FACTORS INFLUENCING CUSTOMER SATISFACTION AND REPURCHASE INTENTION OF ONLINE FOOD DELIVERY SERVICE IN CAMBODIA

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ABSTRACT

Purpose – The focus of this research is to identify and analyze the key factors that influence repurchase intention of online food delivery services in Cambodia. It aims to understand how aspects such as performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, price value, habit, and trust, impact consumers' satisfaction to continue using these services.

Methodology – A quantitative method was employed using a purposive sampling survey, involving 400 respondents in Phnom Penh with prior experience using online food delivery services. Data were collected through a Google Form and analyzed using multiple regression to test the proposed model.

Results – The study revealed that performance expectancy, effort expectancy, and trust positively influence customer satisfaction (CS), with standardized regression weights of B = 0.194, B = 0.409, and B = 0.079, respectively. Among these factors, effort expectancy has the greatest impact on CS. Conversely, price value negatively affects CS, with a coefficient of B = -0.072. However, social influence, facilitating conditions, hedonic motivation, and habit do not positively impact customer satisfaction (CS) because their p-values exceeded 0.05. Lastly, customer satisfaction has a positive and significant effect on repurchase intention, with a coefficient of B = 0.635.

Implications – Enhancing performance expectancy, trust, and the ease of the ordering process while addressing pricing perceptions is crucial for improving customer satisfaction and driving repurchase intentions in online food delivery services in Cambodia.

Originality/Value – This study provides valuable insights for anyone seeking a comprehensive understanding of the food delivery service landscape on online platforms in Cambodia. In particular, the app developers, restaurants, and food providers can consider partnering with promising and quality-oriented online food delivery services to enhance their business prospects.

Keywords: UTAUT-2, Customer satisfaction, Repurchase intention, Trust, Online food delivery

Paper Type: Research Article

INTRODUCTION

Food consumption behaviors have significantly changed since the outbreak of the novel coronavirus (COVID-19) in early 2020 (Chenarides et al., 2020). Before the pandemic, people went out to have breakfast, lunch, or dinner with family, friends, or special ones as their leisure activities. However, most countries around the world were in a lockdown situation, which did not allow people to go out or travel elsewhere in order to prevent the spread of Covid-19. This leads to the fall of some businesses, especially the food industry which is the basic need of people to survive daily.

Replacing this brick-and-mortar business model, a new platform of food delivery emerges by phone call, or order through a Facebook page. Merging with e-commerce platforms, online food delivery (OFD) service comes up as an application which connects restaurants, food stores, shop venders, and markets directly to the consumers. There are two types of OFD service, namely the one that innovated brick and mortar themselves and the e-commerce platform apps. According to Yeo et al. (2017), The first category is largely comprised of fast food chains such as Pizza Hut, McDonalds, Domino's Pizza, Kentucky Fried Chicken and so on, and the second category, known as Online Food Delivery, is comprised of multiple restaurant intermediaries that provide delivery services for a large range of restaurants such as Food Panda, Room Service, GrubHub, Eat24hours.com, Just-eat.com, Delivery.com and more.

Likewise, online food delivery service is currently booming in Cambodia (Ren et al., 2020). One of the low-middle income countries, Cambodia, has a population of around 16.94 million people in 2023. As of January 2022, there were around 13.44 million Internet users in Cambodia (Kemp, 2022). With the growth of internet users, online food delivery generates around USD 135.90 million in 2023 and is projected to reach USD 296.50 million in 2027 (Statista, n.d.). Even though online food delivery is growing at the current stage. Yet there is a limit study on customer satisfaction towards this service, especially the repurchase intention of online food delivery service. Ren et al. (2020) examined the behavioral intention of consumer as the outcome of adoption of information technology innovation, perceived ease of use, social influence, price value, and performance expectancy. Therefore, the focus of this research is to explore the factors influencing customer satisfaction and repurchase intention within the online food delivery service (OFDS) sector in Cambodia. By examining elements such as performance expectancy, effort expectancy, trust, and pricing perceptions, the study aims to provide insights that can guide app developers, restaurants, and food providers in optimizing their partnerships and enhancing customer experiences on online platforms.

In response to the above rationale, this study aims to explore customer satisfaction within the online food delivery service sector in Cambodia. Specifically, the research seeks to examine the factors that influence customer satisfaction with online food delivery services. Moreover, to determine the impact of customer satisfaction on repurchase intention for online food delivery services. In order to fulfill these objectives, the research will address two main questions. Firstly, what factors influence customer satisfaction with online food delivery services? Secondly, how does customer satisfaction affect the intention to repurchase online food delivery services?

LITERATURE REVIEW

The Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2), created by Venkatesh et al. (2012), attempts to determine the continuous intention of customers to use a new system. According to Venkatesh et al. (2012), the intention to use technology is influenced by performance expectancy (perceived usefulness), effort expectancy (perceived ease of use), social influence (importance of social network to the individual), facilitating condition (possession of the resources to use the technology), hedonic motivation (perceived enjoyment), price value (trade-off between perceived benefits and monetary costs of technology value), and habit (the passage of time from the initial technology usage). These predictors are moderated by age, gender, and experience. According to Lim and Rasul (2022), customer satisfaction happened when customers are satisfied after they have been served and are likely to visit the store again. Previous studies showed that repurchase intention had significant effected by customer satisfaction in online shopping (Lin & Lekhawipat, 2014), and online food delivery in Bangkok (Gilitwala & Nag, 2019).

