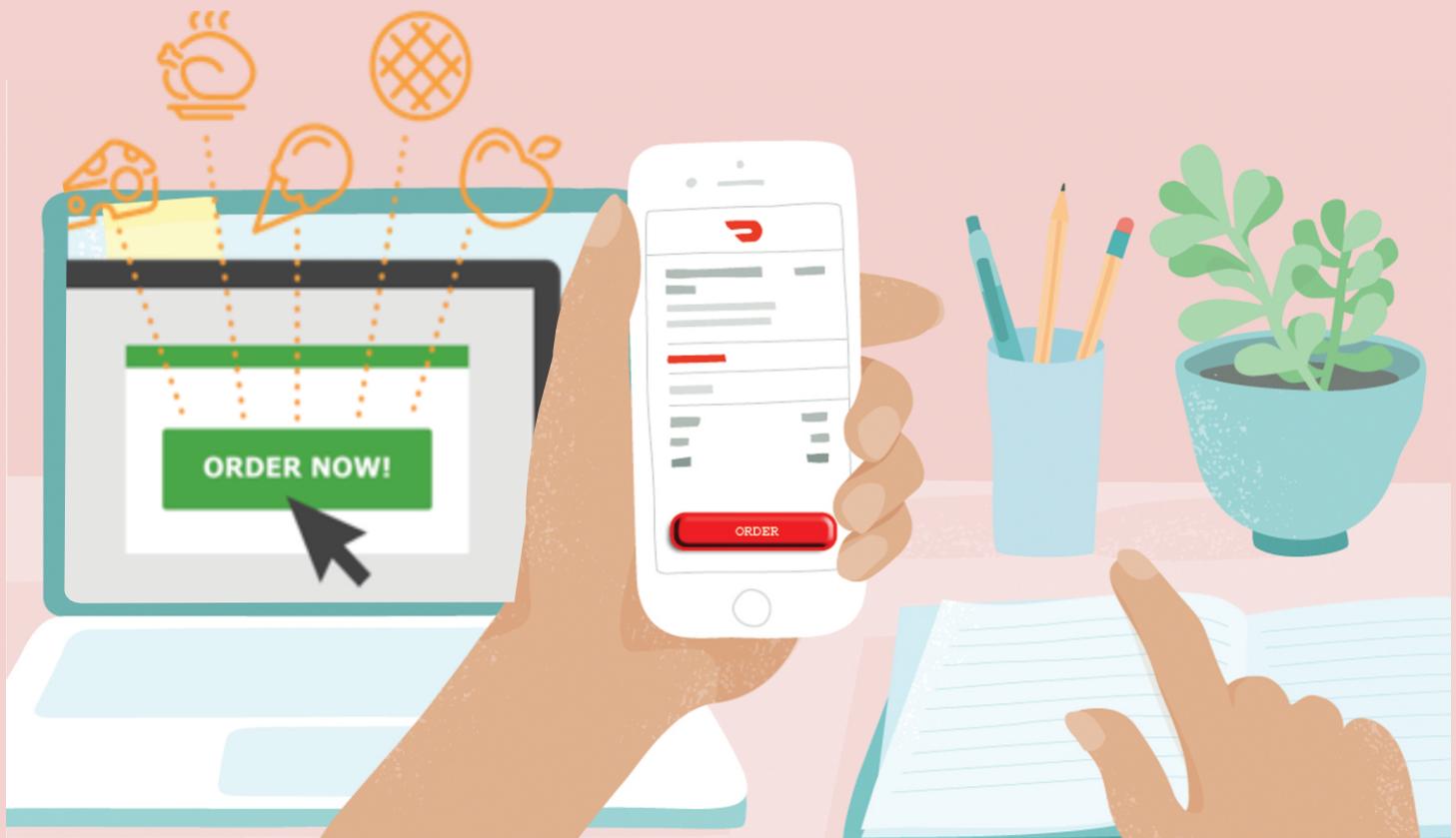


Service Quality and Behavioral Intention: The Mediating Effect of Satisfaction in Online Food Ordering Services

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ABSTRACT

Perceived Service Quality, Customer Satisfaction and Behavioral Intention have always been of great interest for marketers. Present study explores the interrelationships among Perceived Service Quality component (i.e. Website design, Reliability, Responsiveness, Trust & Personalization), Satisfaction and Behavioral Intention (i.e. Intention to revisit and recommend) for online food ordering service providers. Cross sectional survey design followed with convenience sampling was used to draw a sample of 371 respondents. The hypothesized relationships were

tested with the help of Multiple Regression and the mediating effect was analyzed through Hierarchical Regression. Findings of the study propose that perceived service quality is a predecessor of customer satisfaction and satisfaction performs a mediating role between service quality and behavioral intention. Further, perceived service quality directly affects behavioral intention, inferring that the impact of service quality on behavioral intention is as essential as that of satisfaction.

Keywords: Perceived Service Quality component, Satisfaction and Behavioral Intention.

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INTRODUCTION

With the technology evolving day by day, online food ordering system has become a key part of the present food industry to endure the market competition and to serve the customers in a better way while improving the quality of services provided. Online food marketing enables fast and quick order processing service also providing the Global Positioning System assistance with regard to the food delivery system enhancing the customer gratification adding to customer devotion. Online food marketing system has immensely worked on the quality of food services being provided in the form of mobility, offers, deals, quick and easy order cancellation plans (in case of change in plans or better deals). Online services also let us compare the restaurants in regard to various parameters that would provide the customer with maximum satisfaction. The all-time availability features are an add on to the increased and repetitive sales from customers.

