

SERVICE QUALITY, SERVICE MIND AND SERVICE MANAGEMENT FACTORS AFFECTING CUSTOMERS REPURCHASE BEHAVIORS FOR FOOD DELIVERY IN KUNMING CITY MARKET OF CHINA

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Abstract

The research identifies three key factors influencing customer repurchase behavior for food delivery: service quality, service mind, and service management. These factors, further divided into sub-variables such as timeliness of delivery, order accuracy, food quality, communication, attitude, skills, platform Reliability, pricing and policies, training and reserves were evaluated. This study quantitatively analyzed the data of 435 Chinese respondents, which were collected on social media through snowball sampling. The questionnaire contained multiple-choice questions and Likert five-point scales. Descriptive and inferential statistical methods were used for analysis. The results showed that service quality, service mind, and service management had a significant impact on customer repurchase behavior, supporting the research hypothesis.

Keywords: Repurchase behaviors, Service quality, and Service management.

Introduction

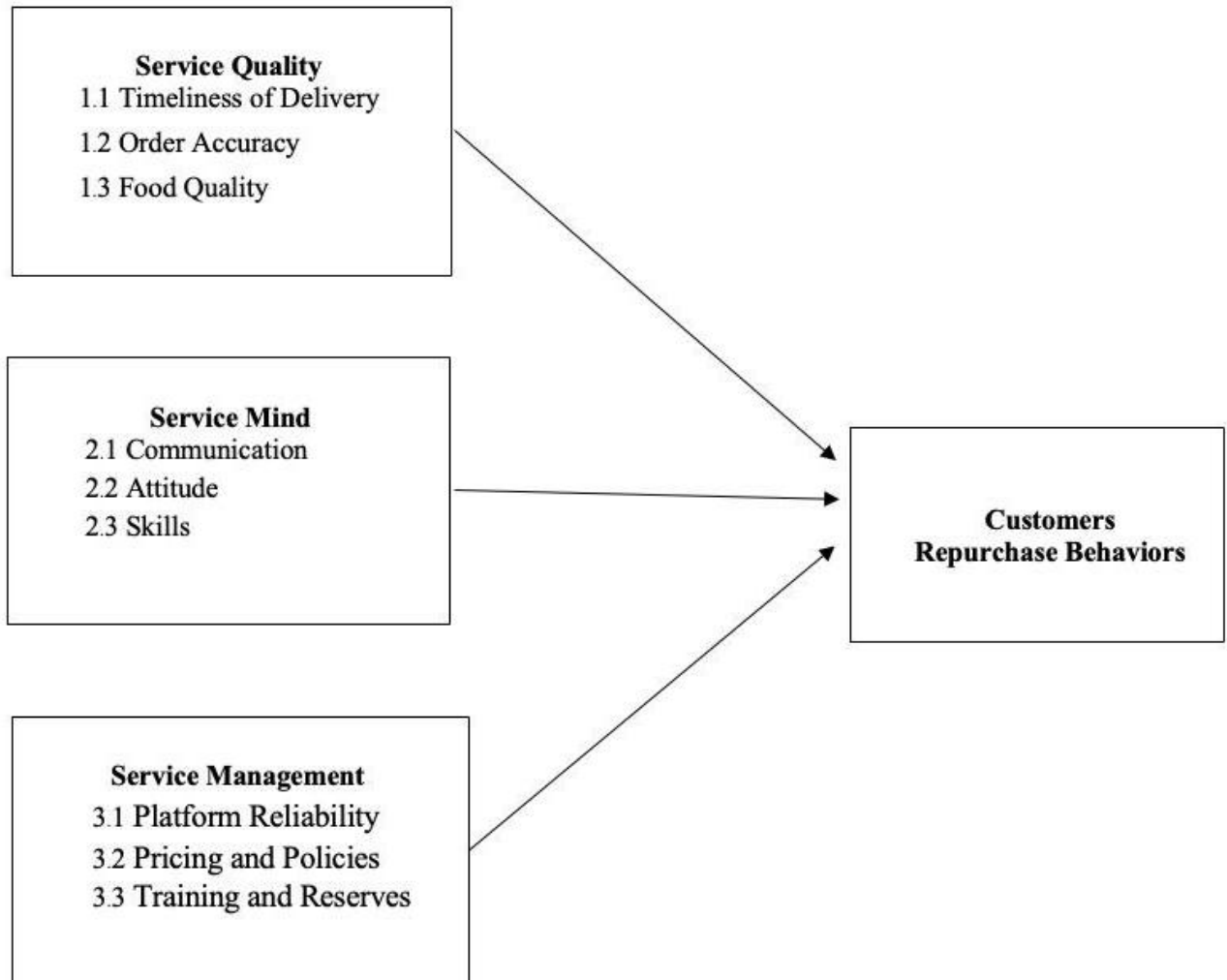
This study focuses on the Impact of service quality, service mind, and service management factors towards customers' repurchase behavior in food delivery located in Kunming City, China. The rapid growth of the food delivery industry in China, fueled by increased smartphone use and the rise of O2O (online-to-offline) services. With this growth, understanding the factors that drive customer loyalty and repurchase behavior has become crucial for the sustainability of these businesses. The study sets out to investigate how service-related factors impact customer retention.