Ren et al. (2020) has already examined the influential factors affecting customers' intention to adopt OFD in Cambodia; however, they do not touch facilitating condition, hedonic motivation, habit, trust, and customer satisfaction. Another difference is that this study focuses on repurchase intention rather than intention. Therefore, this study examines the impact of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic motivation, Price

Value, Habit, and Trust on Customer Satisfaction with online food delivery service. Related research and hypothesis development can be written as follow:

Performance Expectancy and Customer Satisfaction

Venkatesh et al. (2012) define performance expectancy as the degree to which users perceive a technology as beneficial or useful. This concept is crucial in understanding how customers engage with new systems and applications, specifically in the scenario of mobile food ordering apps. According to the views of Alalwan (2020), performance expectancy encompasses the capacity of these new systems to help customers achieve their needs and desires more conveniently and efficiently. The ability of a mobile app to optimize the ordering process, offer timely updates, and ensure reliable experience to user in order to influence user satisfaction. Alalwan's research (2020) emphasizes the importance of performance expectancy in enhancing customer satisfaction, specifically in mobile food ordering applications. Especially, when customers believe an app will help them complete their tasks more effectively, they are more likely to report higher levels of satisfaction. This relationship is fundamental for businesses operating in the increasingly competitive food delivery market, where customer experience is paramount. In addition, performance expectancy not only impacts immediate customer satisfaction but also has more extensive implications for user loyalty and retention. When customers perceive that an online food ordering app meets or exceeds their expectations in terms of performance, they are more inclined to use the app again in the future. This would create a positive feedback loop: satisfied customers are likely to recommend the service to others, further enhancing the app's reputation and user base. In summary, the perception of performance expectancy plays a crucial role in shaping customer experiences with online food ordering apps. By ensuring that their applications are user-friendly and effective in meeting customer needs, businesses can significantly boost customer satisfaction and foster long-term loyalty. Therefore, the hypothesis can be written as follow:

H_1 Performance expectancy positively affects on customer satisfaction with online food delivery.

Effort Expectancy and Customer Satisfaction

Venkatesh et al. (2012) cited that effort expectancy as the degree to which consumers perceive technology as easy to use, building on earlier work by Venkatesh et al. (2003). This concept is particularly relevant in the scenario of online food delivery services, where the ease of use can significantly impact customer experiences. According to Ramos cited (2022), effort expectancy relates to the ability of these services to process consumer food orders quickly and efficiently, which is crucial in today's dynamic environment. When customers find an online food delivery platform easy to utilize and navigate, their possibility of completing a purchase increase substantially. Furthermore, effort expectancy serves as the predictor of purchase decisions. Research conducted by Gunden et al. (2020) highlights its significance in shaping consumer behavior, suggesting that when users feel confident in the usability of a platform, they are more inclined to engage in transactions. This relationship between effort expectancy and customer satisfaction has been supported by various studies across different contexts. For instance, Kaewkitipong et al. (2016) demonstrated that effort expectancy significantly influences students' satisfaction with online learning environments. Comparably, Amin et al. (2014) found a positive correlation between effort expectancy and satisfaction in mobile website usage, while Zhou (2011) highlighted its impact on mobile payment experiences. These outcomes emphasize the critical role that effort expectancy plays not only in customer satisfaction but also in fostering repeat usage and loyalty toward online food delivery services. Therefore, businesses must prioritize enhancing the user experience by ensuring that their platforms are intuitive and user-friendly. This focus on reducing friction in the ordering process can lead to improved customer satisfaction and, ultimately, increased sales and retention. Therefore, the hypothesis can be written as follow:

H_2 Effort expectancy positively affects on customer satisfaction with online food delivery.

Social Influence and Customer Satisfaction

Ren et al. (2020) describe social influence as encompassing social norms or subjective norms, which play an important role in shaping individuals' perceptions and behaviors regarding technology adoption. Verkasalo et al. (2010) define social influence as "the degree to which individuals have the impression that important others believe they should use a new system" (p. 246). This definition emphasizes the significance of social dynamics in the decision-making process, indicating that the opinions of peers, family, and other significant individuals can significantly sway a person's choice to engage with new technologies. Ren et al. (2020) extend this by referring to social factors as comprising reference groups, family, roles, or social status. These elements can create pressure or encouragement for individuals to adopt certain technologies. Especially in contexts where social interaction is integral, such as smartphone social apps. The influence of these social factors is not merely theoretical; empirical studies support their impact on user's behavior. For instance, Hsiao et al. (2016) discovered that social influence has a significant effect on users' satisfaction with smartphone social applications. Their research suggests that when users perceive that their social circles support or endorse a particular app, their overall satisfaction with the app increases. This connection between social influence and user satisfaction is essential for developers and marketers of mobile applications. By leveraging social influence, companies can create marketing strategies that encourage users to share their positive experiences within their social networks. As users witness their peers engaging with and endorsing an application, they are more likely to adopt and enjoy the same experiences. In conclusion, understanding and harnessing social influence can significantly enhance user satisfaction and promote the successful adoption of new technologies. Therefore, the hypothesis can be written as follow:

H_3 Social influence positively affects on customer satisfaction with online food delivery.

Facilitating Condition and Customer Satisfaction

Facilitating conditions play a critical role in shaping consumers' perceptions regarding the availability of resources and support necessary to engage in specific behaviors. As outlined by Venkatesh et al. (2012), these conditions significantly influence how consumers interact with technologies, such as applications. When users perceive that they have adequate resources and support, their confidence in utilizing these applications increases, which in turn reduces any uncertainties they may have about using them. This idea is reinforced by Al-Gahtani et al. (2007), who emphasize that heightened confidence leads to a smoother experience when engaging with new technologies. Research has consistently shown that facilitating conditions can significantly impact the intention to use various systems. For example, Duyck et al. (2010) found that in the context of Picture Archiving and Communication Systems (PACS), facilitating conditions were crucial in determining users' willingness to adopt the technology. The implications of this concept extend beyond just healthcare technologies; studies have shown that facilitating conditions also influence customer satisfaction in e-government services, as highlighted by Chan et al. (2010). In the realm of health informatics, Maillet et al. (2015) further substantiated this connection by illustrating how adequate facilitating conditions enhance user experiences and satisfaction. In summary, facilitating conditions are essential in shaping user behavior and perceptions towards various technologies. By ensuring that consumers feel supported and equipped with the necessary resources, organizations can foster higher levels of confidence and satisfaction. This understanding underscores the importance of addressing facilitating conditions in the design and implementation of technology-driven solutions across different sectors. Through effective facilitation, organizations can enhance user experiences and ultimately drive greater adoption of their systems. Therefore, the hypothesis can be written as follow:

H_4 Facilitating condition positively affects on customer satisfaction with online food delivery.

