Factors Influencing Repurchase Intention on e-Commerce Platforms:
A Case of GET Application

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Abstract

Although the global economy has been challenged by the coronavirus pandemic, online delivery service businesses have grown enormously. Hence, a great number of newcomers have jumped into the market aiming to leverage customers' insight to adopt in their other businesses. There is high competition in this industry which is expected to intensify. This study focuses on GET application and aims to determine the influence of independent variables namely; privacy, reliability, trust, perceived ease of use, perceived usefulness towards online repurchase intention in Bangkok of Thailand. This research uses the quantitative method. The data is collected through questionnaires. Descriptive analysis was used to analyze the demographic factors and general information of the respondents. Inferential analysis was applied to tests the hypotheses of the study. Nevertheless, the result shows that GET application is ranked as the most used delivery app among all online delivery services platforms, although they are not considered as the best. Regarding the findings of this research, each variable has been emphasized and analyzed, therefore, this research has shed light on what factor is the most influential towards customer repurchase intention which can allow GET application could improve or innovate their platform. In this study, results revealed that privacy has a positive significant effect on trust, also, perceived ease of use and perceived usefulness have a positive significant influence on perceived usefulness while reliability, trust, perceived ease of use, and perceived usefulness have a positive significant effect on online repurchase intention on GET application platform at a p-value less than .05.

Keywords: online delivery service platform application, privacy, reliability, trust, perceived ease of use, perceived usefulness, online repurchase intention

Introduction

The emergence of the coronavirus pandemic has projected a 17% growth in regard to online food delivery through online applications since people are discouraged to visit the restaurants. Moreover, the practice of social distancing and staying at home, as well as an emergency decree, are considered as other significant factors that drive this industry. With

these factors, the growth in online food delivery has grown by 33-35 billion baht in 2019, and as a result, leads the delivery application platform markets to be potentially more competitive (Leesa-nguansuk, 2020).

Although the coronavirus outbreak has devastated the global economy, it can be clearly seen that the food delivery business is massively growing. A lot of delivery men interviewed stated that they were also afraid of catching COVID-19, however, many application platforms have launched a policy called contactless in order to make both delivery men and customers feel safe. More importantly, this trend is not only practiced widely in Bangkok but also widespread in the upcountry of Thailand. Hence, it could be said that the food delivery service industry is now becoming a new normal (Mala, 2020).

There are many food delivery platforms in Thailand and one of the most popular platforms is called the GET application. This GET was used by motorcycle-taxi and food delivery services in Thailand since 2018 and is supported by Gojek. However, a hyper-local approach was adopted to gain a deep understanding of Thai consumers' needs. Moreover, the Thai team was established to conduct research and development together with world-class technology and expertise backed up by Gojek. The research aims to further strengthen its existence, particularly in Thailand. GET initially started the business with the motorcycle ride service before it became a   courier service. However, they have sought to expand to other services that are suitable for Thai urban people's needs and lifestyles. GET, furthermore, intends to adopt technology to help improve Thai people's quality of life to be more comfortable and more convenient (Bangkok Post Public Company Limited, 2020)

However, since the online delivery platform is thriving, the share of online orders grew specifically from 2.6% to 6.9% in 2014 to 2019 respectively (Tipparat, 2020). Grab, Line Man, and Food panda are also considered the major competitors in the online delivery applications in Thailand. The competition in this industry is expected to intensify . More importantly, the factors that affect repurchase intention using   delivery service platforms in Bangkok, Thailand should be explored.

Literature Review and Hypotheses Development

Theories Related to the Study

Privacy

Privacy could be considered as a concept of information risk (Román & Cuestas, 2008). According to Miyazaki and Fernandez (2001), the term privacy refers   not only to the uncertainty of providing personal information on a website, but it also includes the scope of which the personal information was shared or sold to the third parties for the

purpose of marketing-related interests. To sum up, privacy is greatly related to the users' personal information, it is an individual's concern about their personal information being incorrectly exposed.

