.* (2000) [6] indicated that they implemented the perceived ease of use concept to scale website acceptance. Perceived ease of use is constructed for examining and measuring user acceptance of particular technologies and also an important motivational element for consumer technology usage intention [7]. Perceived ease of use is a user's perception that to perform a specific technical task customer's will need a mental effort on his or her part [8].

B. Net Benefits

DeLone and McLean (2003) stated that the net benefits are the crucial success measure as they take the balance of positive and negative consequence of e-commerce on customers [9]. Fang *et al.* (2011) mentioned that net benefits, refers to benefit of shopping online against all the costs such as time, effort and money [3]. Carson (2001) supported belief that online shopping involves hardness value and utilitarian value which is net benefits [10]. Net benefits are based on the tradeoff between benefits and sacrifices from the online shopping process [11].

C. Firm's Reputation

The firm's reputation is client's recognition of how good a company is in taking care of its customers and is truly concerned about their prosperity [12]. Superior reputation guard company with a "buffering effect", help to protect them from some of the negative consequences of disappointments. He supported that the reputation of the firm weakened the link between miscarriage intensity and satisfaction, dropped attribution of controllability and stability, and induced higher repurchase intention after miscarriage intensity.

D. Delivery

Delivery incorporates the company's process of packing, distributing, delivering goods and services to their customer, keeping high standards of safety, punctuality and accuracy [13]. Delivery is in the post purchase stage, in E-commerce environment, it is very important to deliver the goods to the customers before and, and delay in delivery may have a negative effect on customer satisfaction. Kumar and Anjali (2017) stated that delivery makes a strong impact on customer's experience, makes it second most crucial factor after customer support [14]. Nishio and Kishino (2003) mentioned that delivery is the process of transport of goods from location source to predefined destination [15].
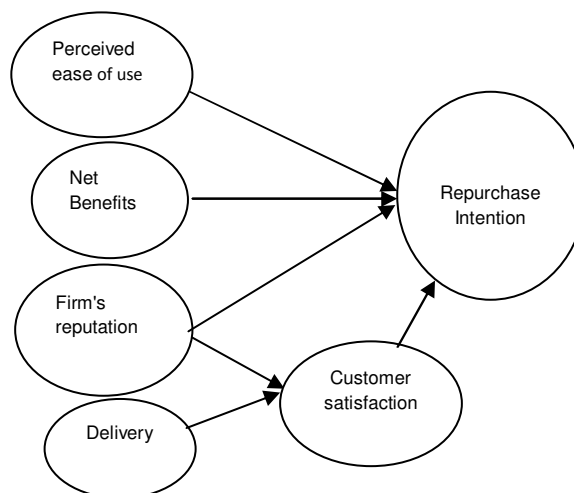
E. Customer Satisfaction

Customer satisfaction is the overall delight felt by the client, as a consequence of the services rendered against the customer's desires, expectations and needs in relation to the service [16]. Moreover, customer satisfaction is a result of experiences of customers throughout the purchase process [17]. Lin and Wang (2006) stated that customer satisfaction is an assessment of the post purchase experience of the customer and is also the emotional response to the total product or service experienced by them [18].

F. Repurchase Intention

Repurchase intention is the subjective probability in which an individual shall remain to buy product from an online retailer or store in the future [4]. Furthermore, repurchase intention is the individual's decision whether to buy a product or selected service from the firm again based on the present state and probable circumstances [16]. Gruen *et al.* (2006) stated that repurchase intention on marketing literature as a demonstration of customer loyalty [19]. Repurchase intention is described as the likelihood that an individual shall remain to buy products from the store or online vendor in the future [3].

II. CONCEPTUAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Fig. 1. Conceptual framework of relationship between perceived ease of use, net benefits, firm's reputation, delivery, customer satisfaction and repurchase intention of online food delivery in Bangkok, Thailand.

Fig. 1 indicates research framework for this paper and demonstrates five independent variables, namely perceived ease of use, net benefits, the firm's reputation, delivery and customer satisfaction. Six hypotheses have been generated based on this framework in order to test the relationship of each independent variable on repurchase intention. Therefore, following hypotheses are developed:

H1: There is no significant relationship between perceived ease of use and repurchase intention.
Increased perceived ease of use lead to higher performance, hence direct effect on repurchase intention [20]. In post-consumption, perceived ease of use alone is not sufficient to increase customer repurchase intention rate [4]. Based on the expectancy-confirmation model of IS (ECM-IS), perceived ease of use is to be considered as an element of post-adoption expectation and is likely to have a positive influence on repurchase intention [21].