Hedonic Motivation and Customer Satisfaction

Hedonic motivation, as cited by Venkatesh et al. (2012), refers to the enjoyment or pleasure derived from using technology. This concept is critical in understanding technology acceptance

and usage, as demonstrated by Brown and Venkatesh (2005), who highlighted its influential role in shaping user experiences. The enjoyment derived from technology can significantly impact an individual's willingness to adopt and continue using a particular system or application. Recent studies provide compelling evidence that hedonic motivation serves as a predictor of purchase intention in various contexts. For example, Nordhoff et al. (2020) found that hedonic motivation significantly influences individuals' intentions to buy and utilize conditionally automated cars. Similarly, research by Rasli et al. (2020) indicates that this motivational factor also affects consumers' decisions to purchase from online food delivery apps. These findings suggest that when users derive pleasure from engaging with a technology, they are more likely to embrace it and integrate it into their daily lives. Moreover, hedonic motivation is closely linked to user satisfaction across different types of mobile applications. Hsiao et al. (2016) demonstrated that hedonic motivation has a significant effect on user satisfaction with mobile social apps, indicating that the enjoyment factor enhances the overall user experience. Additionally, Iyer et al. (2018) found similar results in the context of mobile rail applications, while Alalwan (2020) reported that hedonic motivation positively impacts user satisfaction with mobile food ordering apps. In conclusion, hedonic motivation plays a vital role in technology acceptance and usage, influencing both purchase intentions and user satisfaction across various applications. As such, developers and marketers should prioritize creating engaging and enjoyable user experiences to foster greater adoption and satisfaction among their users. Therefore, the hypothesis can be written as follow:

H_5 Hedonic motivation positively affects on customer satisfaction with online food delivery.

Price Value and Customer Satisfaction

Price value, as defined by Venkatesh et al. (2012), refers to the cognitive tradeoff consumers make between the perceived benefits of an application and the monetary costs associated with its use. This concept is rooted in the idea that consumers assess the advantages they receive from a system against the financial expenditure it requires. According to Dodds et al. (1991), price value is realized when consumers evaluate whether the benefits outweigh the costs of using a particular technology or service. When consumers decide that the benefits of a system exceed its financial cost, they are more inclined to adopt and use that system. Rasli et al. (2020) reinforce this notion by emphasizing that a favorable price value can significantly increase the possibility of system usage. This relationship is critical in understanding consumer behavior, especially in technology adoption and online services. Several studies have provided evidence supporting the impact of price value on the intention to use information technology applications. Research by Venkatesh et al. (2012) and Deng et al. (2014) indicates that consumers are more likely to engage with IT applications when they perceive a favorable price-to-value ratio. Furthermore, this concept is particularly relevant in the scenario of online food delivery apps, as highlighted by Rasli et al. (2020), where price value plays an important role in consumer decisions. More importantly, price value has been shown to have a positive and significant effect on online consumer satisfaction. Lin et al. (2011) discovered that when consumers perceive that the value they receive from a service justifies its cost, their overall satisfaction increases. This highlights the importance of not just ensuring competitive pricing but also effectively communicating the benefits of a service to enhance customer satisfaction and foster loyalty in increasingly competitive markets.

H_6 Price value positively affects on customer satisfaction with online food delivery.

Habit and Customer Satisfaction

Venkatesh et al. (2012) define habit as the extent to which individuals perform behaviors automatically due to prior learning experiences, a concept elaborated by Limayem et al. (2007). In the current landscape of ubiquitous information systems (IS), consumers increasingly develop habitual use patterns that facilitate the adoption of new technologies (Gunden et al., 2020; Jasperson et al., 2005). For example, when consumers order food, consumers often follow a structured pathway guided by online food delivery systems (OFDS). This linear ordering process enhances their learning experience and optimizes future interactions, making the entire experience smoother and more efficient (Gunden et al., 2020, p. 1330). In previous studies have

consistently demonstated that habit has a positive influence on the intention to use online food delivery services. Research by Gunden et al. (2020) and Rasli et al. (2020) confirms that individuals who develop habitual patterns in utilizing these services are more likely to continue engaging with. This habitual behavior simplifies the ordering process as well as fosters a sense of comfort and familiarity, which can enhance customer loyalty and satisfaction.

Additionally, habit plays an important moderating role in the relationship between user satisfaction and the intention to continue using applications. Wang and Lin (2021) found that habit significantly moderates this relationship in the context of mobile learning apps, suggesting that users who have established a routine of using such applications are more likely to remain satisfied and engaged over time. In summary, understanding the impact of habit on technology adoption is essential for businesses aiming to enhance user engagement and satisfaction. By creating user-friendly interfaces and consistently delivering quality services, companies can encourage the formation of habits that promote repeat usage and foster long-term customer loyalty in the competitive online food delivery market. Therefore, the hypothesis can be written as follow:

H_7 Habit positively affects on customer satisfaction with online food delivery.