Reliability

Wolfinbarger and Gilly (2003) explained that reliability is the accurate display and description of a product or service. Consumers would expect to receive the products or services exactly according to their expectations within the timeframe committed. Furthermore, according to Slack et al. (2020), reliability is considered as a crucial tool to positively or negatively impact customers' complaining behavior, which expressly referred to customer's e-satisfaction. In brief, reliability is a crucial dimension in strengthening the customer's satisfaction. Any products or services need to be precisely displayed and worked as their description. The time delivery is also necessary to align with the promise between sellers and purchasers.

Trust

According to Chen and Dhillon (2003) and Hanafizadeh et al. (2014), the definition of trust was not precisely explained because of its complicated nature and promptly changing environment. However, the most employed trust theory definition was stated by Marinkovic et al. (2014) as trust is 'the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party. However, its range may be diverse since relationships, experience, development phases, and indications in the extant conditions. In brief, trust is a circumstance that once an individual takes a risk to purchase some products or services or to do some activities with any particular third parties, their experience afterward will always become their perceived trust of that particular associated party.

Perceived Ease of Use

According to Davis (1989), Ease of Use (EOU) is defined as 'the degree to which an individual believes that by using a particular technology would be free of effort. This term could significantly and indirectly affect the customers' repurchase attitude towards one online platform or application since consumers basically prefer uncomplicated platforms. Furthermore, Maddox and Gong (2005) added that perceived ease of use was also linked to perceived risk as well as the attitude toward online shopping. As soon as the consumers highly perceive risk, their inclination to online shopping will undoubtedly decrease.

Perceived Usefulness

Perceived usefulness theory was applied to the Technology Acceptance Model (TAM), which was developed by Davis (1989), on the basis of the theory of Reasoned Action. The term perceived usefulness is identified as a degree of individuals' perception towards one system. It is necessary to be perceived by a user that a particular system could enhance the users' usability performance. Thus, perceived usefulness has been aware of as a fundamental determinant of systems uses (Davis et al., 1989).

Online Repurchase Intention

Repurchase intention as customers' perceptual conviction degree to repurchase a particular service or product at a particular company. The main reason for generating online repurchase intention was added by Kim and Park (2013), as the repurchase essentially depended on the customers' past purchase experiences with that particular store. However, online providers may also build and maintain their relationship with their customers since it would increase repurchase intention. Hence, the repurchase intention also reflected online enterprises' ability to maintain their customers' loyalty (Zeithaml et al., 1996). To conclude, online repurchase intention is a circumstance when customers strongly initiated their effort to purchase the same products or services from the same e-commerce company.

Discussion of Related Variables

Privacy and Trust

When purchasing or doing business on an online platform, the individuals' identity and insight information would be recorded by the platforms, customers need to trust in that goods and services platform. It is understandable that every customer is concerned about their privacy, particularly when they make transactions online since it is easily hacked. However, lack of trust or too much privacy concerns have been demonstrated to deteriorate consumers' intention to transact with online vendors. Hence, online firms are necessary to build trust among customers in order to ensure that their privacy would be definitely protected. In short, trust and privacy are required by both customers and online firms to strengthen their future online repurchase intention (Dyke et al., 2007). Thus, the following hypothesis is proposed.

H1: Privacy has significant influence on trust of online repurchase intention on e-Commerce platforms in delivery e-Commerce in Bangkok.

Perceived Ease of Use and Perceived Usefulness

Perceived ease of use and perceived usefulness have a particular impact on customers' repurchase intention. Due to the fact that when individuals use any platform effortlessly, they would definitely perceive that the available platforms could make them achieve their goal. In this regard, consumers will perceive that this application is useful. Hence, the consumers' perception of usefulness links casually to their user behavior, in other words, the perceived ease of use (Davis, 1989; Davis et al., 1989). Therefore, the following hypothesis is proposed.

H2: Perceived ease of use has significant influence on perceived usefulness of online repurchase intention on e-Commerce platforms in delivery e-Commerce in Bangkok.