H2: There is no significant relationship between net benefits and repurchase intention.
DeLone and McLean (2003) stated that if repurchase is to take place, it is supposed that in customer perspective, the net benefits are positive which will lead to repurchase intention [9]. Also, the customer is likely to show stronger repurchase intention rate if they completed the shopping task efficiently [22]. There is a strong relationship between net benefits and repurchase intention [3].

H3: There is no significant relationship between the firms' reputations and repurchase intention.
An exceptional reputation offers company with a "buffering effect", protect the company from some of the negative consequences of failures, as well as, lead to higher repurchase intention [12].

Online vendors should aim to achieve good reputation which will allow the consumers to reorder the purchase of the product or services from the online retailers [2].

H4: There is no significant relationship between firm's reputation and customer satisfaction.
Company's reputation provides a halo effect which enables the customers to have higher satisfaction level. In other words, shopping at reputable firm itself could result in satisfaction, regardless of performance [23]. Andreassen and Lindestad (1998) studied about packaged tour business and found that the company's image such as reputation of the firm increased customer satisfaction and exhibited the effect to loyalty as well [24].

H5: There is no relationship between delivery and customer satisfaction.
On time delivery and reliability are the most crucial element of delivery performance, and also delivery performance has strong links with customer satisfaction [2]. They indicated that low efficiency delivery is not acceptable by the females since, delivery efficiency has an influence on female shopping enjoyment and satisfaction. In addition, timely delivery has significant influence on online shopping satisfaction, whereas reliability of delivery has an influence on online shopping satisfaction as well [25].

H6: There is no significant relationship between customer satisfaction and repurchase intention.
Customer satisfaction is positively related to the future intent, both directly and indirectly as it has an impact on attitudes [26]. Customer satisfaction is an important element for repurchase and loyalty in brand which lead to profitability and long-term growth of online business. There is evidence that customer satisfaction influence, intention of the customer to support or not to support the store in the future [27].

The number of researches on repurchase intention has demonstrated that the satisfied customers are likely to purchase more in the post consumption stage as compared to dissatisfied customers.

III. METHODOLOGY

To study the factors which influence online food delivery and repurchase intention towards Lineman in Thailand, the researcher's decided to implement the descriptive research method in this study. Sekaran (2010) defined that descriptive research is a method which gathers and records the data from different factors and the aspect of the circumstances, then interprets the meaning of data and describes the facts of the objective [28]. The researchers also applied close-ended survey, distributed the questionnaires among Thai people who have been using Lineman food service before and residing in Bangkok. Eight major shopping areas were selected as a survey place, aiming to collect data from the respondents who showed willingness to fill and answer the questionnaire.

A. Sample
The sampling unit of the study is the Thai people who are residing in Bangkok and have experience of Lineman food delivery. Since the number of Thai people who are residing in Bangkok as well as are having the experience of availing the service of Lineman food

delivery is unknown, we defined the sample size based on the sample size table of Krejcie and Morgan (1970) [29], using 384 from the table and rounding up the sample size to 400, therefore, 400 questionnaires were distributed to respondents for collecting the data.

B. Manipulation Checks
The manipulations were checked with a pre-test from 30 respondents, collecting 30 sets of data in order to find out any unconformity or errors in the questionnaires. Cronbach's Alpha test was utilized in order to test the reliability of the questionnaire. The reliability test was tested by using six variables which are perceived ease of use, net benefits, the firm's reputation, delivery, customer satisfaction and repurchase intention. Sekaran (2010) stated that if the reliability value of each variable is higher than 0.60, than the questions in the questionnaire are consistent and reliable to be applied as the research instruments in the study [28]. Based on the pre-test results, all questions in the research were reliable and suitable to be used as the research instrument since the alpha value of each variable exceeded 0.60.