Trust and Customer Satisfaction

According to Kim et al. (2011), trust is defined as a feeling of security and a willingness to depend on someone or something. In the context of e-commerce, trust develops when customers have positive experiences with products or services they have previously purchased. This sense of trust is crucial for online shopping, as it can significantly affect customer satisfaction and overall loyalty to a brand. Research by Yoon (2002) identifies four key factors that contribute to building trust among online shoppers: transactional security, website properties, search functionality, and personal variables. When these factors are adequately addressed, customers are more likely to feel secure in their purchasing decisions, which in turn enhances their overall satisfaction with the shopping experience. Furthermore, trust plays a critical role in influencing user satisfaction specifically within the realm of online food delivery services. Zulkarnain et al. (2015) found that when customers trust the food delivery platform, their satisfaction levels increase, leading to repeat usage and customer loyalty. Trust is not only limited to the online platform itself but also extends to the home delivery personnel. Research by Uzir et al. (2021) indicates that trust in delivery staff significantly affects customer satisfaction in home delivery services, as customers are more likely to feel secure and content when they trust the individuals responsible for delivering their orders. In summary, trust is an essential element in e-commerce that directly impacts customer satisfaction, especially in online food delivery services. By ensuring transactional security and maintaining high website quality, along with focusing on personal interactions, businesses can foster a trusting environment that enhances customer experiences and drives repeat business. Ultimately, building trust should be a priority for any company looking to succeed in the competitive online marketplace. Therefore, the hypothesis can be written as follow:

H_8 Trust positively affects on customer satisfaction with online food delivery.

Customer Satisfaction and Repurchase Intention

Customer satisfaction typically arises after a customer has been served. Once a customer experiences satisfaction with a product or service, they are more likely to return to the store or service provider in the future (Lim & Rasul 2022). This notion highlights the importance of delivering quality experiences that meet or exceed customer expectations. Customer satisfaction can be defined as "the individual's perception of the performance of the products or services in relation to his or her expectations" (Schiffman & Kanuk, 2004). This definition emphasizes the subjective nature of satisfaction, which varies from person to person based on their individual expectations and experiences. For businesses, understanding the factors that contribute to customer satisfaction is critical for fostering loyalty and encouraging repeat visits. When customers perceive that a product or a service meets their expectations, their satisfaction levels increase, leading to a positive emotional response that can influence future purchasing decisions.

This cycle of satisfaction and loyalty is essential for maintaining a competitive edge in the marketplace. Furthermore, high levels of customer satisfaction can lead to positive word-of-mouth referrals, where satisfied customers share their experiences with friends and family, further enhancing the store's reputation. Conversely, if a customer feels that their expectations have not been met, it can lead to dissatisfaction and a reluctance to return, which can be detrimental to a business. In summary, customer satisfaction is a crucial factor that influences consumer behavior and business success. By focusing on understanding and meeting customer expectations, businesses can promote the loyal customer base that returns for future purchases, ultimately driving long-term success and profitability. Therefore, the hypothesis can be written as follow:

H_9 Customer satisfaction positively affects on repurchase intention of online food delivery.

Repurchase Intention

Repurchase intention is a critical post-purchase concept that reflects an individual's decision to buy a product or service from a particular firm again, influenced by their current experiences and anticipated future circumstances (Gilitwala & Nag, 2019; Hellier et al., 2003). This intention is a key indicator of customer loyalty, as it signifies a commitment to continue engaging with a brand rather than seeking alternatives. Gruen et al. (2006) emphasize that repurchase intention is not just about the desire to buy again; it also represents a deeper connection between the customer and the brand. When customers are satisfied with their experiences, they are more likely to remain loyal and continue purchasing products from the same online retailer in the future (Chiu et al., 2009). Several studies have studied the relationship between customer satisfaction and repurchase intention, consistently highlighting its significance in online shopping contexts. For example, research conducted by Lin and Lekhawipat (2014) demonstrated a strong correlation between customer satisfaction and repurchase intention in online shopping environments. Similarly, Cha and Lee (2021) found this relationship to be significant in the online food market in South Korea, indicating that satisfied customers are more likely to return for future purchases. Moreover, Gilitwala and Nag (2019) reported similar findings within the context of online food delivery services in Bangkok, reinforcing the notion that customer satisfaction is a vital driver of repurchase intention. In conclusion, understanding repurchase intention is essential for businesses aiming to foster customer loyalty and enhance their competitive edge. By prioritizing customer satisfaction, companies can encourage repeat purchases, ultimately driving long-term success and profitability in the increasingly competitive online marketplace.
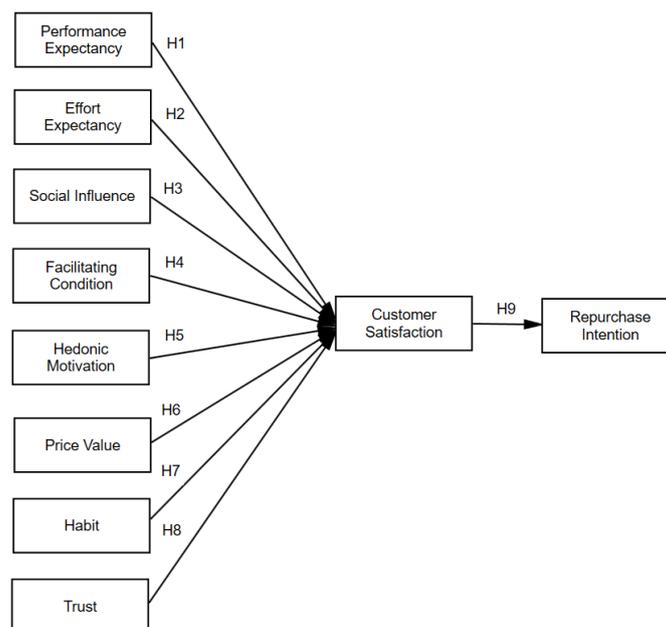

Figure 1. Hypothesis Model

METHODOLOGY

The researcher selected participants who reside in Phnom Penh City and have had at least one experience ordering food online. According to (Macrotrends, n.d.), there are 2,281,000 people living in Phnom Penh. Hence, the sample size was calculated by formulas, specifically established by Yamane (1967) for known proportions as the following:

$$n = \frac{N}{1 + N(e)^2}$$

Figure 2. Sample Size Determination Formula

where   n = the sample size,
      N = population size
      e refers to a margin error. Assuming that the "e" margin error was set at 5%
Therefore, the calculation for the required sample size as follows:

$$n = \frac{2,281,000}{1 + 2,281,000\ (0.05)^2} = 399.93$$

As the result, the study chose around 400 respondents by rounding up the sample size calculation. Furthermore, the study used purposive sampling to identify the consumers who had experience ordering food online. In doing so, the study included a screening question in the questionnaire by asking the respondents about frequency of online food delivery order. At the same time the study selected target respondents who live in Phnom Penh city only. This is due to the fact that Phnom Penh has the highest population density in Cambodia and traffic and parking issues have given option for the people to order food from online food delivery service. Finally, the study employed purposive sampling by selecting those respondents who experienced ordering from online food delivery service.

