

# Key Factors Shaping Customers' Satisfaction and Reuse Intentions: An Extensive Systematic Review

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**Abstract** – The goal of this study is to analyze the experiences of customers who used the food ordering app (FOA) in Ho Chi Minh City (HCMC) using a systematic review technique. By focusing on customers in HCMC, the study offered valuable localized insights, which could prove instrumental in improving app features, optimizing user interface, and tailoring marketing strategies for better user engagement. Subsequently, this study delivered an exhaustive explanation of the practical application of decision science, focusing on its relevance to the usage pattern of FOAs by customers on their handheld devices. Based on a systematic review, this study demonstrates that brand trust, service quality, hedonic motivation, price value, performance expectancy, and online reviews all have a positive influence on customer satisfaction and their intention to reuse the FOA. The scholars and management in the food industry of HCMC have the opportunity to use the results of this research as a blueprint for enhancing and reorganizing their customer service practices. They may strive to enhance the overall quality of service by improving the food ordering applications and integrating them with the identified criteria. The management of restaurants or food companies that use an app to deliver services to customers should update their apps to offer excellent services.

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As a result, it is anticipated that this will have a positive effect on customer satisfaction and enhance the likelihood of customers returning to utilize the service again.

**Keywords** – Food ordering app, reuse intentions, customer satisfaction, brand trust, service quality.

## 1. Introduction

The proliferation of the Internet has revolutionized consumer purchasing behavior, mostly attributable to the emergence of electronic commerce [1]. Therefore, it is an opportunity for enterprises to leverage the Internet for conducting their business and assessing the convenience of their target customers. In addition, Vietnamese consumers have recently shown greater familiarity with and interest in online shopping, particularly during the COVID-19 pandemic. This shift has led to a change in consumers' purchasing behaviors, transitioning from traditional methods to making purchases online. The advent of the Internet has resulted in a notable change in consumer behavior when it comes to making purchases, primarily due to the transformative influence of e-commerce. Rather than visiting physical stores, individuals now turn to the Internet for their shopping needs. This transition has made online shopping a convenient and all-encompassing alternative to the traditional retail model. In contrast to brick-and-mortar establishments, online shopping provides limitless possibilities, serving as a one-stop destination for consumers. Additionally, purchasing goods online overcomes limitations related to time, product availability, and physical mobility [2]. Moreover, Vietnam is on track to experience the most substantial market growth in Southeast Asia, driven by an expected surge in overall spending on online shopping products. By 2026, it is anticipated that the amount spent will reach an impressive US\$56 billion, marking a remarkable 4.5-fold increase compared to the estimated value for 2021 [1].

Therefore, online services provide an excellent platform for businesses to explore, leading to favorable outcomes for both enterprises and individuals. It is essential for businesses to embrace online commerce, enhance their applications, and deliver high-quality products or services in order to succeed in the online marketplace.

In the contemporary era of global interconnectedness, the practical application of decision science holds significant promise for improving decision-making outcomes in both individual and organizational contexts. Companies in Vietnam are recognizing the need to make internal modifications, particularly in human resource management and strategic planning, in order to remain competitive in the modern era [11]. Moreover, as Vietnam actively participates in numerous international assemblies, businesses operating during this dynamic period of worldwide amalgamation face a crucial imperative to recalibrate their administrative methodologies and commercial practices [3]. By embracing the principles of science-based management, businesses can enhance their viability and adaptability in the current market, ensuring long-term success and growth [4]. By incorporating scientific principles into their practices, businesses can acquire a competitive advantage, detect emerging trends, and adeptly react to market fluctuations.

In the current dynamic and fiercely competitive corporate landscape, businesses are under escalating strain to maintain their significance and foster innovation as key survival strategies [5]. The statement emphasizes that promoting innovation is vital for businesses to ensure their survival. Innovation enables businesses to distinguish themselves from competitors, generate fresh possibilities, and adjust to evolving market conditions. This indicates that businesses need to consistently explore and adopt novel concepts, technologies, and methods in order to maintain a competitive edge. Moreover, the multidimensional nature of a business's sustainable growth, encompassing economic, commercial, ethical, social, and environmental aspects, is gaining increasing prominence and attention [6]. The food and beverage industry, in particular, is witnessing substantial growth due to the growing number of business challenges and the emergence of formidable competitors. Moreover, in Vietnam, the proliferation of food delivery services through mobile applications is undeniable, yet their presence remains relatively diminutive when contrasted with the broader regional and global markets [7]. Incorporating mobile applications into such business models necessitates an enhancement in customer support, targeting not only their gratification but also their propensity to utilize the offered products or services.

The elevated degrees of customer contentment have a robust association with augmented repurchase intentions among consumers [8]. The swift progression of technology has resulted in certain mobile applications becoming integral to individuals' everyday lives [9]. These programs, referred to as "mobile apps," can be downloaded and installed on a variety of devices, including iPads, tablets, and smartphones [10]. The evolution of technology has exerted a profound influence on individuals' lifestyles, pastimes, customs, and habitual patterns.