The online shopping is expanding in India and has a bright scope in future. The socio-cultural and economic changes are converting the eating habits of local consumers which also is accredited to the online ordering system. Consequently there is a rise in the occurrence of Indians dining by ordering food online. Due to increased product knowledge, fierce competition and changes in local eating habits have forced online ordering system to improve their connectivity and level of services. Therefore, it is considered important to explore this industry in terms of service delivery and behavioral intentions.

SERVQUAL Model was developed and implemented by the American marketing gurus Valerie Zeithaml, A. Parasuraman and Leonard Berry in 1988. Over the time, it became necessary to enhance the service standard to improve service quality in order to provide competitive edge. Service has become a necessity and as a result, the SERVQUAL Model had a significant impact. Satisfaction survey provides the transactions between provider and client, the ascertained quality is measured through generic, environmental factors. To look at the service quality and views of shoppers the importance is given to the event of quality systems within the arena of product price.

Service quality is considered as a major success factor for making new customers and retaining the old ones. It is also necessary for increasing satisfaction of shareholders, successfully implementing business strategies and increasing profitability of the company, in the world of globalization (Buttler, 1995; Ali, et.al., 2016; Brady and Cronin, 2010; Hussain et.al., 2015; Fotaki, 2015). Research on service quality has given importance in different types of industries such as banking (Felix, 2017; Sadaf, 2017), supply chain and logistics (Baloch and Jamshed, 2017; Yaprakli and Tuzemen, 2017), higher education (Meštrović, 2017), hospitality (Liat et al., 2017; Widarsyah et al., 2017) and health (Aliman and Mohamad, 2016; Lu and Wu, 2016).

There is difference between e-commerce and physical marketplace service so researchers need to be focused on evaluation of e-services, because of the difference of service

quality methods between e-business and physical marketplace (Parasuraman and Grewal, 2000). The SERVQUAL scale items need to be edited in the online shopping context to make it more meaningful Van Riel et al. (2001). The main focus of the study is to identify the influence of service quality using latest version of SERVQUAL model. The influence of e-services on perceived service quality, customer satisfaction and behavioural intentions is studied in the research paper (Parasuraman and Grewal, 2000; Jeong et al., 2003). The online managers need to understand the determinants of service quality, customer satisfaction and purchase intentions for online shopping. Furthermore, earlier studies have identified that service quality in online environments is an important factor for the effectiveness of online shopping (Yang, 2001; Janda et al., 2002). The research work of relation among dimensions of e-service quality in predicting overall service quality, customer satisfaction and purchase intention is limited for online shopping. To identify the key service quality dimension that affect customer satisfaction and behavioral intention in online food ordering system is being examined in this report.



LITERATURE REVIEW

Service Quality applied in several industries has always been an area of research in dynamic world. What's best today may not be even relevant tomorrow, hence it becomes very important for researchers to carry on

studies regularly to better understand the dynamics and highlight the gaps for the betterment of the industry. Over the years, numerous studies were done to highlight the gap between Service Quality and Customer Satisfaction and suggested ways to understand and bridge them together. Online food ordering is essentially a self-service approach, hence reading some of the studies that have been conducted on consumer's behavior of self-service approaches become mandatory.

Service Quality

Service quality is defined as the overall evaluation of a service by the customer (Eshghi et al., 2008). The intangibility, heterogeneity and inseparability helps to understand service quality much better (Parasuraman et al., 1985). "Excellent service quality will result in a high level of customer's satisfaction." (Naeem & Saif, 2009). "Customer's satisfaction can be built through the quality of service" Kotler and Keller (2006). "In case of services consumers look in for quality at the priority" Negi (2009). "Service quality in the management and marketing literature is the extent to which customers' perceptions of service meet or exceed their expectations" Bowen and David (2005). Thus, service quality can intend to be the way in which customers are served in an organization which could be good or poor.

Service quality has appeared as an important concept in marketing of services from past few years. Parasuraman et al. (1988) developed a model of SERVQUAL that has five influential elements: Tangibility, Reliability, Responsiveness, Assurance and Empathy (Parasuraman et.al., 1988; Zeithaml, et.al, 1990). It has been proved that Reliability, Responsiveness, Assurance, Empathy and Tangible had met the standard of validity and reliability analyses and have been

important predictors of customer satisfaction (Berry, et.al, 1985; Parasuraman et.al., 1988; Zeithaml, et.al, 1990).

Customer's Satisfaction and Behavioral Intentions

It is necessary that food ordering platform should understand their weaknesses and design policies to enhance customer satisfaction (Hsiao et al., 2016). Repeat purchase behavior is predominantly affected by customer satisfaction (He and Song, 2009). Loyal customer and the major predictors of customer satisfaction are loyal customers and new customers (Barber et al., 2011; Tuu and Olsen, 2009) and they are the major revenue source for the company (Brunner et al., 2008).

The customer satisfaction is of much importance in service marketing and has linked purchase/consumption to post-purchase phenomena such as changes in attitude of the customer, repeat purchase behavior and spreading positive word of mouth which enhances customer loyalty (Oliver, 1994; Fornell et al., 1996; Oliver, 1997). There have been various definitions of customer's satisfaction based on different aspects; Kotler and Keller (2009) directly defined satisfaction can also be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations. Sureshchander et al. (2002) expressed that consumer's experience with the supplier at a particular point of contact judges his level of satisfaction.