In this study, researcher used a survey questionnaire, designed in Google Form as a tool for gathering data. The questionnaire was designed into four sections, namely screening, personal information, measurement of constructs, and comments seeking. The first section screened whether the respondent was eligible to participate in the survey. The second section focused on personal information such gender, age, educational background, occupation, and income level. The third section was the rating scale which focused on the measurement of each construct. The study utilized constructs from previous research to measure each variable. Specifically, it adopted performance expectancy and effort expectancy from Alalwan (2020), social influence from Ren et al. (2020), facilitating conditions and habit from Venkatesh et al. (2012), hedonic motivation and price value from Yeo et al. (2017), trust from Zhu et al. (2017), customer satisfaction from Carvalho et al. (2020), and repurchase intention from Wang and Chu (2020). Five-point Likert scale was used in order to rate each item. The five-point scale includes 1 as strongly disagree, 2 as disagree, 3 as neutral, 4 as agree, and 5 as strongly agree (Armstrong, 1987). The final section seeks comments and suggestions from the respondents on online food delivery service.

After the survey questionnaire was designed in Google Form, the study turned it into the link or QR Code, which was distributed to respondents through social media platforms such as Facebook, Telegram, and others. The study selected the respondents based on demographic factors such as gender, age, occupation, and especially those who experienced in ordering food from online food delivery service. After 400 respondents filled in the survey questionnaire, the data set was automatically stored in the Google Form. The study then exported those data as an excel file and imported it into the statistical software for running the analysis. First of all, the researcher, with raw data obtained, generated the table of frequency and percentage regarding the demographic characteristic of the respondents. After that, the study employed a descriptive statistic to analyze the agreement level which measure the questions of each factor. Next, the researcher analyzed the Cronbach's coefficient to ensure the reliability of measurement items were met; and the researcher used Pearson correlation matrix in order to measure the association of each variable. Finally, the researcher ran the path analysis of multiple regression.

RESULTS

In order to respond to the research objective, the survey link was sent to target respondents for one month from June 2023 to August 2023; Among 600 respondents who experienced ordering food from an online food delivery service, only 450 responded to the link. After going through data screening, 400 cases were analyzed by focusing on demographics, level of agreement, Cronbach Alpha, correlation coefficient, and multiple regression.

Table 1. Frequency of ordering and Demographic of the Respondents

Demographic	Category (n=400)	Frequency	Percentage
Gender	Male	172	43.00%
	Female	228	57.00%
	Total	400	100.00%
Age	Between 15 to 24 years old	63	15.75%
	Between 25 to 34 years old	301	75.25%
	Between 35 to 44 years old	34	8.50%
	Equal or over 55 years old	2	0.50%
	Total	400	100.00%
Occupational Status	Currently unemployed	33	8.25%
	Business owner	22	5.50%
	Government officer	59	14.75%
	Private/company employees	262	65.50%
	Other	24	6.00%
	Total	400	100.00%
Frequency of ordering	Every day	66	16.50%
	Two to three times a week	162	40.50%
	Once a week	73	18.25%
	Twice a month	44	11.00%
	Once a month	35	8.75%
	Twice a year	11	2.75%
	Once a year	9	2.25%
	Total	400	100.00%
Brand	E-Gets	52	13.00%
	Foodpanda	163	40.75%
	Grab	17	4.25%
	KOI The Cambodia	1	0.25%
	NHAM24	86	21.50%
	The Pizza Company	6	1.50%
	Wingmall	10	2.50%
	WOWNOW	65	16.25%
	Total	400	100.00%
Spending on ordering food per time	Less than 2 USD	3	0.75%%
	2 USD – 5 USD	214	53.50%
	6 USD – 9 USD	105	26.25%
	10 USD – 13 USD	54	13.50%
	14 USD – 17 USD	13	3.35%
	18 USD – 21 USD	4	1.00%
	Over 22 USD	7	1.75%
	Total	400	100.00%

Multiple Regression Analysis

The study employed multiple regression analysis to investigate the linear relationship between several independent variables and a single dependent variable. In the first block, customer

satisfaction (CS) was designated as the outcome variable, with eight predictors grouped together: performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), hedonic motivation (HM), price value (PV), habit (HA), and trust (T). In the second block, the analysis was conducted with customer satisfaction as the predictor and repurchase intention (REINT) as the outcome variable.

Multiple Regression Analysis (customer satisfaction as an outcome)
The study employed the F statistic to assess the overall fitness of the model. The model is assumed to be significant if the p-value of the F statistic is smaller than 0.05. In doing so, the study assigned repurchase intention (REINT) as the outcome, and a group of nine variables such as performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating condition (FC), hedonic motivation (HM), price value (PV), habit (HA), trust (TR), customer satisfaction (CS) as the predictors.

Table 2 illustrated the result of the model summary when customer satisfaction (CS) was assigned as the outcome of the eight predictors. The table showed that the R squared was 0.548 and Adjusted R Square was 0.538. Therefore, 54.8 percent of the variability in the dependent variable (customer satisfaction) was explained by the regression model. The table also shows multiple regression analysis when customer satisfaction (CS) was assigned as the dependent variable and performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating condition (FC), hedonic motivation (HM), price value (PV), habit (HA), and trust (TR) were assigned as the predictors.