IV. RESULTS

A total of 400 completed questionnaires were administered, table 1 indicates the demographic profile of 400 respondents who have filled the questionnaires. Based on gender the highest percentage was of females (54%). The majority of respondents were between 21-30 years (55%), earning between 30,001 to 45,000 THB per month (31%), having Bachelor degrees (59%) and employment is the top occupation for respondent (45%).

Table 1: Summary of demographic factors (using frequency and percentages).

Variables	Frequency (f)	Percentage
Gender-		
Male	184	46
Female	216	54
Age-		
20 or less	8	2
21 - 30	220	55
31 - 40	72	18
41 - 50	52	13
More than 51	48	12
Monthly Income (THB)-		
15000 or less	28	7
15,001 - 30,000	100	25
30,001 - 45,000	124	31
45,001 - 65,000	96	24
Over 65,000	52	13
Educational Level-		
High School or Below	44	11
Bachelor Degree	236	59
Master Degree	111	27.8
Doctoral Degree	9	2.3
Occupation-		
Employee	180	45
Student	20	5
Government Officer	36	9
Self Employed	96	24
Other	68	17
Total	400	100

Hypothesis 1

H1o: There is no significant relationship between perceived ease of use and repurchase intention

H1a: There is a significant relationship between perceived ease of use and repurchase intention

Table 2: Linear regression model summary of First hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.460[a]	.211	.209	.69033

a. Predictors: (Constant), MeanPeou

As shown in table 2, the correlation coefficient (R) is equal to 0.460 which means that there is low degree of positive relationship between perceived ease of use and repurchase intention. Also, Coefficient of determination (R) is equal to 0.211 which means that if level of perceived ease of use increase, it will affect level of repurchase intention to increase to 21.1 percent.

Table 3: ANOVA result of linear regression model of perceived ease of use and repurchase intention

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	50.790	1	50.790	106.577	.000[b]
Residual	189.672	398	.477		
Total	240.462	399			

a. Dependent Variable: MeanRI
b. Predictors: (Constant), MeanPeou

The result from regression ANOVA in table 3 illustrated that the significance is equal to 0.000, which is less than 0.05 (0.000<0.05) which means that the null hypothesis is rejected so there is a significant relationship between perceived ease of use and repurchase intention.

Table 4: Linear regression coefficients of repurchase intention.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.233	.282		4.375	.000
MeanPeou	.709	.069	.460	10.324	.000

a. Dependent Variable: MeanRI

As shown in table 4, the result of t-statistic (coefficients) table illustrated that the significance is equal to 0.000 which is less than 0.05 (0.000<0.05). The beta from unstandardized coefficient is equal to 0.709 and constant equal to 1.233.

The simple linear regression analysis formulation of Hypothesis 1 is as follows:

Repurchase intention = Constant + β1 (Perceived ease of use)

Repurchase intention = 1.233 + 0.709 (Perceived ease of use)

Hypothesis 2

H2o: There is no significant relationship between net benefits and repurchase intention

H2a: There is a significant relationship between net benefits and repurchase intention

Table 5: Linear regression model summary of Second hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.610[a]	.372	.370	.61615

a. Predictors: (Constant), Mean NB

As shown in table 5, the correlation coefficient (R) is equal to 0.610 which means that there is a moderate degree of positive relationship between net benefits and repurchases intention. Also, Coefficient of determination (R2) is equal to 0.372 which means that if level of net benefits increases, it will affect level of repurchase intention to increase to 37.2 percent.

Table 6: ANOVA result of linear regression model of net benefits and repurchase intention.

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	89.365	1	89.365	235.393	.000[b]
Residual	151.097	398	.380		
Total	240.462	399			

a. Dependent Variable: MeanRI
b. Predictors: (Constant), MeanNB

The result from regression ANOVA in table 6 illustrated that the significance is equal to 0.000, which is less than 0.05 (0.000<0.05) which means that null hypothesis was rejected so there is a significant relationship between net benefits and repurchase intention.

Table 7: Linear regression coefficients of repurchase intention.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.558	.234		2.380	.018
MeanNB	.862	.056	.610	15.343	.000

a. Dependent Variable: MeanRI

As shown in table 7, the result of t-statistic (coefficients) table illustrated that the significance is equal to 0.000 which is less than 0.05 (0.000<0.05). The beta from unstandardized coefficient is equal to 0.862 and constant equal to 0.558.