So, it can be clearly stated that the concept of customer's satisfaction is the difference between pre-purchase and post-purchase satisfaction levels or the gap between previous performance and current one. "The terms customer's satisfaction and perception of quality are labels we use to summarize a set of observable actions related to the product or service" (Hayes, 2008, p.33). Customer Satisfaction has been an important topic in the marketing literature from decades and has gained importance as compared to most of other studies (Oh and Kim, 2017).

Behavioral intentions are an individual's likelihood that he or she will involve in a certain activity (Ajzen and Fishbein, 1980). For Ali et al. (2013), the positive word of mouth, high spending, paying extra price and being loyal to a service provider indicates the favorable behavioral intentions whereas negative word of mouth and reducing spending with a service provider implicit unfavorable behavioral intentions where customer plans to switch the service provider Jani and Han (2011). Therefore, the experience of a consumer with a product or service forms his attitude towards a service provider and is further reflected in his intention to repurchase and spreading positive word of mouth. (Han and Kim, 2009) In their study reported behavioral intention is talked in the form of repeat visits and positive recommendations. Behavioral intentions are one of the important goals in the service marketing community as it is a key component for an organization's long-term viability or sustainability. According to Zeithaml et al. (1996), favorable behavioral intentions are associated with a service provider's ability to get its customers to say positive things about them, recommend them to other customers, remain loyal to them, spend more with the company and pay price premiums. Previous studies have used one or more of these five proposed constructs to examine the outcomes of

quality (Oh, 1999; Baker & Crompton, 2000; Kim et al., 2008; Han et al., 2009) and satisfaction (Spreng & Mackoy, 1996).

There have been numerous studies on the relationship of service quality and satisfaction (Parasuraman et al., 1988; Cronin & Taylor, 1992) and further the satisfaction and intentions of customers (McDougall & Levesque, 2000). The attitude and buying intention relationship are controlled by customer satisfaction (Taylor & Baker, 1994; Mattila, 2000), but at the same time satisfaction and perceived service quality are two separate theories.

Factors Influencing Online Food Services

A well-designed and user friendly self-service ordering system gives customers substantial control over the pace of their transaction and allows them to limit the amount of personal interaction they experience. This increased level of control over the system has led to higher customer satisfaction and greater intent to use or recommend the service to others. (Collier and Sherrell, 2010) reported perceived convenience of a self-service system also leads to an increase in both adoption and overall customer satisfaction. Guo, Ling, and Liu (2012) developed a model of factors influencing online shopping satisfaction in China. They discovered eight critical factors on customer satisfaction; interactive website, data security, information quality, payment methods, e-service quality, product quality & variety, and efficient delivery service. Their study highlights that each of these factors are positively related to consumer satisfaction.

SERVQUAL is used for measuring customer's perception of service quality using a multi-scale model (Parasuraman et. al 1988). These scales were tangible dimensions of the physical facilities, reliability dimension on the type and kind of services provided, the responsiveness dimension relates to the willingness to help customers and provide prompt service; the assurance dimension means the employee knowledge base which could earn customer trust and confidence; and finally, the empathy dimension which is about caring and individualized attention provided to customers.

For online businesses the challenge is in measuring web-based service quality as the traditional SERVQUAL may not fit. Parasuraman and Grewal(2000) suggested that revision of the classical SERVQUAL dimensions are necessary for measuring web-based service quality. In online services customers interact with technology rather than the traditional service personnel.

Parasuraman, Zeithaml & Malhotra (2000, 2002) developed an e-SERVQUAL to measure electronic service quality and to study how customers judge e-service quality. They identified five scales – web site design, reliability, responsiveness, trust, and personalization to measure the customer's perception of the service quality of online retailers (Janda et al., 2002; Yang and Jun, 2002; Santos, 2003). It is often argued that better service quality can create better customer satisfaction (Zeithmal et.al. 1996).

Website Design: The quality of Web site design is crucial for online stores (Than and Grandon, 2002). It describes the application of user interface design that it presents to customers (Kim and Lee, 2002). There has been extensive

study of influence of website design on e-service performance. An empirical study has been conducted, by Cho and Park (2001) in which samples of 435 internet users were evaluated to observe the e-commerce user-consumer satisfaction index (ECUSI) for internet shopping. It has been observed that the customer satisfaction is judged using the quality of web site design. According to research studies it can be clearly stated that web site design factors are strong predictors of quality, intentions and satisfaction (Wolfenbarger and Gilly, 2003).

Reliability: The ability of the web site to fulfill orders properly, deliver on time, and keep personal information confidential is termed as reliability (Parasuraman et al., 1988; Janda et al., 2002; Kim and Lee, 2002). Its importance has been discussed by the information technology-based service. Moreover, Zhu et al. (2002) debated that reliability has a direct positive effect on perceived service quality and customer satisfaction by electronic banking systems. Online ordering system must provide zero - error service and protected online transactions so customers comfortably do online shopping.

Responsiveness: Customers believe that online ordering system will promptly answer their queries (Liao and Cheung, 2002). Responsiveness can also be defined as online ordering system voluntarily providing services (e.g. handling queries, information retrieval and navigation speed) which are important to its customers (Parasuraman et al., 1988; Yang, 2001; Kim and Lee, 2002). The significance of perceived service quality and customer satisfaction are highlighted by the researchers who have studied the responsiveness of web - based services (Yang and Jun, 2002; Zhu et al., 2002).