Reliability and online repurchase intention

As mentioned above, reliability involves customers' satisfaction, while customers' satisfaction could undoubtedly lead to online repurchase intention. Trivedi and Yadav (2020) stated that satisfaction could source from security, privacy, trust, and perceived ease of use. Furthermore, there is a research conducted by Susanto et al. (2013), which revealed that the users' satisfaction and repurchase intention were positive and statistically significant related, whereas the repurchase intention had a positive but statistically insignificant relationship with convenience and functionality. Hence, the following hypothesis is proposed.

H3a: Reliability has significant influence on online repurchase intention of e-Commerce platforms in delivery e-Commerce in Bangkok.

Trust and Online Repurchase Intention

According to Trivedi and Yadav (2020), trust has a great impact on customers' purchase intentions. When the customers could trust a particular store, there is a high possibility that a trustor would recommend this particular store to other customers. In summary, trust is when a party puts itself in a vulnerable situation by expecting another party to commit a particular action that is important to a trustor. As a result, the trust could relate to the customers' repurchase intention since they will repeatedly purchase the same store once they have already trust that particular store. Thus, the following hypothesis is proposed.

H3b: Trust has significant influence on online repurchase intention of e-Commerce platforms in delivery e-Commerce in Bangkok.

Perceived Ease of Use and Online Repurchase Intention

The perceived ease of use is considered as the most vital factor in the Technological Acceptance Model (Venkatesh et al., 2012). People will or will not have repurchase intention towards one platform, it needs a certain degree to depend on their perceived ease

of use. In brief, perceived ease of use is the customers' perception of e-commerce technology as an easy-to-use application. The least effort people put into the application, the more likely the customers' repurchase intention occurred. Consequently, the following hypothesis is proposed.

H3c: Perceived ease of use has significant influence on online repurchase intention of e-Commerce platforms in delivery e-Commerce in Bangkok.

Perceived Usefulness and Online Repurchase Intention

According to Susanto et al. (2013), the key features of repurchase intention are privacy, trust, and users' satisfaction were mainly influenced by Perceived usefulness. The result from Agrebi and Jallais (2015) also encouraged that one of the significant determinants of online repurchase intention was shaped by perceived usefulness. The confirmation before using any platform from the customers played a vital role in altering the users' satisfaction in adopting and accepting technology. Then, the following hypothesis is proposed.

H3d: Perceived usefulness has significant influence on online repurchase intention of e-Commerce platforms in delivery e-Commerce in Bangkok.

Conceptual Framework

The conceptual framework as presented on Figure 1 is developed from related theoretical frameworks. It is adapted from seven theoretical models , namely 1) The determinants of continuance intention to use the smartphone banking services: An extension to the expectation-confirmation model (Susanto et al., 2016); 2) A study on the development and validation of an instrument to measure online retailing ethics consumers' perspective (Agag et al., 2016); 3) Insights into individual's online shopping continuance intention (Mohamed et al., 2014); 4) Modelling repurchase intention among smartphones users in Nigeria (Adekunle & Ejechi, 2018); 5) Repurchase intentions in Y generation: mediation of trust and e-satisfaction (Trivedi & Yadav, 2020); 6) The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions (Slack et al., 2020); 7) The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness (Matute & Utrillas, 2016).