Table 2. Multiple regression analysis for Customer Satisfaction as the outcome

Predictors	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	1.342	0.134	10.032	0.000**
PE	0.194	0.042	4.685	0.000**
EE	0.409	0.045	9.024	0.000**
SI	0.035	0.029	1.208	0.228
FC	-0.001	0.028	-0.052	0.959
HM	0.001	0.023	0.031	0.976
PV	-0.072	0.029	-2.455	0.015*
HA	0.016	0.024	0.671	0.503
TR	0.079	0.025	3.141	0.002*

Notes: R2= 0.548, Adjusted R Square = 0.538, F value = 51.005, sig. 0.000**
*. Correlation is significant at the 0.05 level (2-tailed)
**. Correlation is significant at the 0.001 level (2-tailed)

According to the table, the p-value of 0.000 indicates a statistically significant relationship between performance expectancy and customer satisfaction. First, with a significant positive coefficient (B = 0.194, p = 0.000 < 0.05), there is a clear statistically significant positive relationship between performance expectancy and customer satisfaction. Thus, H_1 was valid.

Second, the strong positive coefficient (B = 0.409, p = 0.000) demonstrates a robust and highly significant positive relationship between effort expectancy and customer satisfaction, indicating that effort expectancy directly influences customer satisfaction; thus, H_2 was valid.

Third, the very low coefficient (B = 0.035) and high p-value (p = 0.228), which exceeds 0.05, indicate no significant positive relationship between social influence and customer satisfaction. Customers' satisfaction with online food delivery is influenced by factors other than recommendations from friends or family, leading to the rejection of H_3.

Fourth, the negative coefficient (B = -0.001) and high p-value (p = 0.959 > 0.05) suggest there is no significant positive relationship between facilitating conditions and customer satisfaction. Customers' satisfaction is influenced by factors unrelated to the resources necessary to support their purchasing behavior, resulting in the rejection of H_4.

Fifth, the very low (B = 0.001) and high p-value (p = 0.976 > 0.05) further indicate no significant positive relationship between hedonic motivation and customer satisfaction, meaning that customers' satisfaction does not stem from their enjoyment of the purchasing process; therefore, H_5 was not supported.

Sixth, the negative coefficient (-0.072) and p-value (p = 0.015 < 0.05) suggest an inverse relationship between price value and customer satisfaction, indicating that as price value decreases, customer satisfaction tends to increase, thus validating H_6.

Seventh, the very low coefficient (B = 0.016) and high p-value (p = 0.503) show no significant positive relationship between habit and customer satisfaction, suggesting that customer satisfaction is influenced by factors other than purchasing habits, leading to the rejection of H_7.

Finally, the positive coefficient (B = 0.079) and low p-value (p = 0.002 < 0.05) indicate a significant positive relationship between trust and customer satisfaction, signifying that trust directly influences customer satisfaction. When customers trust an online food delivery service, they are more likely to be satisfied with their experience, thus validating H_8.

Multiple Regression Analysis (repurchase intention as an outcome)

Table 3 presents the results of the simple regression analysis between the independent variable, customer satisfaction (CS), and the dependent variable, repurchase intention (REINT), in the context of online food delivery services (OFDS). The findings indicate that customer satisfaction (CS) is statistically significant, with a p-value of 0.000, which is less than 0.05. Customer satisfaction positively and significantly influences repurchase intention, with a coefficient of B = 0.635. This indicates that a one-unit increase in customer satisfaction results in a 63.50% increase in repurchase intention for the online food delivery service (OFDS). Consequently, H_9 is supported.

Table 3. Simple regression analysis for Repurchase Intention as the outcome

Predictors	Unstandardized Coefficients		t.	Sig.
	B	Std. Error		
(Constant)	1.245	0.307	4.052	0.000**
CS	0.635	0.076	8.406	0.000**

Notes: R2= 0.533, Adjusted R Square = 0.524. F value = 70.657, sig. 0.000**
**. Correlation is significant at the 0.001 level (2-tailed)

Table 4 shows the direct, indirect and total effect of the eight predictors on repurchase intention through customer satisfaction. Based on the table, the highest effect was between customer satisfaction and repurchase intention with the coefficient B = 0.635, followed by effort expectancy and performance expectancy with B = 0.26 and B = 0.123 respectively. Overall, the results show that performance expectancy, effort expectancy, social influence, and trust are the main drivers of customer satisfaction, which in turn significantly impacts repurchase intention. Facilitating condition and price value negatively influence satisfaction, while hedonic motivation and habit show minimal effects.

Table 4. Direct and Indirect effect

Predictors	Direct Effect Coefficients (B)		Indirect Effect Coefficients (B)		Total Effect Coefficients (B)
	CS	REINT	CS	REINT	REINT
PE	0.194	0.000	0.000	0.123	0.123
EE	0.409	0.000	0.000	0.26	0.26
SI	0.035	0.000	0.000	0.022	0.022
FC	-0.001	0.000	0.000	-0.001	-0.001

Table 4. (Cont.)

Predictors	Direct Effect Coefficients (B)		Indirect Effect Coefficients (B)		Total Effect Coefficients (B)
	CS	REINT	CS	REINT	REINT
HM	0.001	0.000	0.000	0.000	0.000
PV	-0.072	0.000	0.000	-0.046	-0.046
HA	0.016	0.000	0.000	0.01	0.01
TR	0.079	0.000	0.000	0.05	0.05
CS	0.000	0.635	0.000	0.000	0.635

Summary of the Hypothesis Testing
The following table shows the summary of results of the hypothesis testing. According to the multiple regression analysis, the impact of performance expectancy, effort expectancy, price value, and trust on customer satisfaction with online food delivery service were supported as the p- value was smaller than 0.05 (p-value < 0.05). However, the effect of social influence, facilitating condition, hedonic motivation, and habit were not supported because the p-value was higher than 0.05 (p-value > 0.05).