Trust: Online ordering system is comprised of the interaction between customers and online stores (Bakos, 1991). Many studies focus on the importance of online reliability between customers and online stores (McKnight et al., 2002; Krauter and Kaluscha, 2003). Trust is a substantial originator of contribution in business especially in online settings because of the increased simplicity with which online stores can behave resourcefully (Reichheld and Scheffer, 2000). Moreover, it is customer willingness to accept helplessness in an online transaction because of their positive hopes regarding future online store behaviours (Kimery and McCard, 2002). So, it can be clearly stated that trust promotes online purchasing and leaves an impact on the attitudes of customer for online shopping (Gefen, 2000; Gefen et al., 2003).

Personalization: Due to non-interaction in online shopping the possibility of potential customers turning into actual customers is less. (Yang and Jun, 2002). Personalization involves personalized devotion, special thanking notes from online stores, and the convenience of a message area for comments and queries of customers (Yang, 2001). Earlier studies have examined the influence of the buyer's service provided by internet retailers on buyer's perceptions of service quality and satisfaction (Wolfenbarger and Gilly, 2003).

Consumers will satisfy or dissatisfy to a certain extent with the service, and will make the corresponding quality evaluation of the service provided. The downside of self-service technology occurs with people who have technology anxiety and those who need better interaction making the tool another tangent to analyze the satisfaction. (Meuter et. Al, 2005) have shown

that these factors can affect adoption of self-service ordering and satisfaction with it.

Service Quality, Customer Satisfaction and Behavioral Intentions

Customer satisfaction and behavioural intention is directly associated with service quality (Qu, 1997; Pettijohn et al., 1997; Oh, 2000; Ladhari et al., 2008; Kim et al., 2009). It is not necessary that a satisfied customer will always be a loyal customer but it is certain that a dissatisfied customer will never turn for repeat visit (Soriano, 2002). It can be clearly said that customer satisfaction is necessary for service oriented organizations because it positively affects the attitudes and intentions of customers (Taylor & Baker, 1994; Mattila, 2000). Behavioural intentions and customer satisfaction are not similar but interrelated because a satisfied customer has positive reinforcement for using a particular brand or service for particular instances. (Oliver, 1980; Cronin & Taylor, 1992). According to Zeithaml et al. (1996), Word - of -mouth, repurchase intentions, complaining behavior, loyalty helps in predicting the behavioral intentions. When customers perceive service quality to be poor and dissatisfaction is felt, they complain about the service and involve in negative word-of-mouth (Richins, 1983; Singh, 1990). So customer satisfaction implies there is possibility that customer will frequently purchase from the same service organization.

Studies reveal that customer satisfaction is peculiar to online food industry as it signifies loyalty of customers, making new customers through positive word of mouth and repeat purchases. (Oh, 2000; Yüksel & Yüksel, 2002). According to Gupta et al. (2007), the online food industry earns profit if the customer is satisfied and repeatedly indulges in buying from the same service provider. Therefore studies examining the link between customer satisfaction and repeat purchase have been plentiful and the literature reveals that there is a strong relationship between customer satisfactions with repeat-purchase intentions (Stevens et al., 1995; Pettijohn et al., 1997; Kivela et al., 1999; Sulek & Hensley, 2004; Söderlund & Öhman, 2005; Cheng, 2005). Various studies have recognized the relationships between service quality, customer satisfaction and behavioral intentions, namely intention to return and to recommend.



OBJECTIVES, RESEARCH QUESTIONS AND HYPOTHESES

There is need of research on the influence of online services on customer responses, such as perceived quality of service, satisfaction and behavioural intention (Parasuraman and Grewal, 2000; Jeong et al., 2003). A clear understanding of the components of quality of service, satisfaction and behavioural intention for online commerce is important. Past studies have shown that quality of service in online commerce is a critical component of the usefulness of online commerce (Yang, 2001; Janda et al., 2002).

The Aim of the research was:

- 1) To examine the interrelationship between Service Quality Components (i.e. Website design, Reliability, Responsiveness, Trust & Personalization), Customer Satisfaction and

Behavioural Intention.

2) To identify the impact of Service Quality Components on Customer Satisfaction and Behavioural Intention.

3) To investigate the mediating role of Customer Satisfaction in the relationship between Service Quality components and Behavioural Intention.

To address the purposes following research questions were postulated:

1) How do Service Quality components affect Customer Satisfaction?

2) How do Service quality components affect Behavioural Intention?

3) How does Customer Satisfaction affect Behavioural Intention?

4) Does Customer Satisfaction mediate the relationships between Service Quality components and Behavioural Intention?

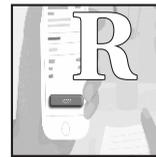
Based on Literature Review following Hypotheses were proposed in order to meet the objectives and answer the research questions:

H1: Service Quality components (i.e. Website design, Reliability, Responsiveness, Trust & Personalization) significantly affects Customer Satisfaction.

H2: Customer Satisfaction significantly affects Behavioural Intention.

H3: Service Quality components (i.e. Website design, Reliability, Responsiveness, Trust & Personalization) significantly affects Behavioural Intention.

H4: Customer Satisfaction mediates the relationship between Service Quality components and Behavioural Intention.