The importance of a brand in a business entity cannot be understated, and its study is currently the focus of attention. Not only is the brand a significant asset to any business entity, but it is also crucial for engendering customer loyalty. This is especially true in the retail market, where the parameters of service quality set are apart from other service sectors [11]. Moreover, loyalty has emerged as a prominent concern in the marketing realm, prompting companies to prioritize customer retention and sales growth in their strategies [12]. The industry that facilitates the transportation of meals from eateries and retail outlets to consumers has undergone a transition from conventional phone-based ordering and takeout systems to contemporary online platforms and smartphone applications [13]. The incorporation of Food Ordering Apps (FOAs) into corporate operations has emerged as a potential prospect that has attracted the interest of researchers in recent times. This is partly due to the growing trend among individuals to have intentions of reusing technology-based services [7]. Consequently, there is a need to expand the existing theory of consumer behaviour to encompass FOAs and offer practical insights. Earlier studies on food ordering apps (FOAs) and other mobile applications have examined a variety of issues related to user intent and early adoption [8]. By examining the factors that drive or discourage repurchasing behaviour among users of food apps, this study aims to provide insights into the effectiveness of such apps in building customer loyalty and driving repeat business for food retailers and restaurants.

In recent times, there has been a significant surge in research focused on understanding and measuring service quality. The quality of a service is indicated by various factors. These include the effectiveness with which a service requirement is met, the willingness of employees to assist customers, their knowledge and friendliness, and the personalized attention given to customers. Suitable physical facilities and the general appearance of employees are also key indicators. FOAs are increasingly being utilised as an innovative and convenient mechanism for selecting and paying for dining options, bypassing the need for direct interaction with service staff [14], [15].

Moreover, the insights gathered from this study have led to the formation of managerial strategies aimed at improving service quality, escalating competitiveness, and promoting future service usage among customers.

## 2. Literature Review and Hypotheses Development – Background Theories

The Technology Acceptance Model (TAM) is a theoretical framework used in the field of information systems. It describes the factors influencing people's acceptance and successful use of a specific technology [16]. According to this framework, for users to accept a technology, it must be perceived as beneficial and easy to use. The TAM, a crucial conceptual framework in the field of information systems, aims to predict and explain the factors influencing users' adoption and subsequent utilization of a particular technology. The model underscores the crucial role of perceived usefulness and perceived ease of use as determinant factors in the adoption and effective application of technological innovations. This concept is often used by businesses to improve user acceptance of new technologies and raise the likelihood that deployment will be successful. The TAM [16] was also included, and this was eventually developed further into the Unified Theory of Acceptance and Use of Technology (UTAUT) [17]. This improvement was necessary since TAM did not cover a wide enough range of variables to adequately describe user intention. Specifically, UTAUT includes four factors that have been experimentally shown to serve as direct predictors of users' behavioural intentions and actual technology use: effort expectancy, performance expectancy, social influence, and facilitating conditions. Furthermore, UTAUT has been validated and demonstrated to outperform alternative models by [18]. The UTAUT is capable of explicating 70% of instances concerning the intent to utilise technology and can account for 50% of scenarios involving actual technology use [19]. Additionally, multiple scholarly investigations have substantiated that the determinant variables and their degrees of impact differ when applying the UTAUT2 model across divergent market scenarios and arrays of products/services. Within this field of study, the use of smartphone-based food delivery services in Vietnam provides a unique environment for comprehensive exploration [7]. As various elements impact a consumer's buying choices in a broad sense, it is important for marketing professionals to uphold a steady level of product or service quality to meet the expectations of existing clients.

The UTAUT model is primarily relevant for investigations focused on organisational contexts rather than user behaviours [20].

The authors, aiming to study the adoption and use of electronic technology, expanded upon the original UTAUT to create the UTAUT2 model. This new model serves as an auxiliary tool to its predecessor, designed to validate the factors influencing customer purchase intention and acceptance. This model introduces three new components: hedonic motivation (HM), price value (PV), and habit. As per its predictive capacity, the UTAUT2 model accounts for 40-72% of technology use behaviour and 56-74% of user intention [20]. A comprehensive analysis of prevailing theories and models utilised in this field underscores the importance of the UTAUT2 model from a consumer-centric perspective [21]. Additionally, UTAUT2 has proven useful in earlier studies on FOAs. Notably, Lee *et al.* have augmented the UTAUT2 model with a new element, 'information quality' [22]. This addition enhances our understanding of the factors impacting the long-term intention to use FOAs. Additionally, hedonic motivation (HM) is a recently incorporated component of the UTAUT and UTAUT2, appearing in a significant proportion of models (58%) [23]. The preponderance of research on HM has been focused on the intrinsic motivation of users, primarily sourced from the consumer's inherent interest in and enjoyment derived from the use of technology. Furthermore, UTAUT2, in conjunction with the expanded technology acceptance model (ETAM), has been utilised in studies investigating the reuse intention (RI) relative to crowdsourced gaming applications.

The expectation-confirmation theory (ECT), which integrates the expectation confirmation model (ECM) first introduced by [24], [25], contemplates several different elements. These components encompass perceived usefulness, anticipation, validation, and gratification to assess the persistent use of information systems. Furthermore, the ECM can be employed in research to investigate sustained usage intentions towards technologies.

