

# Study on the Influence of Service Quality of Food Delivery Platform on Customer Satisfaction Under O2O Mode ——Takes Consumers in Chengdu, Sichuan Province as an Example

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**Abstract:** O2O (Online to Offline) is an industry model that attracts online drainage and offline consumption. The O2O model connects online consumers with offline goods and services through the platform as a bridge. Takeout O2O means that consumers obtain stores and preferential information through online platforms, and then arrive at offline stores to complete consumption. Under the impact of the wave of mobile Internet, the Internet process of the catering industry is also accelerating. A variety of catering O2O modes have emerged: comments, group buying, takeout, reservation, etc., among which takeout, group buying catering and chain catering are the current mainstream modes. Eating is the first important thing in people's life. The catering industry has been one of the most important industries in China's social life since ancient times. As the so-called food is the day, in modern times, the catering industry in China also occupies an important position in the third industry. Nowadays, China's takeout industry is becoming more and more developed, which has spawned various takeout service platforms. There is an important relationship between the advantages and disadvantages of the food delivery platform and customer satisfaction. Therefore, this paper obtains the first-hand data through the questionnaire, screens and sorts out the data, analyzes and studies the impact of the service quality of the food delivery platform on customer satisfaction, and puts forward opinions and suggestions based on the empirical research results.

**Keywords:** Media Digitization; Professional Talent; Organizational Identity

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## 1. Background and Problem Statement:

In the iteration and transformation of network technology, the era of mobile Internet has come quietly, and more business models have evolved accordingly, and the public's life, entertainment and working methods have also changed. The O2O business model is a product of the integration of mobile devices and localized life. Its essence is to integrate offline business opportunities and online resources through the Internet hub stations to make both supply and demand connect with each other. Food is the priority of the people. The catering industry has always occupied an unshakable position in the tertiary industry. O2O catering takeout is the product of the traditional catering industry under the deep influence of the Internet. With the acceleration of people's life pace, ordering takeout through the O2O food takeout platform is becoming the norm for public dining. In 2022, the amount of online takeout transactions increased by 18.79% year on year to about 346 billion yuan. During the COVID-19 outbreak in 2020, the "isolation economy" represented by foreign sales has developed rapidly, and the food delivery business has become the only choice for many catering enterprises to expand their business scope.

## 2. Research objectives

- Analyze the current development of China's takeout platforms and the impact of the development of takeout on China's economy;
- Summarize the influencing factors of consumer purchase decisions for mobile Internet products.

Put forward relevant marketing suggestions based on the current market development situation of takeout industry.