The simple linear regression analysis formulation of Hypothesis 2 is as follows:

Repurchase intention = Constant + β1 (Net benefits)
Repurchase intention = 0.558 + 0.862 (Net benefits)

Hypothesis 3

H3o: There is no significant relationship between firm's reputations and repurchase intention

H3a: There is a significant relationship between firm's reputations and repurchase intention

Table 8: Linear regression model summary of third hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.509[a]	.259	.257	.66920

a. Predictors: (Constant), MeanFR

As shown in table 8, the correlation coefficient (R) is equal to 0.509 which mean there is moderate degree of positive relationship between firm's reputation and repurchase intention. Also, Coefficient of determination (R) is equal to 0.259 which means that if level of firm's reputation increase, it will affect level of repurchase intention to increase to 25.9 percent.

Table 9: ANOVA result of linear regression model of firm's reputation and repurchase intention.

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	62.228	1	62.228	138.956	.000[b]
Residual	178.234	398	.448		
Total	240.462	399			

a. Dependen Variable: MeanRI

b. Predictors: (Constant), MeanFR

The result from regression ANOVA in table 9 illustrated that the significance is equal to 0.000, which is less than 0.05 (0.000<0.05) which means that null hypothesis is rejected so there is a significant relationship between firm's reputations and repurchase intention.

Table 10: Linear regression coefficients of repurchase intention.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.822	.282		2.919	.004
MeanNB	.805	.068	.509	11.788	.000

a. Dependent Variable: MeanRI

As shown in table 10, the result of t-statistic (coefficients) table illustrated that the significance is equal to 0.000 which is less than 0.05 (0.000<0.05). The beta from unstandardized coefficient is equal to 0.805 and constant equal to 0.822.

The simple linear regression analysis formulation of Hypothesis 3 is as follows:

Repurchase intention = Constant + β1 (Firm's reputation)

Repurchase intention = 0.822 + 0.805 (Firm's reputation)

Hypothesis 4

H4o: There is no significant relationship between firm's reputation and customer satisfaction

H4a: There is a significant relationship between firm's reputation and customer satisfaction

Table 11: Linear regression model summary of fourth hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489[a]	.239	.237	.55456

a. Predictors: (Constant), MeanFR

As shown in table 11, the correlation coefficient (R) is equal to 0.489 which means that there is low degree of positive relationship between firm's reputation and customer satisfaction. Also, Coefficient of determination (R) is equal to 0.239 which mean that if level of firm's reputation increase, it will affect level of customer satisfaction to increase to 23.9 percent.

Table 12: ANOVA result of linear regression model of firm's reputation and customer satisfaction.

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	38.397	1	38.397	124.857	.000[b]
Residual	122.398	398	.308		
Total	160.796	399			

a. Dependent Variable: MeanCS

b. Predictors: (Constant), MeanFR

The result from regression ANOVA in table 12 illustrated that the significance is equal to 0.000, which is less than 0.05 (0.000<0.05)which means that null hypothesis was rejected so there is a significant relationship between firm's reputation and customer satisfaction.

Table 13: Linear regression coefficients of customer satisfaction.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.613	.233		6.908	.000
MeanFR	.632	.057	.489	11.174	.000

a. Dependent Variable: MeanCS

As shown in table 13, the result of t-statistic (coefficients) table illustrated that the significance is equal to 0.000 which is less than 0.05 (0.000<0.05). The beta from unstandardized coefficient is equal to 0.632 and constant equal to 1.613.

The simple linear regression analysis formulation of Hypothesis 4 is as follows:

Customer satisfaction = Constant + β1 (firm's reputation)

Customer satisfaction = 1.613 + 0.632 (firm's reputation)

Hypothesis 5

H5o: There is no significant relationship between delivery and customer satisfaction

H5a: There is a relationship between delivery and customer satisfaction

Table 14: Linear regression model summary of Fifth hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779[a]	.607	.606	.39848

a. Predictors: (Constant), MeanDELI

As shown in table 14, the correlation coefficient (R) is equal to 0.779 which means that there is high degree of positive relationship between delivery and customer satisfaction. Also, Coefficient of determination (R) is equal to 0.607 which means that if level of delivery increase, it will affect level of customer satisfaction to increase to 60.7 percent.