### 2.1. Key Factors Shaping Customers' Satisfaction and Reuse Intentions

Numerous studies have been conducted to identify key factors that affect online customer satisfaction and the intention to make repeat transactions [1]. Commonly investigated variables include perceived usability, perceived utility, perceived website design quality, and perceived cost. The evolution of mobile phone and laptop technologies has facilitated the ease of procuring food delivery services through these digital platforms. FOAs have emerged as a service provided by companies that leverage the use of mobile devices, laptops, or desktops for food delivery.

Despite the global adoption of FOAs as a prevalent strategy within the restaurant industry, scholarly engagement in addressing issues related to FOAs remains nascent [14], [15]. Yeo *et al.* have sought to pinpoint the primary determinants that influence a customer's propensity towards persistent use of digital food ordering platforms through using an augmented version of the information technology continuance model and the contingency framework [26]. Numerous global scholars have deliberated on the perceptions of customers towards FOAs. A quantitative study conducted in China [27] found a significant relationship between the level of trust, the integrity of product design, and customer perceptions of the value of FOAs. Their research has also revealed varying perceptions of these applications between households composed of single individuals and those with multiple members.

The habitual conduct of customers can greatly influence their propensity to reengage and their attitudes towards future-oriented actions. Instances of such practises encompass the procurement of meals from dining establishments or the employment of smartphones and relevant applications [13], [22]. Client contentment influences the propensity towards persistent use of FOAs [28], [29]. Presently, consumer experiences are progressively intertwined with their smartphones, which has established the routine of employing them for daily purchasing purposes. The intention of customers to continue using these apps in the future is significantly influenced by how consistently they utilize features of apps (assuming FOA stands for this) on portable devices.

The future use intention of consumers is greatly impacted by the constant utilization of features of applications on portable devices. Moreover, the significance of digital commerce is escalating in popularity [30]. A prime advantage of the Internet is its provision of vast quantities of data and information. Consequently, the selection process for valid and trustworthy information to inform buying choices is swayed by numerous variables, with recommendations from acquaintances and kinfolk holding substantial influence. Research has observed that consumers display higher confidence in products and services that come with endorsements from their trusted circle. Furthermore, community members exert a significant impact on consumers' shopping patterns. Thus, it is imperative for both practitioners and researchers to delve deeper into online consumer behaviour. There is a pressing need for further investigation to pinpoint the essential elements that can facilitate the effective execution of FOAs. In Vietnam, the identification and resolution of FOAs, or functional online anomalies, have primarily been limited to the app-acceptance stage, as noted in previous studies [8].

The ability of businesses to effectively utilise online services for customers' food orders depends on the availability and readiness of technological infrastructure and support. Therefore, a thorough analysis of the possible impacts of mobile applications on Vietnamese consumer perception and satisfaction is crucial.

### **Brand trust (BT)**

A key element in determining consumer satisfaction is trust in a brand. Brands play an essential role in establishing relationships between customers and producers [31]. Building confidence in a brand plays a pivotal role in shaping customer contentment. It sets the foundation for a strong bond between the consumer and the business, and by strengthening loyalty and encouraging enduring involvement; it can create a substantial uplift in the total customer journey. Moreover, elevated trust levels in a brand frequently result in recurring business, positive peer recommendations, and resilience against rival products. The trust customers have in a brand significantly influences their loyalty. If customers lack trust in a brand, they are unlikely to feel loyal towards it. To establish trust, consumers must collect and assess information regarding the product. Companies can foster emotional trust by proving that their brand is solely focused on meeting customer needs and exceeding their expectations.

The degree of customer contentment with a brand significantly influences the competitive environment of a product [5]. It not only shapes the consumer's overall experience but also influences their trust in the brand. Customers who are pleased with a brand often develop a strong loyalty towards it. Such allegiance to a brand can provide a cushion for a product amidst market competition. These dedicated customers are less inclined to turn to rival products, irrespective of changing prices or the introduction of new competition in the marketplace. Furthermore, this steadfast loyalty plays a significant role in contributing to the overall value of the brand. Moreover, brand trust is a consumer behavior that encompasses the actions of individuals when they seek, purchase, utilize, assess, or disregard products, services, or ideas with the expectation of fulfilling their needs through the consumption of offered products or services. Brand trust encompasses the customer's belief and expectation that using a particular brand's product or service will result in positive outcomes. Consequently, trust is widely acknowledged as a pivotal component in establishing enduring and meaningful connections with customers. Therefore, the hypothesis has been developed:

*H1: The correlation between brand trust and customer satisfaction plays a crucial role in influencing the ongoing utilization of food ordering applications (FOAs).*

### **Service quality (SQ)**

Customer happiness is significantly influenced by the level of service. In the competitive market, companies need to employ effective customer-centric approaches to enhance customers' perception of service quality [32]. Service quality can be described as customers' perceptions and evaluations of different elements of a service, including the physical environment, the end result of the service, and the interaction with service providers [31]. Additionally, these service components may be evaluated according to certain quality criteria including dependability, responsiveness, assurance, and tangibles.

Considering that a company's growth largely depends on its ability to retain customers through excellent service and ensuring their satisfaction, the quality of customer service and customer satisfaction are crucial aspects of every organization [33]. The quality of businesses is discerned by customers through various aspects of their products or services. These aspects encompass both tangible and intangible characteristics [11]. Furthermore, it is crucial for both researchers and marketing managers to understand the concept of perceived quality [3]. This understanding is vital for differentiating a brand from its competitors based on the quality of the products and services it provides to customers. In this situation, perceived quality emerges as a crucial element that gives the brand a clear edge in the eyes of the target audience. Customer loyalty is greatly influenced by customer satisfaction, which, in turn, has a substantial impact on service quality and brand trust [34].