Objective of the study

1. To study the impact of Service Quality factor Timeliness of Delivery, Order Accuracy & Food Quality on Customers Repurchase Behaviors.
2. To study the impact Service Mind factor Communication, Attitude & Skills on Customers Repurchase Behaviors.
3. To study the impact of Service Management factor Platform Reliability, Pricing and Policies & Training and Reserves on Customers Repurchase Behaviors.

Scope of the study

Conceptual Framework



Hypotheses Test

1. H1 is the impact of Service Quality factor (Timeliness of Delivery, Order Accuracy and Food Quality) on Customers Repurchase Behaviors.
2. H2 is the impact of Service Mind factor (Communication, Attitude and Skills) on Customers Repurchase Behaviors.
3. H3 is the impact of Service Management factor (Platform Reliability, Pricing and Policies, Training and Reserves) on Customers Repurchase Behaviors.

Literature Review

Item no.	Authors (Year)	Finding	Variables
1	Li Meirong (2013)	Initial transaction satisfaction is crucial for building consumer trust and influencing repurchase intentions, especially in online markets. Satisfaction, emotions, and perceived value directly affect repurchase intentions.	Customers Repurchase Behaviors
2	Chin and Goh (2017)	Service quality significantly impacts customer repurchase intentions in food delivery services. Key factors like timeliness, accuracy, and delivery person behavior play critical roles in shaping positive customer experiences, which in turn influence the likelihood of future orders.	Service Quality
3	Huang and Hsu (2019)	Service-minded behaviors, such as polite communication and attentiveness from delivery personnel, significantly influence customer repurchase intentions. Customers feel valued when treated respectfully, increasing the likelihood of repeat orders.	Service Mind
4	Nguyen and Tran (2021)	A strong service mindset among delivery personnel, such as friendliness and proactive problem-solving, positively affects repurchase behavior. This study highlights that personal touches and empathetic interactions create a memorable experience, fostering customer retention.	Service Mind
5	Tan and Wang (2022)	Comprehensive service management, which includes staff training, quality monitoring, and prompt customer support, positively impacts repurchase behavior. This study finds that well-managed services make customers feel confident in their choice, increasing the likelihood of future orders.	Service Management
6	Park et al. (2021)	Efficient management of digital platforms, including app reliability and ease of use, plays a crucial role in repurchase intentions. Customers are more likely to reorder from apps that are user-friendly and offer a smooth ordering process without technical issues.	Service Management

Methodology

Population and Sample

This study aims to understand which factors positively affect the customer repurchase behavior under the service quality, service mind and service management. The research selected people in Kunming City of China who can use smart mobile devices to complete online transactions as a sample to illustrate the overall research on customer repurchase behavior in Kunming City's food delivery industry.

Type of Research and Tool

The goal of this study is whether service quality, service mind and service management affect customers repurchase behavior for food delivery services. This study develops self-administered questionnaires to send out a survey to respondents via Google Forms. A questionnaire was used to collect data from 435 respondents. The questionnaire was divided into 5 parts: Demographic Data (7 questions); Service Quality (9 questions); Service Mind (9 questions); Service Management (9 questions) and Customers Repurchase Behavior (4 questions). There are 38 questions in total.

Validity Test

The online questionnaire was checked for validity and approved by the advisor Dr. Atisan Phuwasaktanasiri.