Figure 1

The Conceptual Framework
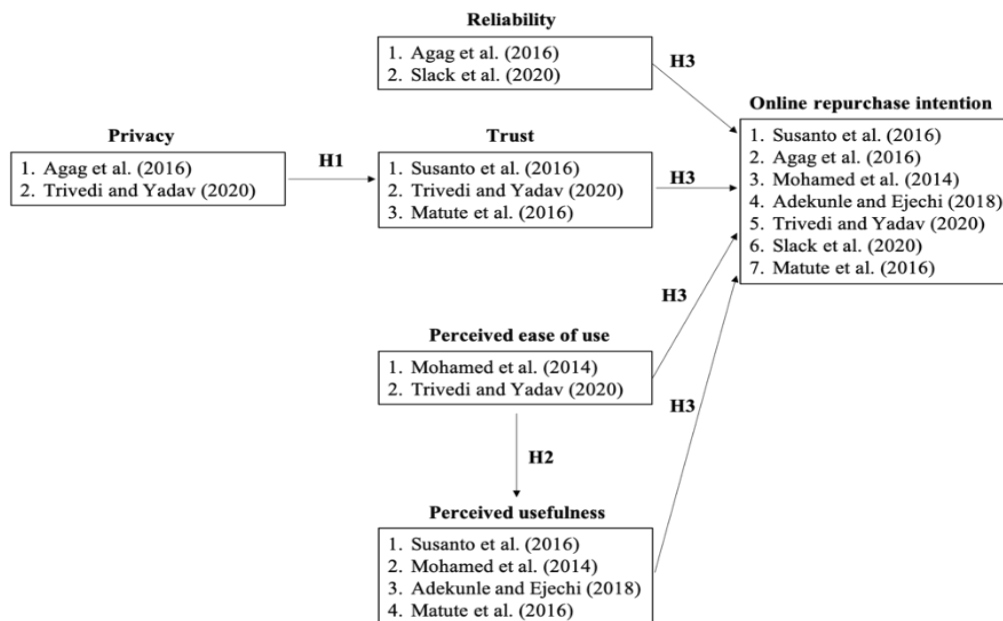
Research Methodology

Population and Sample

The research used the table of Krejcie and Morgan (1970) for determining sample size for a finite population. According to number of population in Bangkok in 2020, there were around 10,539,000 people, the statistics was recorded by website "worldpopulationreview.com". Hence, the suitable number of samples for 1 million population from Krejcie and Morgan's table is 384 people. The rate of the number of samples keeps decreasing with the increasing number of populations. This study's sample size is 400 Thai and foreigner respondents. The research applied two non-probability sampling methods by using judgmental sampling and convenience sampling techniques to assemble the data from respondents including Thai and foreigners in both genders who live in Bangkok and have used delivery service platform application named "GET" at least once.

Questionnaire and Pilot Test

The questionnaire is designed with three parts and has a total of 36 questions. The first part is screening questions, the second part is the demographic questions of respondents and the last part is the questions for measuring variables that focus on privacy, reliability, trust, perceived ease of use, perceived usefulness, and online repurchase intention. To find the content validity, the Index of Item-Objective Congruence (IOC) was

determined by three experts, two experts in academic fields, and one expert in the information technology field.   The IOC value reveals that the whole scale items in each variable have passed the criteria, the overall IOC value is 0.890. Also, the pilot test was conducted with 50 respondents to determine any inconsistencies or errors of variables in the questionnaire.

Data Collection

The questionnaires were distributed online from September and October 2020 due to the limitation of coronavirus pandemic; people are required to stay at home and practice social distancing. However, the data was collected from both primary and secondary data. The data from the questionnaire was considered as the primary data, whereas, the secondary data was referred to the previous research articles. This research also collected data by applying a non-probability sampling method by using judgmental sampling and convenience sampling techniques.

Pilot Testing

This research used Cronbach's Alpha to test the reliability of each variable in the research. Alpha values were described as: $\alpha \geq 0.90$ = excellent, $0.90 > \alpha \geq 0.8$ = Good, $0.8 > \alpha \geq 0.7$ = Acceptable, $0.7 > \alpha \geq 0.6$ = Questionable, $0.6 > \alpha \geq 0.5$ = Poor and $0.5 > \alpha$ = Unacceptable (Taber, 2017). Table 1 shows the reliability analysis of all the variables namely: privacy, reliability, trust, perceived ease of use, perceived usefulness, and online repurchase intention. The results were greater than 0.9 which imply all variables are reliable

Table 1.