Therefore, based on the fact and analysis, the hypothesis has been developed:

*H2: Service quality has a substantial impact on customer satisfaction regarding the persistent utilization of food ordering applications (FOAs).*

### **Performance expectancy (PE)**

Customers' expectations for performance have a significant impact on their level of satisfaction [16]. The term 'performance expectancy' (PE) refers to a person's confidence that a certain system would improve their ability to succeed at work. This notion of perceived utility is similarly implied in TAM, developed by [16], as well as UTAUT and the updated UTAUT2, proposed by [17], [20], respectively. The study utilises the PE criterion, which pertains to the advantage consumers derive from utilising a mobile app for meal ordering.

This criterion serves as a crucial determinant of a user's inclination to adopt novel technologies. Prior studies [13], [22], [28], [29] have shown that the current study is strongly correlated with users' opinions of the increased utility of FOAs and their intention to keep using them. Additionally, user acceptance is predominantly influenced by PE [35]. Furthermore, the level of usefulness, which is another factor that shapes PE, is a significant determinant regarding customers' predispositions towards adopting online meal delivery services [26].

As per the investigations previously conducted on mobile technology, consumers' acceptance and usage of mobile services are contingent on their perception of such services' effectiveness and usefulness [36]. Furthermore, [15] found that customers are more likely to use mobile services if they perceive them as beneficial for their purchases. Additionally, if consumers consider a mobile application to be user-friendly, they are more inclined to adopt it. The provision of convenience to users by the service provider can significantly enhance their trust in the system, owing to its uncomplicated, user-friendly, and easy-to-control nature. Notably, PE wields a substantial influence on consumers' satisfaction with their continued adoption of mobile technology [29]. Consequently, customers' level of gratification is assessed based on how well the product's results measure up to their expectations.

Furthermore, it is imperative to note that the degree of satisfaction among customers and their inclination to persist in using mobile technology are positively correlated with the extent to which the product or service meets or exceeds their PE. UTAUT2 highlights the significance of PE as a pivotal factor in shaping consumers' contentment and retention of mobile commerce [37]. The level of user-friendliness of a FOA plays a critical role in determining customers' inclinations to persistently engage with the application, thus necessitating constant refinement. In addition, the ECM postulates that users' contentment and intention to continue using mobile technology are significantly influenced by their expectations regarding the application's performance [38]. Hence, within UTAUT2, PE is recognized as a crucial element, where the ECM is seen as having a favorable impact on users' satisfaction and their inclination to remain engaged with the technology. Given the information presented earlier, this study establishes the following hypotheses:

*H3: The expectations of performance are strongly associated with customer satisfaction when it comes to the continuous utilization of food ordering applications (FOAs).*

### **Hedonic motivation (HM)**

Customer satisfaction is significantly impacted by hedonic motivation. Hedonic motivation exerts a substantial impact on customer satisfaction. It pertains to the emotional and sensory satisfaction customers gain from their buying experiences. This type of motivation propels customers to pursue products or experiences that offer delight, pleasure, or personal reward. It instigates impulsive purchases, and generates memorable experiences that typically enhance customer satisfaction. Moreover, when companies can effectively leverage this kind of motivation, they can enhance customer allegiance, encourage repeat business, and stimulate positive referrals, thereby improving their comprehensive business outcomes. Moreover, the pursuit of comfort, enjoyment, and contentment through technology is commonly known as 'hedonic motivation' [39]. It has been determined that HM, which refers to the happiness derived from using technology, plays a crucial role in driving technology adoption and usage. Consequently, enhancing HM is essential for increasing customer satisfaction and promoting the purchase of goods or services. Human needs vary with time and circumstance, and some, such as hunger, thirst, and fatigue, stem from physiological stresses. These needs and desires serve as incentives for customers to acquire products or services that meet their specific requirements.

The acceptability of using technology is directly linked to the level of enjoyment experienced by users, according to research on information system applications [40]. Users are primarily driven by comfort, joy, and happiness in relation to technology applications based on the FOA model [41]. The adoption of technology in consumer services is significantly influenced by HM, as noted by [41]. Moreover, modern and innovative applications such as FOAs and other similar apps are viewed as pleasurable and appealing to users, which in turn affects their satisfaction and overall enjoyment of new apps [26], [42]. The first researchers to emphasize the importance of HM in shaping users' perceptions of the usefulness and convenience of online meal delivery services found it crucial to improve the quality of service in online shopping to better serve the target customers [26]. In addition, customers' inclinations to adopt FOAs is determined by their perception of satisfaction [14], implying that it is crucial to assist customers in experiencing contentment in their everyday lives. HM refers to the extent to which an FOA elicits pleasurable sensations in an individual, which in turn reduces anxiety or concern levels. There is a strong correlation between users' satisfaction and enjoyment of social mobile applications [43].