Table 15: ANOVA result of linear regression model of delivery and customer satisfaction.

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	97.598	1	97.598	614.647	.000[b]
Residual	63.197	398	.159		
Total	160.796	399			

a. Dependent Variable: MeanCS
b. Predictors: (Constant), MeanDELI

The result from regression ANOVA in table 15 illustrated that the significance is equal to 0.000, which is less than 0.05 (0.000<0.05) which means that null hypothesis is rejected so there is a relationship between delivery and customer satisfaction.

Table 16: Linear regression coefficients of customer satisfaction.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.637	.145		4.388	.000
MeanDELI	.864	.035	.779	24.792	.000

a. Dependent Variable: MeanCS

As shown in table 16, the result of t-statistic (coefficients) table illustrated that the significance is equal to 0.000 which is less than 0.05 (0.000<0.05). The beta from unstandardized coefficient is equal to 0.864 and constant equal to 0.637.
The simple linear regression analysis formulation of Hypothesis 5 is as follows:
Customer satisfaction = Constant + β1 (Delivery)
Customer satisfaction = 0.637 + 0.864 (Delivery)

Table 17: Linear regression model summary of Sixth hypothesis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732[a]	.536	.535	.52923

Hypothesis 6
H6o: There is no significant relationship between customer satisfactions and repurchase intention
H6a: There is a significant relationship between customer satisfactions and repurchase intention

a. Predictors: (Constant), MeanCS

As shown in table 17, the correlation coefficient (R) is equal to 0.732 which mean there is strongpositive relationship between customer satisfaction and repurchase intention. Also, Coefficient of determination (R) is equal to 0.536 which means that if level of customer satisfaction increase, it will affect level of repurchase intention to increase to 53.6 percent.

Table 18: ANOVA result of linear regression model of customer satisfaction and repurchase intention.

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	128.991	1	128.991	460.550	.000[b]
Residual	111.472	398	.280		
Total	240.462	399			

a. Dependent Variable: MeanRI
b. Predictors: (Constant), MeanCS

The result from regression ANOVA in table 18 illustrated that the significance is equal to 0.000, which is less than 0.05 (0.000<0.05) which means that null hypothesis is rejected so there is a significant relationship between customer satisfactions and repurchase intention.

Table 19: Linear regression coefficients of repurchase intention.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.355	.177		2.002	.046
Mean CS	.896	.042	.732	21.460	.000

a. Dependent Variable: MeanRI

As shown in table 19, the result of t-statistic (coefficients) table illustrated that the significance is equal to 0.000 which is less than 0.05 (0.000<0.05). The beta from unstandardized coefficient is equal to 0.896 and constant equal to 0355.
The simple linear regression analysis formulation of Hypothesis 6 is as follows:
Repurchase intention = Constant + β1 (Customer satisfaction)
Repurchase intention = 0.355 + 0.896 (Customer satisfaction)
Simple linear regression was applied in order to estimate the relationship effect on five variables on repurchase intention. The summary of Hypotheses are shown in Table 20.
According to Table 20, perceived ease of use, net benefits, the firm's reputation, delivery and customer satisfaction are all statistically significant. Moreover, it has been observed that customer satisfaction has the highest relationship with repurchase intention (β = 0.896), followed by net benefits (β = 0.862).

Table 20: Summary of hypotheses.

Null hypothesis statement	Level of significance	Beta coefficient	Results
H1o: There is no significant relationship between perceived ease of use and repurchase intention	0.000	0.709	Rejected Ho
H2o: There is no significant relationship significant between net benefits and repurchase intention	0.000	0.862	Rejected Ho
H3o: There is no significant relationship between firm's reputations and repurchase intention	0.000	0.805	Rejected Ho
H4o: There is no significant relationship between firm's reputation and customer satisfaction	0.000	0.632	Rejected Ho
H5o: There is no significant relationship between delivery and customer satisfaction	0.000	0.864	Rejected Ho
H6o: There is no significant relationship between customer satisfactions and repurchase intention	0.000	0.896	Rejected Ho

However, the firm's reputation and perceived ease of use have significant relationship but have less impact on repurchase intention. Furthermore, delivery has higher relationship with the repurchase intention.