Summary of all the variables in the reliability testing   *(n = 50)*

Variables	Cronbach's Alpha	Number of items	Result
Privacy	0.972	5	Reliable
Reliability	0.972	5	Reliable
Trust	0.974	5	Reliable
Perceived ease of use	0.974	5	Reliable
Perceived usefulness	0.973	5	Reliable
Online repurchase intention	0.972	5	Reliable

Statistical Treatment of Data

In terms of statistical treatment of the data, descriptive analysis and inferential analysis were used to analyze the collected data. Descriptive analysis was used to analyze the demographic factors and general information of the respondents. The inferential analysis was applied to examine the hypotheses of the study by analyzing the effect of the

independent variables towards the dependent variable. In addition, inferential statistics could facilitate the researcher to make a judgment towards the target population by arranging data from the sample (Hair et al., 2003). Nevertheless, there are two statistical techniques including Simple Linear Regression (SLR) and Multi Linear Regression (MLR) that were adopted to analyze the hypotheses by using SLR with hypothesis 1 and hypothesis 2 and MLR with hypothesis 3.

Results

Table 2 shows the frequency distribution and percentage of respondents. The gender of the samples shows that most of the respondents were male with a percentage of 44.5% (178); Thai nationals had highest percentage at 95.0% (380); respondents with the age of 20-30 years old= 45.5% (182); most respondents have completed bachelor's degree 55.8% (223). Most respondents earns a monthly income of 20,001 to 30,000 Baht 33.8% (135). Finally, the majority of respondents are private company employee which is 38.0% (152).

Table 2

Demographic Factors Using the Frequency Distribution and Percentage

Gender	Frequency	Percentage
Male	178	44.5%
Female	222	55.5%
Total	**400**	**100%**
Nationality	**Frequency**	**Percentage**
Thai	380	95.0%
Foreigner	20	5.0%
Total	**400**	**100%**
Age	**Frequency**	**Percentage**
Below 20 years old	53	13.3%
20-30 years old	182	45.5%
31-40 years old	103	25.8%
41- 50 years old	47	11.8%
Over 50 years old	15	3.8%
Total	**400**	**100%**
Education	**Frequency**	**Percentage**
Lower than Bachelor's degree	63	15.8%
Bachelor's degree	223	55.8%
Master's degree	99	24.8%
Ph.D. degree	15	3.8%
Total	**400**	**100%**
	Frequency	**Percentage**

Income	74	18.5%
10,000 - 20,000 THB	135	33.8%
20,001 - 30,000 THB	104	26.0%
30,001 - 40,000 THB	62	15.5%
40,001 - 50,000 THB	25	6.3%
Over 50,000 THB		
Total	**400**	**100%**
Occupation	**Frequency**	**Percentage**
Self-employment	63	15.8%
Private company employee	152	38.0%
Government employee	103	25.8%
Student	56	14.0%
Others	26	6.5%
Total	**400**	**100%**

According to Table 3, four independent variables namely: reliability, trust, perceived ease of use and perceived usefulness obtained significant levels of .000 which is less than .05. This implies that reliability, trust, perceived ease of use and perceived usefulness significantly influence the online repurchase intention at the .05 significant level. Furthermore, the level of influence of privacy towards trust and perceived ease of use towards perceived usefulness was analyzed by using multiple linear regression (MRL) and results are as follows:

H3a; reliability has a significant influence on online repurchase intention. Table 3 shows that the significant level of reliability was at .000, which is less than .05. The null hypothesis (H_0) is rejected. It also obtained a standardized coefficient of .051, which can indicate that if reliability increases by 1% , it can improve online repurchase intention by 23.6%.

H3b; trust has a significant influence on online repurchase intention. Table 3 shows that significant level of trust was at .000, which is less than .05. The null hypothesis (H_0) is rejected. It also has a standardized coefficient of .047, which can indicate that if trust increases by 1% can improve online repurchase intention by 31.9%.