Hence, there is a need to enhance the quality of products or services to improve customer satisfaction in their buying behavior. Therefore, this study proposes the following hypotheses:

*H4: There is a notable correlation between hedonic motivation and customer satisfaction in relation to the ongoing utilization of food ordering applications (FOAs).*

### **Price value (PV)**

Customer satisfaction is significantly influenced by the perceived value of pricing. Undoubtedly, the importance of pricing plays a crucial role in shaping consumer satisfaction. If the price is perceived as fair, aligned with the perceived value of the product or service, and within the customer's budget, it can substantially enhance customer satisfaction. Nevertheless, it is vital to acknowledge that customer satisfaction is also influenced by various other factors, and a comprehensive understanding of the overall customer experience requires taking those factors into account. Moreover, the inclusion of the PV construct serves as a key differentiator between UTAUT2 and its predecessor, UTAUT [17]. In particular, this construct enhances the predictive power of the UTAUT2 model regarding customer behaviour. Informed by the financial metrics associated with the adoption of new products or services, PV is expected to positively influence the customer's decision to make a purchase. When the benefits of a product or service outweigh its costs, customers are more inclined to perceive the cost-benefit ratio favourably.

To ensure a strong customer relationship, online retailers must have effective strategies in place to meet their customers' needs. By doing so, they can cultivate trust, encourage repeat purchases, and reduce the likelihood of customers switching to competitors [44]. Furthermore, customers engage in a comparative evaluation of the benefits derived from adopting a novel system against its financial costs [20]. Specifically, customers tend to weigh the costs of acquiring meals through an FOA platform against traditional channels. Additionally, PV is a critical factor that shapes customers' decisions to continue using mobile internet services [20]. Consequently, this indicates that customer perceptions of affordable prices when ordering meals online would positively influence their attitudes and trust towards the service. To support this claim, PV (Perceived Value) is linked to the concept of economic value and serves as a significant factor in determining whether a customer would adopt a product or service [45]. Furthermore, perceived value has a significant impact on consumer happiness, particularly in the context of retailing applications [46].

Based on these observations, this research proposes the following hypothesis:

*H5: There exists a significant correlation between price value and customer satisfaction in terms of the continuous usage of food ordering applications (FOAs).*

### **Online reviews (OR)**

Online reviews play a significant role in influencing customer satisfaction. Online reviews hold a substantial influence over customer satisfaction. They provide an avenue for businesses to receive immediate customer feedback, enhancing their ability to adapt and improve their offerings accordingly. Furthermore, these reviews act as a guiding resource for potential customers, offering them valuable insights into the quality of products, services, and overall customer experience, thus assisting them in making well-informed decisions. Customers can enhance the value of their experience with FOAs by utilising interactive features such as leaving comments and ratings in the online review [47]. These Online Reviews (ORs) are purposefully structured to empower customers to express their viewpoints about restaurants and disseminate their thoughts to other users utilizing the platform, as noted by [48]. As pointed out by [49], customers now rely on and trust these reviews as credible sources of information for product selection and comparing alternatives. Consequently, FOAs have improved their ordering and payment functionalities over time to enhance customer satisfaction and reduce the costs associated with time, effort, energy, and money. This, in turn, has resulted in a more positive attitude towards using FOAs among customers.

Improving service quality is crucial since it plays a significant role in determining consumer satisfaction [49]. Customers who perceive that they are receiving high-quality services are likely to experience satisfaction with the services provided by businesses. Customer engagement with online communities is intertwined with their utilisation of OR [50]. A significant association between the attributes highlighted in online customer reviews and the probability of making an online purchase [50]. Based on the analyses mentioned above, this research presents the following hypotheses:

*H6: A significant association can be observed between online reviews and customer satisfaction in relation to the continuous usage of food ordering applications (FOAs).*

### **Customers' Satisfaction (CS) and Reuse Intentions (RI)**

When consumers are happy, they are more likely to express the desire to make further purchases or to employ the company's services, indicating their

propensity to reuse. By prioritizing customer satisfaction and fostering repeat business intentions, businesses can cultivate long-term relationships, enhance customer loyalty, and achieve sustained growth in a fiercely competitive marketplace. Moreover, as per the ECM framework, satisfaction refers to the amalgamation of emotions resulting from an individual's prior experiences and unfulfilled expectations from external sources [25]. Franque *et al.* conducted research in an African setting and have found that satisfaction significantly impacts the intention to continue using mobile payment services [52]. Therefore, satisfaction is an overall evaluative judgement based on emotions regarding the performance of an information system. When customers feel that a service has surpassed their expectations, they are more likely to be happy, which in turn motivates them to keep using the products and services of a company [38]. The extent to which consumers possess knowledge about service quality and exhibit service consciousness is referred to as the customer's satisfaction (CS). Consumers prefer to make purchases from establishments that offer high-quality products, exceptional individualised services, and a hassle-free environment.