Reliability Test

30 samples, the data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with total reliability of 0.8882. The required value to be accepted is 0.7-1.00.

Statistics

1. Descriptive statistics consisted of frequency, mean, and standard deviation.
2. Inferential statistics consisted of multiple regression analysis tests.

Result

Demographic Data

The table illustrated that most of the respondents in this study were Male (54.0%), closely followed up with 45.3% of females. Most of the respondents were aged 19 to 30 years old (45.1%) and monthly income was 31,000- 40,000 THB (41.6%). A large group of respondents have used a food delivery service (98.9%) and with an average frequency of three times a week (41.8%). Many of the respondents are employees (76.3%). Lastly, the highest percentage of education level was bachelor's degree (61.1%).

Mean and Standard Deviation

- Service Quality Factors: (\bar{x} = 3.37, SD = 1.082), SATISFIED
- Service Mind Factors: (\bar{x} = 3.35, SD = 1.082), SATISFIED
- Service Management Factors: (\bar{x} = 3.34, SD = 1.090), SATISFIED
- Customers Repurchase Behaviors: (\bar{x} = 3.31, SD = 1.083), SATISFIED

Multiple linear regression

1. Service Quality vs Customers Repurchase Behaviors: Accepted with Adjusted R-square = 0.751, F = 438.445 *P < 0.05 (Timeliness of Delivery = .000, significance, Order Accuracy = .000, significance, and Food Quality = .000, significance)

2. Service Mind vs Customers Repurchase Behaviors: Rejected with Adjusted R-square = .776, $F = 502.486$, $*P \leq 0.05$ (Communication = .000, significance, Attitude = .000, significance, and Skills = .000, significance)

3. Service Management vs Customers Repurchase Behaviors: Accepted with Adjusted R-square = .776, $F = 474.811$, $*P \leq 0.05$ (Platform Reliability = .000, significance, Pricing and Policies = .000, significance, and Training and Reserves = .000, significance)

Conclusion

Demographic Data

There are more male respondents than female respondents for this study, most of the respondents age between 19 to 30 years old, hold a bachelor's degree and have used the food delivery service. A great number of respondents are employee, earning 31,000-40,000 THB per month and with on average frequency of three times a week.

Attitudes towards variables

● **Independent Variable 1: Service Quality**, The most respondents agree with the Service quality (timeliness of delivery, order accuracy, and food quality) has a significant positive impact on repurchase behaviors.

● **Independent Variable 2: Service Mind**, The most respondents agree with the Service mind (communication, attitude, and skills) has a significant positive impact on repurchase behaviors.

● **Independent Variable 3: Service management**, The most respondents agree with the Service management (platform reliability, pricing and policies, training and reserves) has a significant positive impact on repurchase behaviors.

Hypotheses

● H1: Service Quality (Timeliness of Delivery, Order Accuracy and Food Quality) have a significant impact on Customers Repurchase Behaviors.

● H2: Service Mind (Communication, Attitude and Skills) have a significant impact on Customers Repurchase Behaviors.

● H3: Service management (platform reliability, pricing and policies, training and reserves) have a significant impact on Customers Repurchase Behaviors.

Recommendation

Since this study focuses on a single city, future research directions can be comparative studies across different cities or regions could also reveal how cultural, economic, or competitive factors influence repurchase behavior, leading to more adaptable strategies for diverse markets. Hofstede (1980) pointed out that understanding differences in cultural dimensions like individualism and uncertainty avoidance can explain how customer expectations and repurchase intentions vary regionally. This foundational work discusses how cultural factors influence consumer behavior, which can be applied to food delivery services. Zhang et al. (2008) examines how cultural and economic factors influence customer satisfaction and loyalty, relevant to food delivery services. Steenkamp et al. (2006) pointed out how regional differences can affect business strategies and consumer behavior, supporting the need for comparative studies. However, The data collection in this study only focused on the 435 participants who live in Kunming City, China. Therefore, future research should expand focusing on other Cities to obtain more understanding about the impact factors and repurchase behavior which can provide more differential answering when participants live with the different Regional culture and economic consumption level that affects their feel on the

repurchase behavior. Such as it can be used in interviews or focus groups, is suggested to gain a deeper understanding of customer experiences and motivations. These methods would provide richer insights into why customers choose to repurchase, offering more detailed explanations than quantitative data alone can provide.

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