H3c; perceived ease of use has a significant influence on online repurchase intention. Table 3 shows that the significant level of perceived ease of use was at .000, which is less than .05. The null hypothesis (H_0) is rejected. It also has a standardized coefficient of .049, which can indicate that if perceived ease of use increases by 1% can improve online repurchase intention by 24.0%.

H3d; perceived usefulness has a significant influence on online repurchase intention. Table 3 shows that   the significant level of perceived usefulness was at .000, which is less than .05. The null hypothesis (H_0) is rejected. It also has a standardized

coefficient of .049, which can indicate that if perceived usefulness increases by 1% can improve online repurchase intention by 18.0%.

Table 3

Summary of Multiple Linear Regression analysis for variable predicting

Variables	B	Std. error	Beta	Sig.
Reliability → ORI	.248	.051	.236	.000*
Trust → ORI	.348	.047	.319	.000*
Perceived ease of use → ORI	.257	.049	.240	.000*
Perceived usefulness → ORI	.189	.049	.180	.000*

Note: R Square= .857, Adjusted R Square= .856, *p < .05   Dependent variable = online repurchase intention (ORI)

As illustrated in table 4, the result of R square was .780 at a 95% confidence level which means that privacy can explain trust by 78.0%. The significant level in table 4 was at .000, which is less than .05. The null hypothesis (H_0) was rejected. As a result, it can conclude that privacy has a significant influence on trust. It also has a standardized coefficient of .883, which can imply that if privacy growths by 1% can raise trust by 88.3%.

Table 4.

Summary of Simple Linear Regression Analysis

Variables	B	Std. error	Beta	Sig.
Privacy → Trust	.816	.022	.883	.000*

Note. R Square= .780, Adjusted R Square= .780, *p < .05, Dependent variable = Trust

As illustrated in table 5, the result of R square was .763 at 95% confidence level which means that perceived ease of use can explain perceived usefulness by 76.3%. The significant level on table 5 was at .000, which is less than .05. The null hypothesis (H_0) is rejected. It also has a standardized coefficient of .874, which can imply that if perceived ease of use growths by 1% can improve   perceived usefulness by 87.4%.

Table 5

Summary of Simple Linear Regression analysis

Variables	B	Std. Error	Beta	Sig.
Perceived ease of use → PU	.887	.025	.874	.000*

Note. R Square= .763, Adjusted R Square= .763, *p < .05, Dependent variable = perceived usefulness (PU)

Figure 2 shows the research results that privacy, reliability, trust, perceived ease of use and perceived usefulness have significant influence on online repurchase intention of e-Commerce platforms in delivery e-Commerce in Bangkok.
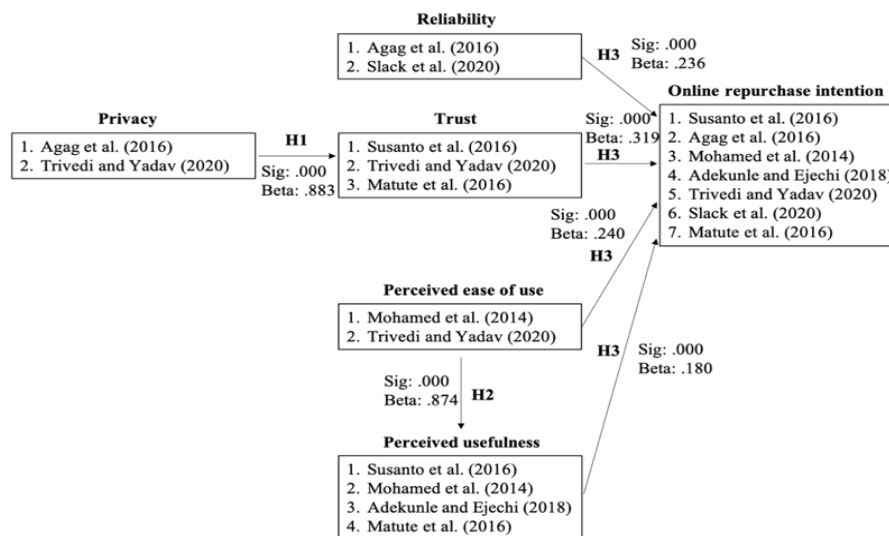
Figure 2

The Variable Results of the Hypotheses Model

Table 6 shows the ranking of the strength of the influence of the variable toward online repurchase intention, with trust having the strongest influence, followed by perceived ease of use, reliability, and perceived usefulness, respectively.