RESEARCH METHODOLOGY

Research Design

In this research work quantitative research approach has been used. Cross-sectional research design was used and survey using this design considers data collection from a sample that truly represents the population to which generalization is made (Cooper, Schindler, 2011). This approach is generally used for prediction of behaviour from a large population (Bordens, Abbot, 2002), and it also provides the basis for establishing the nature and degree of relationship between the study variables (Kerlinger, 1986). The epistemological standpoint directing this examination is a target method for taking a gander at social reality. In this way, it can be said this investigation is positivist in nature.

Measures and Data Collection

All the construct definitions of the instruments and the related literature is listed below in Table 1. The study adapted the measures used to operationalize the constructs from various relevant previous studies, making slight language changes to modify these measures to the online shopping context. The perceived service quality measure website design, reliability, responsiveness, and personalization were considered from the SERVQUAL model (Parasuraman et al., 1988; Kim and Lee, 2002; Yang and Jun, 2002), items for trust were reframed from Kimery and McCard (2002), items for customer satisfaction and behavioural intentions were revised from Oliver (1980), Taylor and Baker (1994) and Zeithaml et al. (1996).

Table 1: Construct Definition

Constructs	Definition	References
Website design	Perception of customers regarding user friendliness in making online purchase	Parasuraman et al. (1988) and Kim and Lee (2002)
Reliability	Perception of customers for trustworthiness and safety provided in online purchase	Parasuraman et al. (1988) and Kim and Lee (2002)
Responsiveness	Perception of customers regarding responsiveness and usefulness of the services provided in online purchase	Parasuraman et al. (1988) and Kim and Lee (2002)
Trust	Perception of customer for trust mechanism provided in online purchase	Kimery and McCard (2002)
Personalization	Perception of customers for customization of services provided in online shopping to satisfy individual's needs	Parasuraman et al. (1988) and Yang and Jun (2002)
Customer Satisfaction	Right decision, Repetitive choice and Satisfying Experience	Oliver (1980), Taylor and Baker (1994)
Behavioral Intention	Intention to revisit & recommend	Zeithaml et al. (1996).

Questionnaire was designed comprising of three parts. First, respondent's perceived service quality was measured. Second, Respondent's Satisfaction & Behavioural Intention was measured. All items were measured using a five-point Likert scale (ranging from 1 "strongly disagree" to 5 "strongly agree"). The third part consisted of demographic questions like gender, education, occupation, income and frequency of ordering food online.

Target population of the study includes the individuals ordering food online in Delhi/NCR region. The online platform considered for ordering food were Swiggy, Zomato, Foodpanda & others i.e. directly from restaurants website. Convenience sampling was used for data collection. Questionnaires were distributed to the individuals who were willing to participate in the research and they order food online. A total of 500 questionnaires were distributed by the researchers and only 371 questionnaires complete in all aspects were considered for the study, yielding a response rate of 74.2%.

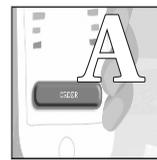
Out of 371 usable responses, 53.4% were male (n=198) and 46.6% (n=173) were female; 36.1% (n=134) were graduate, 54.2% (n=201) were postgraduate and 9.7% (n=36) include others; 37.7% (n=140) were student, 55% (n=204) were working, 5.1% (n=19) were retired and 2.2% (n=8) include others; 55.8% (n=207) were having income below 4 Lakhs, 27.0% (n=100) were having income between 4-8 Lakhs, 17.3% (n=64) were having income above 8 Lakhs; 19.4% (n=72) order food online once or more in a week, 32.6% (n=121) order food online once or more in a fifteen days, 48.0% (n=178) order food online once or more in a month; 29.1% (n=108) prefer Swiggy, 27.0% (n=100) prefer Zomato, 25.3% (n=94) prefer Foodpanda, 18.6% (n=69) prefer Others for ordering food online.

Reliability and Validity Assessment

To confirm rigidity and generality of the research findings, both validity and reliability were assessed. The reliability was assessed using Cronbach alpha, while validity was checked using content validity. To ascertain Content validity, the researcher focused on the approaches suggested by Cooper and Schindler (2011); that is, recognizing existing scales from the related literature and looking for opinions from a panel of experts, like professionals and academicians from the field of marketing. On the basis of feedback, several items were altered to improve the simplicity of research instrument. Different views has been put forth for ascertaining the level of acceptance towards the reliability measure, Hair et.al (2010) argued that alpha values of 0.60 and higher are acceptable. The reliability of overall Service Quality was 0.764, which has been estimated by the reliability of Cronbach alpha. The Cronbach's alphas for the five components of service quality were 0.704 (Website design), 0.718 (Reliability), 0.644 (Responsiveness), 0.731 (Trust) and .787 (Personalisation). The reliability coefficient for the mediating variable Customer Satisfaction and the dependent variable Behavioural Intention were 0.646 & 0.723. Cronbach's alpha values for all the variables and constructs are above the cut-off point of ($\alpha=0.60$). Thus, all measurement scales are believed reliable.

Data Analysis

Statistical Package for Social Science software and descriptive-inferential method were used for analysing the data. Descriptive statistics such as mean scores and standard deviations were figured according to the variables. To check the nature of relationship between the variables, to identify the level of autocorrelations in variables and for multicollinearity, the Pearson product – moment correlation analysis is applied. A series of regression analysis was used to test hypothesis. To test likely mediating effect of overall customer satisfaction on the relationship between service quality and behavioural intention, a hierarchical multiple regression analysis was piloted. Standardized beta were used for all of regression analyses. The value of p less than 0.05 was considered for statically significance.