Table 5. Results of the hypothesis testing

Hypotheses		Sig.	Result
H_1	Performance expectancy affects customer satisfaction.	0.000**	Supported
H_2	Effort expectancy affects customer satisfaction.	0.000**	Supported
H_3	Social influence affects customer satisfaction.	0.228	Not Supported
H_4	Facilitating conditions affect customer satisfaction.	0.959	Not Supported
H_5	Hedonic motivation affects customer satisfaction.	0.976	Not Supported
H_6	Price value affects customer satisfaction.	0.015*	Supported
H_7	Habits affects customer satisfaction.	0.503	Not Supported
H_8	Trust affects customer satisfaction.	0.002*	Supported
H_9	Customer satisfaction affects repurchase intention.	0.000**	Supported

* $p < 0.05$, **$p < 0.001$

DISCUSSION AND IMPLICATIONS
This study aimed to investigate the factors influencing customer satisfaction and repurchase intention in the context of online food delivery services (OFDS) in Phnom Penh city. The findings are discussed in light of previous research, highlighting the implications of the supported and unsupported hypotheses.

First, regarding performance expectancy and customer satisfaction, the results indicate that performance expectancy has a significant positive effect on customer satisfaction (B = 0.194, p = 0.000). This finding aligns with Alalwan (2020), confirming that when customers perceive high performance in terms of service quality, timely delivery, and food quality, they are likely to be more satisfied. The 19.4% impact suggests that enhancing performance factors should be a priority for OFDS providers in order to improve customer satisfaction. This has shown that high performance in these key areas not only meets but often exceeds customer expectations, leading to a stronger emotional connection with the service. As customers experience higher levels of satisfaction, they are more likely to develop loyalty, recommend the service to others, and continue using the platform in the future. Therefore, focusing on optimizing service quality, ensuring timely deliveries, and maintaining high food quality are crucial strategies for increasing customer retention and building a competitive advantage in the OFDS market.

Second, the effort expectancy also significantly influences customer satisfaction (B = 0.409, p = 0.000). This result, consistent with Amin et al. (2014), Kaewkitipong et al. (2016), and Zhou (2011), underscores the importance of a user-friendly interface and straightforward ordering

process. The strong effect size of 40.9% indicates that companies should focus on simplifying the user experience to further enhance customer satisfaction. When customers find the ordering process easy and intuitive, they are more likely to feel confident and satisfied with their experience, leading to increased usability and reduced frustration. A seamless and hassle-free experience minimizes the effort required to place an order, which in turn enhances customer perceptions of service quality and convenience. In a competitive market, simplifying the user interface can lead to higher customer retention, repeat usage, and positive word-of-mouth, all of which contribute to sustained business success.

Third, contrary to expectations, social influence did not show a significant relationship with customer satisfaction (B = 0.035, p = 0.228), which contrasts with the findings of Hsiao et al. (2016). This may reflect the unique market dynamics in Phnom Penh, where consumers tend to rely more on their preferences and experiences rather than recommendations from friends or family. This suggests that businesses should focus on individual customer preferences rather than social influence in their marketing strategies. By doing such, companies can better tailor their offerings to meet the specific needs and desires of their target audience, leading to higher customer satisfaction and loyalty in a market where personal experience is a stronger driver of purchasing decisions than external social pressures.

Fourth, facilitating conditions also failed to significantly influence customer satisfaction (B = -0.001, p = 0.959), diverging from Chan et al. (2010) and Maillet et al. (2015). The proliferation of online food delivery platforms in Phnom Penh has made the ordering process accessible and convenient, indicating that customers are less reliant on external facilitating conditions, such as prior knowledge or resources. This suggests that the technological infrastructure and widespread availability of platforms have become so integrated into everyday life that they no longer represent a barrier to service use. Customers in Phnom Penh may now take for granted the ease of accessing these platforms through smartphones or websites, reducing the need for prior knowledge or additional resources such as technical skills or support. As a result, factors like ease of access, intuitive design, and seamless functionality are more important than external facilitating conditions in shaping customer satisfaction. This shift highlights the importance of focusing on the user experience itself rather than external aids or conditions that may have been more relevant in earlier stages of market development.

Fifth, hedonic motivation did not demonstrate a significant positive effect on customer satisfaction (B = 0.001, p = 0.976). This result diverges from previous research by Alalwan (2020), Hsiao et al. (2016), and Iyer et al. (2018), indicating that the primary drivers of online food orders in Phnom Penh are likely practicality and convenience rather than enjoyment or pleasure. This is particularly relevant given the busy lifestyles of the respondents, who are primarily employed in private companies. According to this, customers may prioritize the functional aspects of the service—such as saving time, getting food quickly, and minimizing effort—over the emotional or pleasurable experience of ordering food. The fast-paced nature of urban life in Phnom Penh likely leads consumers to value convenience and efficiency more than hedonic factors like enjoyment or indulgence. As a result, businesses in the online food delivery service (OFDS) sector may find greater success by emphasizing speed, reliability, and ease of use, rather than focusing on creating a "fun" or purely pleasure-driven experience.

Sixth, the study found a negative impact of price value on customer satisfaction (B = -0.072, p = 0.015). While it aligns with Lin et al. (2011), it presents an inverse relationship, suggesting that higher prices may detract from customer satisfaction. This finding is particularly important in a competitive market where pricing strategies can significantly impact consumer perceptions. Companies may need to reevaluate their pricing structures to ensure perceived value aligns with customer expectations. Customers in the online food delivery service (OFDS) market may be highly sensitive to price, especially when alternatives are readily available. If customers perceive that the price does not align with the perceived value of the service—such as food quality, delivery speed, or convenience—they may feel dissatisfied, even if the service meets their expectations in other areas. In a market where cost-conscious consumers compare services based on value for money, businesses may need to reevaluate their pricing structures to ensure that the value customers receive justifies the price they pay. Companies that successfully align prices with

perceived quality and customer expectations will likely see higher levels of customer satisfaction and loyalty.