### 3. Range of study

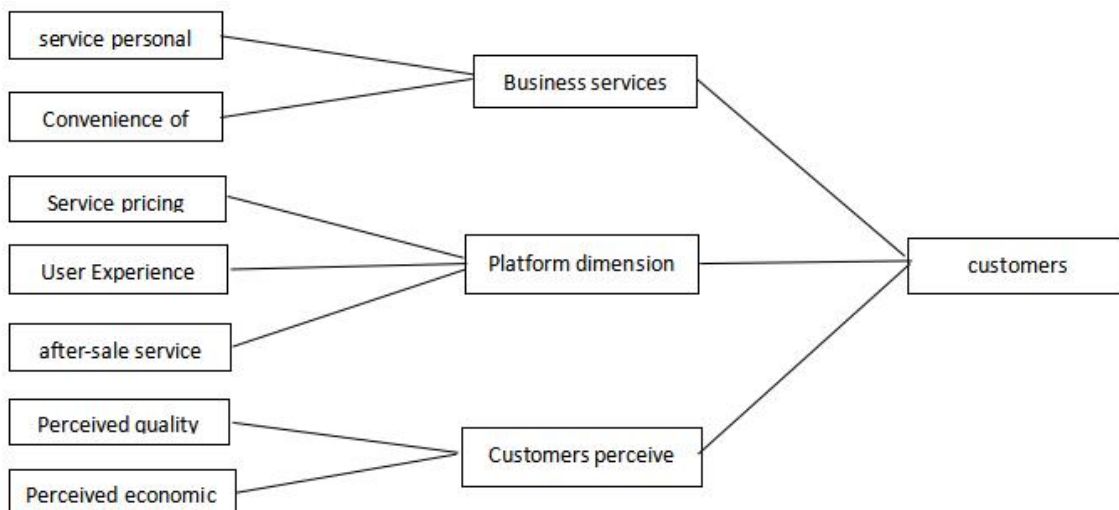
#### 3.1 Significance and value

Scholars have extensively and fully explored the influence factors of consumer satisfaction in the B2C, B2B and B 2 C business situations, while the research category is relatively small due to the short emergence time of O2O model, so the discussion focusing on the food delivery industry is not sufficient and mostly focused on the takeout merchants. Through the study of consumer behavior of external selling catering O2O platform, this study can provide reference value for the marketing strategy and enterprise strategy formulation of takeout catering O2O market, which has certain practical significance.

#### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan province, mainly investigated with consumers in Chengdu city, Sichuan Province. The scope of sample collection is limited to Chengdu city, Sichuan Province, Sichuan Province, and the customer satisfaction of consumers in this area is investigated.

### 4. The conceptual framework of the research:



### 5. Theoretical principle

Scholar Chen Meng (2015) studied the influence of the service quality of the takeout platform on customer satisfaction, and discussed the relationship between various intermediary variables and the impact on customer satisfaction, and constructed a theoretical model. The SCSB model includes five variables: customer expectation, customer complaint, perceived value, customer satisfaction and customer loyalty, among which customer expectation is an exogenous variable, while four variables: customer complaint, perceived value, customer satisfaction and customer loyalty are all endogenous variables. The American customer satisfaction index model formed a model including six structural variables: perceived value, perceived quality, customer expectation, customer complaint, customer satisfaction, and customer loyalty. European customer satisfaction index model is put forward on the basis of ACSI model, the model includes perceived value, customer expectations, perceived quality, customer satisfaction and customer loyalty, increase the company image as a structural variable, delete the customer complaints, and divide the perceived quality into perception hardware quality and perceived software quality. Based on the above theory, scholar Song Boqian (2016) put forward a model of service quality of delivery platform on customer satisfaction. Expectation Confirmation Theory (ECT), Oliver (1980) is a theoretical model derived from both consumer satisfaction and expectation confirmation without confirmation of the model. Delone

(1992) believes that user consumers and willingness to use them depend on their perception and confidence in system quality, quality of service and quality of information. Scholar Luo Yifan (2020) has explored from the platform dimension and put forward a theoretical model.

## 6. Correlation studies

Ethan (2012) in the study of O2O business model made a detailed description, think this business model through network connected online and offline, will help consumers to make decisions, improve shopping efficiency, at the same time, by O2O e-commerce platform as a third party guarantee, can occasionally help consumers to reduce risk, ensure the consumer consumption process. Schaupp & Belanger (2005) verified that product factors are the main factors affecting consumers' willingness to buy. The Chen, Hsu & Lin (2010) study confirmed that shopping, technology, and product factors have a significant effect on consumer purchase intention.

## Conclusion

The strict control of the qualification certification of foreign selling merchants can absorb high-quality and model merchants from entering the platform, which can effectively reduce consumers' concerns about the black workshops from entering the platform, and improve their trust in the O2O food delivery platform. Secondly, the payment security mechanism is related to the property and information rights and interests of consumers that are not infringed. The platform improves the security of payment from the technical level, effectively protects customer information leakage and property from threat, and can effectively reduce users' concerns about property and information loss. Secondly, the feedback mechanism is related to whether users' dissatisfaction and confusion with the platform and merchants can be solved smoothly and timely. Through the construction of a perfect evaluation module and a timely merchant reply mechanism, the platform and merchants can be effectively communicated to solve consumers' problems. Finally, the price mechanism is related to whether users can use the platform and whether the transaction can be completed. The fairness, rationality and stability of the platform's pricing in food products, packaging, distribution and other services can improve the trust state and thus promote the occurrence of transactions.

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