Table 6

Strengths of Influence of Variable to Online Repurchase Intention

Rank	Independent variable	Beta
1st	Trust	.319
2nd	Perceived ease of use	.240
3rd	Reliability	.236
4th	Perceived usefulness	.180

Discussion and Conclusion

According to findings of the hypotheses testing, the results revealed that the following independent variables have a significant influence on dependent variables as discussed below:

Trust has a significant influence on online repurchase intention in e-commerce delivery platforms in Thailand. The results also reflected from the questions in a questionnaire "GET application always deliver on what they promised" ($\bar{x}$ = 4.27), and "I feel very comfortable when using GET application" ($\bar{x}$ = 4.20). These findings showed that customers feel happy when they got exactly what they want when they using the GET

application, they also trust whenever they use the GET application. The beta on privacy was .883. The findings revealed from the questions that "Information regarding the privacy policy based on application and service are clearly presented" ($\bar{x}$ = 4.19), and both "GET application clearly explains how user information is used and provided for the business partner", "GET application clearly provide privacy setting function" were had the same average ($\bar{x}$ = 4.17). These questions can be confirmed that the GET application provides clearly privacy policy, services, and function settings when customers using the GET application. There is   significant influence of trust on repurchase intention. McCole and Palmer (2001) stated that online repurchasing necessitates customer trust. It has been investigated in the extant literature that trust beliefs positively stimulate customer online repurchase intention (Spreng et al., 1996; Oliver & Linder 1981). Customer trust remarkably impact on customer repurchases intention. The higher degree of trust the customer has in a website, the higher probable it is for the customer to have the intention of shopping on the website. For experienced customers or who had experienced initially, customer trust also impact directly on the willingness of customers to log onto the online websites, browse goods and repurchase online.

Perceived ease of use has a significant influence on online repurchase intention in e-commerce delivery platforms in Thailand. The beta on perceived ease of use was .240. The results showed thru the questions that "I find it easy to use GET application when purchasing product or service" ($\bar{x}$ = 4.22), and both "I find online transactions simple while purchasing within GET application", "GET application has clearly provided categories of services" were had the same average ($\bar{x}$ = 4.20). Meanwhile, the perceived ease of use also has a significant influence on perceived usefulness in e-commerce delivery platforms in Thailand. The beta on perceived usefulness was .874. Therefore, the findings in this research revealed through the questions that "GET application is useful for searching for the information that I need to make my purchases" ($\bar{x}$ = 4.23), and both "Using GET application would save my time from searching the service or receive the products by myself.", "I found that using GET application makes me receive more efficient products and services effortlessly" were had the same average ($\bar{x}$ = 4.18). These questions can be replicated to confirm that when customers feel the GET application to use and provide useful features to take order for their products and services including easily searching information for customers' need to make their purchase, then these customers will keep using the GET application very frequency and often. The findings of this research have increased people's understanding regarding the importance of perceived ease-of-use and perceived usefulness toward consumers' repurchase intention, either directly or indirectly through privacy and trust in the GET application platform. Furthermore, this research also provides an insight for the GET application developers who were involved in the e-delivery