ANALYSIS AND DISCUSSION

Descriptive and Correlation among the variables

Result in Table 2 represents the Descriptive statistics and Pearson correlation analysis. The mean of the variables ranged from 3.0422 to 3.4385 and standard deviations ranged from 0.52590 to 0.68905. Out of the five perceived service quality Components, Trust has the highest mean (M=3.4232, SD=0.66057) and perceived as most important component of service quality. It means that customer perceives trustworthiness and confidence in online platform is the most significant contributor for judging the service quality of online food ordering service providers. Personalization has been ranked second with (M=3.3819, SD=0.67431) which means that after trust customer centric approach is having due importance in terms of service quality. Website Design with (M=3.2217, SD=0.57470) was ranked fourth followed with Reliability (M=3.1806, SD=0.68271) and Responsiveness (M=3.0422, SD=0.68905). This finding leads us in believe that visual appeal, well organised appearance and ease of performing transaction (Website Design) are also important for better service quality. Performing order within stipulated time limit, error free transactions, interest in solving customer problem and adequate security (Reliability) also help customer to identify service quality. Prompt service, willingness to help customers & response to customer request (Responsiveness) has been ranked fifth among the five service quality component. Overall mean and variance of service quality dimension was (M=3.2499, SD=0.43496).

Table 2: Descriptive and Correlation

Variables	Mean	SD	1	2	3	4	5	6	7
Website Design	3.2217	.57470	1						
Reliability	3.1806	.68271	.461**	1					
Responsiveness	3.0422	.68905	.510**	.580**	1				
Trust	3.4232	.66057	.211**	.251**	.326**	1			
Personalization	3.3819	.67431	.570**	.504**	.465**	.458**	1		
Satisfaction	3.3073	.52590	.573**	.507**	.487**	.490**	.534**	1	
Behavioral Intention	3.4385	.67252	.421**	.382**	.389**	.398**	.550**		1

*Note: ** Correlation was significant at the 0.01 level.*

Correlations among the variables represent statistically significant relationship. It can be concluded that the perceived service quality components were significantly positively correlated with the variables or construct. This association provided added experimental support for the four componential conceptualization of perceived service quality. Components of service quality were significantly related to Customer Satisfaction. The highest correlation of website design with Satisfaction (r=0.573). Reliability(r=0.507) and Personalization (r=0.534) is visible and are also considerably related to Satisfaction. Finally, Responsiveness (r=0.487) and Trust (r=0.490) had a sensible significant positive correlation to the measures of Satisfaction. These relationships could be interpreted as increase in focus on service quality component leads to increase in satisfaction.

Moreover, the result showed that there were substantial positive relationship between service quality components, namely Website Design (r=0.573), Reliability (r=0.507), Responsiveness (r=0.487), Trust (r=0.490), Personalization (r=0.534) and Behavioral Intention. This means that higher increase in Service Quality components leads to increase in

customer orientation toward revisit and recommendation. The correlation results also revealed that customer satisfaction was significantly and positively correlated with Behavioral Intention (r=0.550), thus indicating that the customers with high level of satisfaction were likely to reflect positive behaviour toward company. All of the bivariate correlations among the six variables were less than 0.90 and statistically significant (p<0.01), signifying that the data was not affected by major collinearity problem and giving confidence that the measures were effective properly. Moreover, the correlations among the study variables provided initial support for our hypotheses.

As reported by Sureshchandar, Rajendran and Anantharaman (2002), there is a strong correlation between service quality and customer satisfaction, the two variables are not same from the customer's point of view and cannot be construed to mean an absolute causal relationship (Howel, 2007). The regression analysis was used to calculate the direction and level of relationships among the variables (perceived service quality, customer satisfaction and behavioural intention) in the successive analyses.

The effect of Service Quality on Customer Satisfaction

Table 3: Regression Analysis of Service Quality with Customer Satisfaction

	Beta(β)	t-value	p-value	R	R ²	F-Value	F-Sig
Model 1							
Constant		4.401	.000	.670	.449	300.763	.000
Service Quality	.670	17.343	.000				
Model 2							
Constant		4.521	.000	.720	.519	78.745	.000
Website Design	.348	7.309	.000				
Reliability	.201	4.239	.000				
Responsiveness	.062	1.272	.204				
Trust	.318	7.653	.000				
Personalization	.060	1.173	.242				

Model 1: Predictor: (Constant), Service Quality

Model 2: Predictors: (Constant), Website Design, Reliability, Responsiveness, Trust, Personalization

Note: Significant at the 0.05 Level

Result of Table 1 shows the relationship between service quality and customer satisfaction. Model 1 in this table represents a significant model fitness at R value of 0.670, R2 of 0.449, F-value of 300.763, t= 17.343, p<0.01 significant at 0.000, with nearly 44.9% of the variation in customer satisfaction described by service quality. The insertion of service quality dimensions separately in Model 2 of the above table enhanced the R2 to 0.519. All service quality dimensions have a positive and significant relationship with customer satisfaction apart from responsiveness ($\beta = 0.062$, $t = 1.272$, $p = 0.204$) and

personalization ($\beta = 0.60$, $t= 1.173$, $p= 0.242$) which are found to be insignificant. The highest disparity was explained by website design ($\beta=0.348$) followed by trust ($\beta=0.318$) and the least by reliability ($\beta=0.201$) this has been implicit by Beta calculations. This proves that if website design, reliability and trust are given weight customer will be pleased with the service quality of online food ordering system. So, the first hypothesis is supported by the results in table which proves that service quality has influence on customer satisfaction.