In addition, this investigation has applied a range of theoretical constructs and meta-analytic procedures, including the contingency framework and the expanded IT continuance model, to authenticate the crucial factors affecting customer perceptions. These factors include product/service usage intentions and actual behaviour within online food ordering systems [26]. This study also encompasses aspects of mobile app attributes [53], TAM [8], [13], [14]; ETAM [28], [54]; quality characteristics [27]; UTAUT [42]; and the IS success model [15]. A review of the theoretical constructs and models employed in prior studies underscores the importance of incorporating the customer's perspective when formulating theories [20], [21]. Customer satisfaction results from interactions made throughout the online shopping process, as deduced from the combined data from earlier research. This includes identifying requirements and goals, acquiring information, weighing options, making a purchasing choice, and engaging in post-purchase behaviour. In other words, customer satisfaction encompasses all possible customer responses and various stages of the purchasing cycle. Consequently, when a business employs an online application to facilitate the purchase of its products or services, the CS experienced by customers should be enhanced, fostering repeat purchases. Based on the above analysis, this study formulates the following hypothesis:

*H7: The satisfaction of customers has a positive impact on their intentions to reuse food ordering applications (FOAs).*



The conceptual framework shown in Figure 1 was developed using the critical assessment of [20] and the issue that this study is trying to solve.

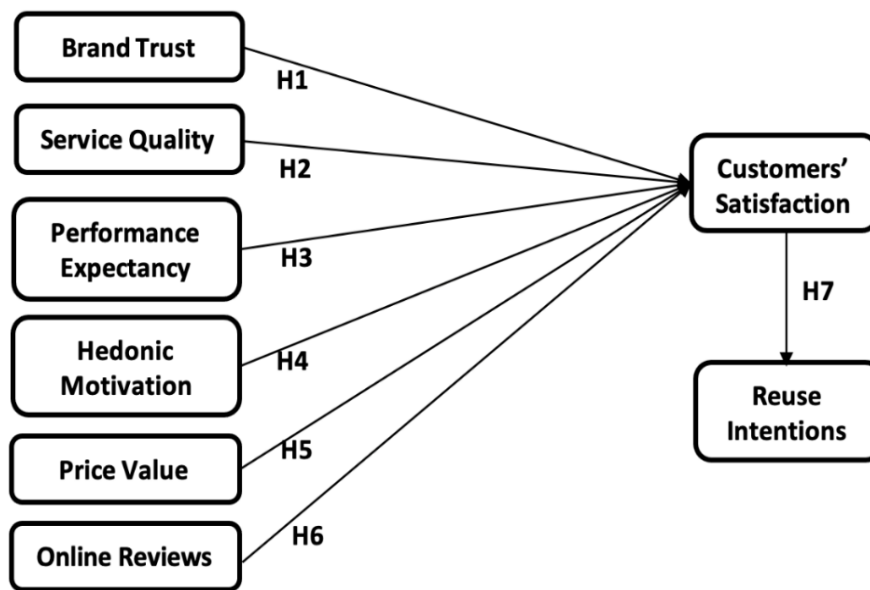


Figure 1. The conceptual framework for this study

### 3. Methodology

This study scrutinises the following eight essential elements: brand trust (BT), service quality (SQ), hedonic motivation (HM), performance expectancy (PE), price value (PV), online reviews (OR), customer's satisfaction (CS), and reuse intentions (RI). A set of 30 measurement variables, borrowed and tailored from prior related research, were utilised to gauge these fundamental elements.

The dimensions of measurement are enumerated as follows. Seven indices, BT1, BT2, BT3, BT4, BT5, BT6, and BT7, were used to gauge BT, drawing upon the methodological approach of [11]. To measure SQ, five indicators, namely SQ1, SQ2, SQ3, SQ4, and SQ5, were included to gauge SQ, following the methodological approach of [55]. Three indices, PE1, PE2, and PE3, were used to gauge PE, based on the methodological approach of [20]. To measure HM, this study employed three parameters, HM1, HM2, and HM3, which were also borrowed from the methodology of [20]. To measure PV, three parameters were adapted from [20]. OR was assessed using OR1, OR2, and OR3, following the approach of [48]. CS was evaluated through the metrics CS1, CS2, and CS3, as per [15]. Lastly, RI was measured using three indices, RI1, RI2, and RI3 [20]. The chosen variables were incorporated into the survey to examine the theoretical framework underpinning the study.

### 4. Results

This research is based on the current situation of improving customer satisfaction in ordering food through apps and enhancing the intention to return to ordering food using app platforms in HCMC. The research makes use of ideas including the Expectation-Confirmation Theory, the Technology Acceptance Model (TAM), the theory of acceptance and use of technology, theories of consumer behaviour, and pertinent studies.

The study's findings point to variables that affect consumers' happiness and likelihood to make another purchase when they order meals via apps. The determined factors include brand trust, service quality, hedonic motivation, price value, performance expectancy, and online reviews. These factors positively affect customer satisfaction regarding the intention to return to ordering food through app platforms in HCMC. Therefore, food businesses in HCMC should improve the convenience of food ordering apps, enhance their brand by providing quality services and products, improve the effectiveness of app features for customers, and offer reasonable pricing to customers. These actions will increase customer satisfaction, thereby improving the likelihood of customers returning to make purchases and fostering customer loyalty.