platform that establishing trust in consumers' mind and instill perception on customers' mind that the system installed in the consumers' devices was easy to be learned, and buying from the GET application will be more practical and have some advantages compared to buying the products/services from the traditional store. Therefore, customers' willingness to buy or even re-buy the product/service from the GET application could be increased. The findings in this study have been supported by the several studies, Wen et al. (2011) presented that perceived usefulness has a positive impact on repurchase intention. Furthermore, another research by Wu and Cheng (2005), Chen et al. (2007) found that perceived usefulness has a positive impact on repurchase intention. Additionally, Chen et al. (2007) had presented that perceived ease-of-use had a positive impact on repurchase intention. Also, they revealed that perceived ease-of-use could positively affect customers' intention on making another buying activity through the same stores. Setyorini and Nugraha (2016) had found that perceived usefulness had a positive and significant influence on customers' repurchase intention through trust. Chiu et al. (2009) also found that customers' trust will disappear when a customer started to think that the new system of technology brings them no advantages to the old method or system, which could alter their intention to re-buy or re-use the system of technology.

Reliability has a significant influence on online repurchase intention in e-commerce delivery platforms in Thailand. The beta on reliability was .236. The results also reflected from the questions in a questionnaire "Promises given by GET application to customers are met within an agreed time frame" ($\bar{x}$ = 4.31), and "I get what I ordered from GET application" ($\bar{x}$ = 4.30). These findings implied that customers feel pleased when they think the GET application keeps its promise and service agreement with punctuality. The results of reliability have been similarity with the study by Choi and Kim (2013) consumers' perceived quality and reliability have a significant positive influence on repurchase intention. This indicates that when consumers perceive higher product quality and reliability, it will lead to stronger repurchase intention.

Lastly, perceived usefulness has a significant influence on online repurchase intention in e-commerce delivery platforms in Thailand. The beta on perceived usefulness was .180. The results also reflected from the questions in a questionnaire "GET application is useful for searching for the information that I need to make my purchases" ($\bar{x}$ = 4.23), and "Using GET application would save my time from searching the service or receive the products by myself", "I found that using GET application makes me receive more efficient products and services effortlessly" ($\bar{x}$ = 4.18). These findings implicit that customers need easy features and functions on the GET application to deal with their products and services. All features and functions on the GET application can offer more accurate products with

match customers' needs and services effortlessly. The discussion has been stated above in trust variable.

Recommendations

Based on the findings, recommendation are given to improve the user experience of the GET customers. It is suggested the company improve on their trust levels, as trust directly connects to feeling one's privacy and reliability. In terms of Reliability, the research recommends that the user and achieves (with ease) all transactions and services they are wanting to receive when using the application. Software developers must be brought on to develop a system in which a person's personal preferences are entered, saved, and taken into account each time they make a purchase on the GET. This purchase then adds to the history of their previous purchases and curates a well-defined suggestion according to their weekly habits. This will drastically improve user experience and personalization that will improve reliability as well as trust. GET must invest in developing software that alters this statistic successfully. This begins with a change in application experience, speed of technology, and policies that make delivery easier for both customers and delivery man. GET acts as a middleman to these transactions, therefore their priority rests with user experience on both ends of the spectrum.

Recommendations for Further Study

Further studies are necessary to provide a benchmark to compare this existing research. In order to properly measure the accuracy of the statistics found in this research, the same exact questionnaire may be administered again to determine the validity of price, payment schedules, season, age, and demographic of GET users. Moreover, other online delivery service platform applications must be conducted then compared to GET in order to factor out any differences and to identify what drives factors and solve for problems as they arise. Research conclusion battles between a world pandemic and the rise in user-friendly interfaces that have created new jobs and markets for people to delve into. Separating variables in future research and pinpointing whether a success is due to circumstantial or seasonal reasons is necessary. Further studies on other competing brands like the top three highest earners in Bangkok area. According to the data, the top three brands other than GET application are Grab, Line Man and Foodpanda. These three applications serve a great purpose and research opportunity to be able to improve the systems of GET. Therefore, online repurchase intention is almost always the most important variable when it comes to evaluating whether certain users are going to return to an application and repurchase. However, there are other factors affecting the online repurchase intention of customers,

therefore further research must conduct appropriate evaluations into the purchasing habits and buying trends on every online delivery service platform application.

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