The effect of Service Quality on Behavioral Intentions

Table 4: Regression Analysis of Customer Satisfaction with Behavioral intentions

	Beta(β)	t-value	p-value	R	R ²	F-Value	F-Sig
Constant		5.968	.000	.550	.303	160.306	.000
Customer Satisfaction	.550	12.661	.000				

Predictor: (Constant), Customer Satisfaction

Dependent Variable: Behavioral Intention

Note: Significance at the 0.05 level

Result in Table 4 shows the relationship between customer satisfaction and behavioral intention. Regression validates the model fitness at R =.550, R2 =.303 and F= 160.306. The model shows that the value of t-statistics is significant at 0.000 ($t=5.968$, $p<0.05$) and explains about 30% of the variation in behavioral intention described by customer satisfaction. Behavioral intention is positively influenced by customer satisfaction. The second hypothesis which studied the influence of service quality on customer satisfaction is also true by the results. A satisfied customer inculcates a positive behavior and also encourages them to visit again to same provider and further give positive recommendations.

Relationship between Perceived Service Quality and Behavioral Intention: Mediating effect of Customer Satisfaction

The extent of effects of Service Quality components on Behavioral Intention and the mediating effect of Customer Satisfaction was analyzed by hierarchical regression test. For testing mediating effect of Customer Satisfaction with multiple regression Baron and Kenny's (1986) strategy was used and they also discussed that four conditions must be met to confirm the presence of mediation effect. First and foremost the predictor variable (Service Quality components) must have a significant effect on the mediator variable (Customer Satisfaction). Second one, the mediator variable (Customer

Satisfaction) must have a major effect on the dependent variable (Behavioral Intention). Third the predictor variable (Service Quality components) must have a significant effect on the dependent variable (Behavioral Intention). Finally, the result of the interpreter (Service Quality components) should not be important (in case of full mediation) or should be concentrated in strength (in case of partial mediation) after it was measured for the mediator variable (Customer Satisfaction). The first two conditions of testing mediation were satisfied by the above results. It has been proved that perceptions of Service Quality components had significant effect on Customer Satisfaction, except for Responsiveness & Personalisation with regard to first two conditions. Customer Satisfaction also had a major effect on Behavioral Intention (Tables 3 and 4). In the final step of the analysis, it was essential to establish whether perceived Service Quality components had significant effects on Behavioral Intention and whether these effects were condensed or eradicated after the effect of Customer Satisfaction had been taken into account.

Table 5: Mediating the Effect of Customer Satisfaction on the Relationship between Perceived Service Quality and Behavioral Intention

<i>Step 1</i>	Beta(β)	t-value	p-value	R	R²	F-Value	F-Sig
Model 1							
Constant		3.806	.000	.513	.263	131.555	.000
Service Quality	.513	11.470	.000				
Model 2							
Constant		3.796	.000	.555	.308	32.447	.000
Website Design	.233	4.077	.000				
Reliability	.137	2.405	.017				
Responsiveness	.082	1.410	.160				
Trust	.266	5.337	.000				
Personalization	.048	.781	.435				
<i>Step 2</i>	Beta(β)	t-value	p-value	R	R²	F-Value	F-Sig
Model 3							
Constant		2.447	.015	.583	.340	94.971	.000
Service Quality	.261	4.578	.000				
Satisfaction	.375	6.581	.000				
Model 4							
Constant		2.625	.009	.596	.356	33.487	.000
Website Design	.123	2.081	.038				
Reliability	.073	1.303	.033				
Responsiveness	.062	1.110	.268				
Trust	.166	3.193	.002				
Personalization	.029	.488	.626				
Satisfaction	.316	5.205	.000				

Model 1: Predictors: (Constant), Service Quality

Model 2: Predictors: (Constant), Website Design, Reliability, Responsiveness, Trust, and Personalization

Model 3: Predictors: (Constant), Service Quality, and Customer Satisfaction

Model 4: Predictors: (Constant), Website Design, Reliability, Responsiveness, Trust, Personalization, and Customer Satisfaction

Dependent Variable in Model 1, 2, 3, 4: Behavioral Intention

Note: Significant at the 0.05 level

Table 5, model I demonstrates a significant ability at R value of 0.513, R² of 0.263 and F-value of 131.555. The model demonstrates that (t = 11.470, p < 0.05), which is significant at 0.000, with about 26% of the variation Behavioral Intention are explained by perceived service quality. Furthermore, the presence of service quality magnitudes individually in Model 2

improved the R² to 0.308. All service quality parameters have a positive and significant relationship with Behavioral Intention (p < 0.05), with the exception of Responsiveness (β = .082, t = 1.410, p = .160) & Personalisation (β = .048, t = .781, p = .435) that is not significant (p > 0.05). It was clearly seen that among Service Quality factors, trust and competence represent the

highest and the lowest amount of variance respectively. It can also be interpreted that if these dimensions with significant beta coefficients (Website Design, Reliability and Trust) are given more attention customers will show more revisits and positive word of mouth recommendation tendency towards company. In all-purpose, the regression results confirm that service quality components is a true predictor of Behavioral Intention. The results of this study supports the hypothesis that Service Quality components significantly affect Behavioral Intention.