Seventh, the study also found no significant effect of habit on customer satisfaction (B = 0.016, p = 0.503), which contrasts with Wang and Lin (2021). This finding suggests that in the rapidly evolving OFDS market, factors beyond habitual purchasing behavior—such as variety and promotions—play a more crucial role in shaping customer satisfaction. As the online food delivery service market continues to grow and diversify, consumers may be more influenced by new offerings, special deals, or unique experiences rather than simply repeating past behaviors. This trend reflects a shift in consumer expectations, where the novelty of different menu items, promotions, or discounts can create more excitement and engagement than relying on habitual choices. Given this, businesses may need to focus on offering a wide variety of options and attractive promotions to capture customer interest and drive repeat business, rather than depending solely on repeat purchases driven by established habits.

Eighth, trust significantly influences customer satisfaction (B = 0.079, p = 0.002), consistent with Uzir et al. (2021) and Zulkarnain et al. (2015). The positive relationship indicates that customers who trust the online food delivery service are more likely to be satisfied with their experience. Thus, building trust through transparent practices and reliable service is essential for OFDS providers aiming to enhance customer satisfaction. When customers trust that their food will be delivered on time, in good condition, and as ordered, they are more likely to feel confident in the service and view it as reliable. Trust also fosters a sense of security, particularly in online transactions where customers are sharing personal information and making payments. Thus, building trust through transparent practices, consistent communication, and a reliable service is essential for OFDS providers aiming to enhance customer satisfaction. Establishing trust not only improves customer loyalty but also encourages positive word-of-mouth, which can be a powerful driver of new customer acquisition.

Finally, the study confirms that customer satisfaction positively impacts repurchase intention (B = 0.635, p = 0.000), in line with the findings of Lin and Lekhawipat (2014), Cha and Lee (2021), and Gilitwala and Nag (2019). The substantial effect size of 63.5% emphasizes the critical role of customer satisfaction in driving repeat purchases. This indicates that enhancing customer satisfaction can lead to increased loyalty and sustained business growth in the OFDS market. Satisfied customers are more likely to return because their expectations have been met or exceeded, reinforcing their trust in the service. When customers have a positive experience—whether in terms of food quality, timely delivery, or user experience—they are more likely to form a habit of using the service again. Furthermore, satisfied customers are often more willing to pay a premium or remain loyal to a brand even in the face of competition, making them more likely to repurchase. Therefore, businesses that focus on delivering high-quality, reliable experiences can foster long-term relationships with customers, ultimately driving growth through repeat purchases and customer retention.

Theorical Implications

This study contributes to the literature on online food delivery services (OFDS) by providing insights into the key factors that influence repurchase intention in the context of Phnom Penh. The findings confirm the relevance of the UTAUT-2 framework while also suggesting modifications to its applicability in the OFDS sector. The study highlights the critical roles of performance expectancy, effort expectancy, and trust in shaping customer satisfaction, which in turn significantly drives repurchase intention. The results also indicate that the conventional constructs of hedonic motivation and price value do not have a meaningful impact on customer satisfaction in this context, suggesting that these factors may be less influential in utility-driven services like OFDS.

Moreover, the research underscores the need to adjust the conceptual relationships within the UTAUT-2 model by reclassifying social influence, facilitating conditions, and habit as direct predictors of repurchase intention rather than mediating factors through customer satisfaction. This adjustment provides a refined understanding of how consumers' behavioral intentions are shaped in the OFDS context, where convenience and external social factors may bypass satisfaction and directly impact repurchase decisions. Thus, these findings offer a basis for future

research to revisit and adapt the UTAUT-2 model in similar service-based digital platforms to better capture the dynamics of consumer behavior.

Managerial Implications

This study reveals that performance expectancy significantly affects customer satisfaction, businesses should ensure that their online food delivery services meet or exceed customer expectations regarding service reliability, quality of food, and delivery time. Enhancing performance can lead to higher customer satisfaction and loyalty. Additionally, the significant impact of effort expectancy on customer satisfaction indicates that streamlining the ordering process and making it user-friendly can significantly enhance customer experiences. Companies should invest in improving their app interface and reducing barriers to ordering, thus facilitating easier access to their services.

Furthermore, the finding that price value affects customer satisfaction suggests that customers are sensitive to pricing. Businesses must strike a balance between offering competitive pricing and maintaining high service quality. Regularly evaluating pricing strategies and offering value-for-money promotions can enhance customer satisfaction. Especially, trust has a significant positive impact on customer satisfaction. Therefore, businesses should prioritize building trust through transparent communication, reliable service delivery, and ensuring food safety. This could involve showcasing customer testimonials, certifications, and clear return policies.

Finally, the strong relationship between customer satisfaction and repurchase intention indicates that companies focusing on improving customer satisfaction can expect a significant increase in repeat orders. Thus, companies providing online food delivery service should implement customer feedback mechanisms to continuously improve services based on customer needs and preferences.

LIMITATIONS AND FUTURE RESEARCH POSSIBILITIES

The study's reliance on a sample size of 400 respondents may limit the generalizability of the findings. A larger and more diverse sample could enhance the robustness of the conclusions. Future researchers should consider a broader demographic spectrum and include participants from various socio-economic backgrounds to capture a more comprehensive perspective.

Focusing exclusively on consumer satisfaction and repurchase intentions in Phnom Penh may restrict the external validity of the study. It is essential for future research to encompass a wider geographical scope, incorporating diverse regions such as Preah Sihanoukville and Siem Reap, to account for potential regional variations in consumer preferences and behaviors.

Complementing quantitative findings with qualitative methods can uncover deeper insights into factors that may not have emerged in the current study. Conducting in-depth interviews or focus group discussions can yield a richer understanding of customer perceptions, preferences, and experiences, contributing to a more comprehensive model.

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CONFLICTS OF INTEREST

The author declares that there are no conflicts of interest found in this research.

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