## 5. Discussion

This research presents an extensive overview of the practical applications of decision science, specifically focusing on the behaviours of customers who utilise FOAs through mobile devices. This study reveals that, despite the existence of several studies addressing FOAs, only a limited number of investigations have reported potential issues, as evidenced in the literature review [15], [27] and [42]. Vietnamese firms are advised to invest in technology, particularly in creating a mobile application that can effectively respond to client needs and serve as a valuable tool for businesses seeking to modernize their operations. This research used a combination of the ECM [24] and the UTAUT2 frameworks [20] to assess the relationship between satisfaction and the intention to continue using (FOAs). ECM and the recommended factors from the UTAUT2 model were combined to examine the influence of users' perceptions of technology on their customer satisfaction and their intention to continue using it. Additionally, the ECM was employed to investigate user engagement from psychological perspectives. This comprehensive model contributes significantly to the existing body of knowledge on sustained information technology usage.

Moreover, HCMC-based restaurants and food corporations utilizing delivery apps need to guarantee that the Interface of Application is intuitive and user-friendly. The app's design should allow customers to smoothly navigate, peruse menus, order food, and track deliveries without any confusion. Clean design and explicit icons are vital, along with providing useful tips or instructions when required. Furthermore, it's crucial to streamline the ordering process, reducing the steps necessary to place an order. By permitting customers to store their preferred orders or set up profiles containing their taste preferences, it becomes more convenient and quicker for them to repeat orders in the future. Implementing features like order customization, special requests, and options for extra items or quantity adjustments are also essential. Lastly, high-quality customer support within the app is a must. Features such as chatbots or live chats should be included to handle routine inquiries and issues. Customer support channels need to be readily available, and responses should be swift. Responsive and efficient customer service can enhance the overall user experience. Second, brand trust significantly influences customer satisfaction by creating positive expectations, reducing risk perceptions, fostering loyalty, generating positive word-of-mouth, and promoting forgiveness.

Businesses should prioritize building and nurturing brand trust as it serves as a foundation for long-term customer satisfaction and business success. Trust plays a vital role in establishing a robust connection between customers and a brand [56]. The foundation of brand trust lies in the belief that the brand in question is dependable, accountable, and prioritizes the safety, well-being, and interests of consumers. Therefore, the food companies in HCMC need to establish trust in their brands by offering high-quality products/services and implementing effective brand strategies in their marketing campaigns.

Third, investigations into customer service quality are fundamental as they enhance an organization's competitive edge. More specifically, insights into customers' perceptions of service quality can serve as a valuable resource for organizations seeking to enhance their customer service. Understanding the demands of customer service can aid in structuring training programs designed to educate all employees on how to improve and provide superior customer services [33]. Therefore, customers are likely to return to a business that provides excellent service. Retaining customers is often more cost-effective than acquiring new ones. Thus, good customer service translates into higher customer retention rates, which can lead to increased profitability.

Fourth, the findings suggest that various factors can influence the selection of reliable and trustworthy information regarding RI among customers in HCMC. In addition, OR plays a significant role in shaping their CSs. Specifically, customers tend to rely on recommendations from their peers, which they access online after having used the products or services themselves. This is consistent with the results in this analysis, which show that OR was the most influential factor influencing customers' CSs towards RI in HCMC. Consequently, online evaluations not only serve to affirm customers' CSs and their continued intention to use FOAs but also offer an accurate forecast of their perceived value of FOAs. These results are in line with those of earlier research [50], [51]. As a result, the majority of today's online shoppers rely on OR to make informed decisions regarding purchases of FOAs. Therefore, online retailers must have a deep understanding of their products/services and provide comprehensive information in their product descriptions, along with sincere and enthusiastic advice to customers. Providing comprehensive product information increases the likelihood of a customer making a purchase.

Furthermore, this strategy instils trust in clients that the product will be delivered as promised and aids them in comprehending the value of the offering.

The results of the study demonstrate that the primary functional benefits are advantageous to customers by increasing their satisfaction regarding their inclination to order food online. In addition, the study highlights the essential role of psychological motivation and HM as determinants of customers' satisfaction and their decision to adopt or reject new products. These findings are consistent with previous research [15], [43], [46] and [54]. As a result, HM may prompt customers to make impulsive purchases when influenced by point-of-sale marketing communications from businesses. Furthermore, online enterprise managers should develop marketing strategies that cultivate excitement, entertainment, imagination, and enjoyment within the FOA, which can encourage customers to adopt their products or services.

Fifth, PV is essential for raising client satisfaction levels and encouraging repeat business. Notably, transparent pricing policies can help build trust among consumers and incentivize them to order meals online. To remain competitive, companies need to employ various marketing tactics, such as offering promotions, discount vouchers, and free delivery. These promotional campaigns can stimulate consumer interest and encourage them to choose food ordering apps as their preferred delivery option. The analysis of this study's results reveals that PV has a significant impact on sustained intention and customer satisfaction (CS). Interestingly, the findings of this research indicate that consumers in HCMC assign relatively less importance to price and value when deciding whether to continue using a meal ordering app in the future. However, prior studies have repeatedly shown that PV is essential in determining users' RI, CS, and intentions to utilise the app [20], [45], [46]. Hence, competitive pricing is a critical factor that companies need to factor in when leveraging online platforms to drive sales effectively. To succeed, businesses must strive to establish connections with multinational firms while simultaneously competing against domestic products. Although profit margins may be lower, selling in bulk can still yield positive income. Consumers are often drawn to products that are on sale or priced low, which underscores the importance of pricing strategies for online businesses. Therefore, this aspect cannot be ignored by companies operating in the online domain.