Model III in Table 5 recommends that customer satisfaction significantly mediates the relationship between service quality and behavioural intention ($\beta = 0.261$, $t = 4.578$, $p = 0.000$). In addition, the regression model result in model III indicates that the t-value statistics is significant at 0.000 ($p < 0.05$) with a suitability at R value of 0.583, R² of 0.340 and F-value of 94.971. The change in R² value (ΔR^2) in the regression model I and regression model III (Table 5) is 8% (i.e. 34% – 26%, = 8%), and the beta value decreased from 0.513 to 0.261 which shows that the strength of perceived service quality and behavioural intention becomes weaker when customer satisfaction being considered as intervening variable.

The customer satisfaction meaningfully mediates the relationship between service quality and behavioural intention ($p < 0.05$), with the exemption of the responsiveness ($\beta = .062$, $t = 1.110$, $p = .268$) & personalisation ($\beta = .029$, $t = 0.448$, $p = .626$) that is not significant ($p > 0.05$) for behavioural intention. This indicates that, if these dimensions with significant beta co-efficient (Website Design, Reliability and Trust) are emphasized more strongly, customer satisfaction will exhibit more tendencies to mediate the relationship between service quality and intention to revisit & recommend. Although the ΔR^2 value is small, the finding of this study support hypothesis four. It can be concluded that customer satisfaction mediates the relationship between perceived service quality and behavioural intention towards the online food ordering. The relationship between service quality dimensions (Responsiveness and Personalisation) and behavioural intention toward online food ordering is fully affected by the mediating variable customer satisfaction. But at the same time the relationship of Service quality components (Website design, reliability & trust) and customer behaviour toward online food ordering is partially mediated by satisfaction. It means that there are many other factors like value, restaurant image, hedonic and utilitarian benefits except customer satisfaction which are the probable measures of behavioural intention (Ryu et al., 2007, 2008; Ha and Jang, 2009). Results of study are supported with the findings of Namkung and Jang (2007) and Liu and Jang (2009).



CONCLUSION

The purpose of this research was to examine the mediating effect of customer satisfaction on the relationship between perceived service quality and the behavioural intention. The study used instrument dimensions of service quality by altering the SERVQUAL model in the online food ordering context. There were five major magnitudes of perceived service quality which are web site design, reliability,

responsiveness, trust and personalization.

Findings of the study suggest that service quality is an important precursor of satisfaction. In order to enhance the service quality Online food service providers must focus on appeal, appearance & user friendliness of website, perform order within stipulated time limit, provide error free transactions, show interest in solving customer problem, provide adequate security and should develop Confidence & dependability in customers for their online platform. The significant direct effect of customer satisfaction on behavioural intention substantiates the need to constantly monitor customer responses. Service providers should take customer feedback about the service received by them could mark out the customers in relevance with their evaluations and their complaint about the service quality. This could enable them to identify the issue faced by customers and take necessary measures to improve the same. The results have showed that customer satisfaction is positively and significantly related to likelihood of repeat patronage and positive recommendations. The findings have been proved with the previous results of Ranaweera & Prabhu (2003). There was a significant positive impact of service quality on behavioural intention. This means that increase in service quality components increases consumer's intention to revisit and recommend. The result of the study is in continuation with the result reported by Hamza (2013) that service quality positively affects the behavioural intentions. With the introduction of customer satisfaction as a mediator the strength of service quality as a predictor for behavioural intention got reduced this confirms mediation. Some of the service quality components show full mediation and some partial mediation. The outcome of the study relationship between service quality and behavioural intention is mediated by customer satisfaction was supported by Clemes, et.al (2011), Kitapcia, et.al (2014). The proof derived from the study, states that perceived service quality positively influences both customer satisfaction and behavioural intentions toward online food ordering system. The study also proposes that customer satisfaction significantly impacts behavioural intentions and somewhat mediates the relationship between service quality and behavioural intentions.

The online food ordering system operates hard – hitting business conditions such as: rising operating costs, changing customer choice and intense Competition. To sustain business growth and build more competition it is necessary to improve service quality. It can be proved that service quality stimulates customer satisfaction and also encourages their revisit to the same service provider and spread positive word of mouth.

By understanding customer expectations the online food providers become capable to offer superior quality thus facilitating business growth and survival in this competitive environment. The online service providers has capability to deliver relatively error-free service that contents customers by enhancing the quality of services. It also helps in matching and understanding the expectation of customers. It can also be clearly evaluated that by meeting the expectations of customers, the company has the tendency to broaden market share and retain customers' patronage which ultimately

enriches business profitability. From this study the conclusion can be derived that it is mandatory for service providers to fully satisfy customers and provide high quality service that meets and beats the customer expectations. This also enriches the profitability and increases revisit and recommendations too.



UTURE IMPLICATIONS

To start with, future research can utilize different methodologies such as longitudinal research design, interviews and focused group discussions to analyze the connection between service quality and behavioral

intention. Second, the development of the web and web based shopping will proceed, and future research can repeat comparable examinations exclusively including on the web customers, estimating real buy practices rather than aims. This method is intended to comprehend if there are any huge distinction in the impression of e-benefit nature of web clients and web buyers. Third, in spite of the fact that the scales utilized for estimating measurements of service quality are like existing scales, additionally researcher should think about growing more intricate measures to take into consideration other scope of service quality scales. Consequently, the investigation can be duplicated in various societies to give culturally diverse correlations (cross cultural comparisons).

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