V. DISCUSSION

The results of the research indicates that the perceived ease of use had a statistical relationship with repurchase intention towards Lineman. Hence, it is implied that Lineman should offer and make app user friendly. If a user finds difficulty in ordering food online using Lineman, they are unlikely to make repurchase next time. In addition, net benefits also had a statistical relationship with repurchase intention of the customers. This means that they certainly give importance to buying food online after considering various factors such as waiting time, money, and effort before ordering the food through Lineman. If the customers feel that there are benefits of buying food online and the benefits are much higher than its cost, they will be eager to make purchases through Lineman. In terms of the firm's reputation, there is a relationship between firm's reputation and repurchase intention. Line Messaging is one of the most popular messaging apps in Thailand, with more than 42 million people using Line application in Thailand, Line reputation and image are being well received by Thai consumer. With good reputation of Line Corporation in Thailand, consumers are trusting and have a good faith in any kind of Line services, including online food delivery from Line called "Lineman". If we look into the relationship toward customer satisfaction, the firm's reputation had a statistical relationship with customer satisfaction as well as delivery which also have a statistical relationship with customer satisfaction. With high reputation of the company, the consumers have a halo effect on shopping experience regardless the purchasing process. Since Lineman is a part of the Line corporation group, the Lineman itself has a high reputation for consumer, this reputation could leverage and make customer to feel satisfied when using the Lineman service. Whereas, when it comes to online shopping, delivery is one of the crucial part of requirements from customers. Delivery time for food is critical for customer who are waiting for food at a specific location, delivered on time promised to customer will lead to satisfaction in service. Furthermore, customer satisfaction had a statistical relationship with repurchase intention. A customer who orders food online and have level of high satisfaction, will tend to have repurchase intention in the future.

VI. MANAGERIAL IMPLICATIONS

The result of the first hypothesis indicated that perceived ease of use has a significant relationship with repurchase intention. The researcher recommends that manager/marketer of Lineman should focus on ease of use in the mobile application, aim to simplify the process of ordering the food online via both website and their application. Various payment method should be made available to the customers in order to make shopping easy. Lineman should make the website or application flexible to interact with as well as should have a clear explanation of the new services they

intended to offer; these will definitely have positive impact to the repurchase intention of existing customers. Regarding to Net benefits, Lineman should continue to find a way to provide convenience to customers by offering choices, extended areas of restaurant and add new restaurant frequently, which will improve customer abilities of searching and buying for the food in the platform. When it comes to the firm's reputation, it is essential for Lineman to continue offering high standard of service and quality of food as well as a reliable platform for customer use. In terms of delivery, research indicated that the customer are satisfied indicating that they are getting what they expected. And the delivery model of Lineman using motorcycle is convenient and fast when it comes to travelling in the big city which is the best mode of delivery in the urban area. Finally, it is recommended that the Lineman should continue to monitor customer satisfaction closely to ensure that the services are met in accordance with customer expectations. Besides rating delivery person, the feedback should relate to the restaurant as well in terms of food preparation time and expectation from customers. This will allow customers to know what to expect from each restaurant. This will help to alert both sides, the delivery person and the restaurant in order to keep the performance up to standard.

VII. LIMITATIONS

The research was focused on repurchase intention of Thai consumers toward Lineman food service and the factors that affect repurchase intention of Lineman. The results do not represent the industry as a whole because it represents only one online food delivery company in Thailand, as well as online food delivery in other countries. In addition, coverage of repurchase intention itself is a very broad concept which is influenced by many factors other than six variables that the present research applied, thus narrowing the research base.

VIII. FUTURE RESEARCH

To enhance the research, future researchers can increase more independent variables and can develop new conceptual framework as per the need of the time. This will help to update the results and will be reflecting people's lifestyle at that time. Since online retailing is changing rapidly due to new technology, it is very important to monitor the lifestyle and trend of consumers. Also, this research focuses only on online food delivery in Bangkok. Currently, online food delivery is witnessing rapid growth and many companies have already started to expand their business to other big cities besides Bangkok such as Phuket and Chaingmai. The preference of each location may be different, in comparison to Bangkok. It is very important for online food delivery companies to understand the local people's taste and preferences well, in order to win their heart.

Conflict of Interest: The authors declare that there is no conflict of interest of any kind in this research.

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