Sixth, this research demonstrates that PE had a significant impact on consumer satisfaction with RI. Furthermore, the continued desire of users to utilize FOAs was effectively explained by combining the UTAUT2 and ECM frameworks, which have been previously validated in various mobile application scenarios [29], [30].

The study analysis shows that PE had a significant effect on CS, which is consistent with previous studies on FOAs by [28] and [42]. Additionally, PE had an impact on RI in studies on FOA [13], [22]. To augment the contentment of customers with their intent to utilise FOA in HCMC, enterprises should furnish more comprehensive insights into their brands, a detailed portrayal of their top-notch merchandise and services, and affirmative and critical evaluations from preceding clientele.

Seventh, regarding the effect of PE on CS in relation to RI for customers in HCMC, contentment is a comprehensive, emotive assessment of an information system. The concept suggests that clients will experience a positive emotional state if a service meets or surpasses their anticipations, which would in turn foster their continued use of an FOA. This finding aligns with the conclusion reached by [38]. The expectations of performance on customer's satisfaction constitute a crucial factor in enabling enterprises to retain patrons, establish enduring connections with them, stabilise operations, and provide assistance during difficult circumstances. Consequently, enterprises should furnish superior commodities or services via an online platform to gain insights into how to satisfy clients.

Finally, ECM [24] and UTAUT2 [20] have been used in a hybrid strategy to study the link between CS and RI. It was clear how users' views of technology impact their desire to continue to use it and their level of satisfaction when the suggested variables of the new UTAUT2 model and the enlarged ECM were used together. Moreover, ECM was employed, along with the UTAUT2 model, to assess users' RIs that are predominantly derived from psychological factors. The comprehensive paradigm developed in this study has the potential to significantly enhance the existing body of research on long-term information technology usage. While previous studies have extensively examined the initial adoption and consumer intention aspects of FOAs, this current study places a greater emphasis on investigating customer satisfaction (CS) and their continued propensity to re-adopt. Additionally, new enterprises and private service providers involved in the food service industry may benefit from this study, as FOAs have become a prevalent and valuable instrument for this sector. In utilising internet services, business managers are obligated to ensure timely delivery and deliver the quality they have promised to their customers. The delivery of food items that do not match their descriptions may adversely affect both current and future apps and online shops. The appealing aspects of a Front Office Application (FOA) play a vital role in keeping users engaged, allowing businesses to augment their client service and support quality by exploiting these elements.

For an enterprise to refine its FOA, it must relentlessly pursue enhancements and possess a deep understanding of user expectations and preferences.

## 6. Conclusion

This research plays a crucial role in augmenting our current understanding of sustained app usage. It investigates key factors that impact users' inclination to persistently use free open-access apps, utilizing decision science for the analysis. The study enhances our theoretical understanding of app usage behavior, particularly in the context of the acceptance and continuous use of digital technology. It has the potential to pave the way for the development of new theories or the enhancement of existing ones. The research model comprises key factors, BT, SQ, PE, HM, PV, OR, and CS, to investigate the determinants of consumers' intentions to continue using FOAs. In order to comprehensively understand and analyze users' behavior and intentions, researchers and managers should consider integrating novel technological components with psychological perspectives. The results could provide app developers, marketers, and business strategists with important information to encourage ongoing app use and retention. Understanding these key factors could enable them to refine their app design, user interface, marketing strategies, and overall user experience, ultimately promoting long-term user engagement. The study establishes a solid foundation for further investigations in this field. It has the potential to inspire other academics to delve deeper into the identified elements or explore novel aspects that could influence long-term app adoption.

### 6.1. Limitations

Since the research was initially confined to HCMC, the findings may not precisely reflect the perspectives of customers in other regions and cities. This is attributed to how the living conditions of individuals in HCMC are comparatively superior to those residing in other areas of Vietnam. Consequently, there is a need to broaden the scope of the investigation to include other parts of Vietnam.

Secondly, the exclusive concentration of this research is on the principal element influencing client satisfaction and its effect on recurring use of food ordering applications for customer retention. However, this study only surveys theoretical models and relevant research to suggest an investigational framework, without obtaining empirical evidence to authenticate the proposed structure. As a result, there's a void in this research, since the relevance of the study's theoretical structure has yet to be experimentally confirmed.

Thirdly, for an in-depth grasp of the various specific FOA services, including Grabfood, Beamin, and Go-Food, both industry professionals and academic researchers should undertake comparative studies across different FOA platforms, a distinction that was not made in the current research. It's suggested that subsequent scholarly pursuits encompass more platforms to gain an expansive understanding in the FOA domain.

### 6.2. Future Research

To further improve research in this field, future studies can enhance and address the following issues: by utilizing the research framework established in this study, future research could collect empirical data to validate the framework, ultimately resulting in the development of practical solutions for the food industry. Future research, building upon these empirical findings, has the potential to refine or expand upon the initial framework. It can also stimulate new lines of inquiry, further enriching the overall understanding of the field. By applying this study's framework to empirical data, future research can produce solutions with far-reaching implications for food companies and the industry as a whole. Finally, future research can consider taking samples from different regions of Vietnam to compare and provide insights regarding cultural factors, attitudes, and opinions in various regions related to consumer behaviour on different e-commerce platforms. This can offer more objective and specific observations to help enhance online retail services for businesses in the industry.

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