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APPENDICES

Appendix 1 Validity and Reliability Test Results

The following are reliability test results about Service Quality:

Case Processing Summary

		N	%
Cases	Valid	147	100.0
	Excluded ^a	0	.0
	Total	147	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.878	.879	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SQ 1	15.10	10.758	.721	.529	.849
SQ 2	14.62	11.361	.673	.461	.861
SQ 3	14.86	10.995	.713	.518	.851
SQ 4	14.82	10.927	.708	.509	.852
SQ 5	14.99	9.925	.741	.553	.846

The following are reliability test results about Customer Satisfaction:

Case Processing Summary

		N	%
Cases	Valid	147	100.0
	Excluded ^a	0	.0
	Total	147	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.934	.935	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CS 1	14.62	14.265	.835	.705	.918
CS 2	14.79	13.414	.802	.649	.924
CS 3	14.71	13.304	.861	.754	.912
CS 4	14.65	14.338	.806	.654	.922
CS 5	14.73	13.843	.827	.699	.918

The following are reliability test results about Promotion:

Case Processing Summary

		N	%
Cases	Valid	147	100.0
	Excluded ^a	0	.0
	Total	147	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.872	.874	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
P 1	7.08	4.130	.736	.547	.843
P 2	6.84	4.421	.789	.625	.791
P 3	6.81	4.566	.747	.570	.828

The following are reliability test results about Trust:

Case Processing Summary

		N	%
Cases	Valid	147	100.0
	Excluded ^a	0	.0
	Total	147	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.855	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
T 1	15.56	9.289	.701	.497	.815
T 2	15.50	9.813	.682	.472	.821
T 3	15.37	9.839	.604	.370	.840
T 4	15.65	9.214	.671	.459	.823
T 5	15.58	9.273	.682	.467	.820

The following are reliability test results about Repurchase Intention:

Case Processing Summary

		N	%
Cases	Valid	147	100.0
	Excluded ^a	0	.0
	Total	147	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.887	.889	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
RI 1	11.02	8.801	.738	.551	.862
RI 2	11.18	7.672	.756	.573	.857
RI 3	11.12	8.171	.793	.629	.840
RI 4	11.01	8.418	.737	.549	.861

The following are the reliability test results of the questionnaire as a whole:

Case Processing Summary

		N	%
Cases	Valid	147	100.0
	Excluded ^a	0	.0
	Total	147	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.969	.969	22

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
RI 1	77.78	282.997	.774	.720	.967
RI 2	77.94	276.058	.811	.713	.967
RI 3	77.87	280.141	.801	.741	.967
RI 4	77.76	281.429	.760	.647	.967
SQ 1	78.03	284.506	.739	.617	.967
SQ 2	77.55	288.934	.647	.525	.968
SQ 3	77.80	285.438	.739	.622	.967
SQ 4	77.76	284.625	.750	.632	.967
SQ 5	77.93	280.714	.750	.631	.967
P 1	78.24	278.200	.746	.660	.967
P 2	78.01	280.555	.770	.724	.967
P 3	77.97	280.588	.770	.692	.967
T 1	77.67	287.852	.652	.584	.968
T 2	77.61	289.225	.673	.577	.968
T 3	77.49	291.019	.561	.486	.969
T 4	77.77	285.549	.691	.586	.968
T 5	77.69	284.392	.745	.646	.967
CS 1	77.78	282.120	.832	.780	.966
CS 2	77.95	276.929	.851	.774	.966
CS 3	77.86	278.611	.836	.788	.966
CS 4	77.81	283.347	.779	.727	.967
CS 5	77.88	279.144	.862	.796	.966

The following is the validity test result about Service Quality:

		Correlations					
		SQ 1	SQ 2	SQ 3	SQ 4	SQ 5	T-SQ(X1)
SQ 1	Pearson Correlation	1	.597**	.558**	.598**	.640**	.827**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	147	147	147	147	147	147
SQ 2	Pearson Correlation	.597**	1	.570**	.529**	.568**	.787**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	147	147	147	147	147	147
SQ 3	Pearson Correlation	.558**	.570**	1	.618**	.628**	.819**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	147	147	147	147	147	147
SQ 4	Pearson Correlation	.598**	.529**	.618**	1	.612**	.817**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	147	147	147	147	147	147
SQ 5	Pearson Correlation	.640**	.568**	.628**	.612**	1	.852**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	147	147	147	147	147	147
T-SQ(X1)	Pearson Correlation	.827**	.787**	.819**	.817**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	147	147	147	147	147	147

** . Correlation is significant at the 0.01 level (2-tailed).

The following are validity test results about Customer Satisfaction:

		Correlations					
		CS 1	CS 2	CS 3	CS 4	CS 5	T-CS(X4)
CS 1	Pearson Correlation	1	.724**	.797**	.720**	.753**	.893**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	147	147	147	147	147	147
CS 2	Pearson Correlation	.724**	1	.732**	.737**	.706**	.880**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	147	147	147	147	147	147
CS 3	Pearson Correlation	.797**	.732**	1	.741**	.802**	.915**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	147	147	147	147	147	147
CS 4	Pearson Correlation	.720**	.737**	.741**	1	.709**	.874**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	147	147	147	147	147	147
CS 5	Pearson Correlation	.753**	.706**	.802**	.709**	1	.891**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	147	147	147	147	147	147
T-CS(X4)	Pearson Correlation	.893**	.880**	.915**	.874**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	147	147	147	147	147	147

** . Correlation is significant at the 0.01 level (2-tailed).

The following are validity test results about Promotion:

Correlations

		P 1	P 2	P 3	T-P(X2)
P 1	Pearson Correlation	1	.710**	.658**	.892**
	Sig. (2-tailed)		.000	.000	.000
	N	147	147	147	147
P 2	Pearson Correlation	.710**	1	.728**	.905**
	Sig. (2-tailed)	.000		.000	.000
	N	147	147	147	147
P 3	Pearson Correlation	.658**	.728**	1	.884**
	Sig. (2-tailed)	.000	.000		.000
	N	147	147	147	147
T-P(X2)	Pearson Correlation	.892**	.905**	.884**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	147	147	147	147

** . Correlation is significant at the 0.01 level (2-tailed).

The following are validity test results about Repurchase Intention:

Correlations

		RI 1	RI 2	RI 3	RI 4	T-RI(Y)
RI 1	Pearson Correlation	1	.652**	.692**	.619**	.847**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	147	147	147	147	147
RI 2	Pearson Correlation	.652**	1	.695**	.653**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	147	147	147	147	147
RI 3	Pearson Correlation	.692**	.695**	1	.689**	.886**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	147	147	147	147	147
RI 4	Pearson Correlation	.619**	.653**	.689**	1	.854**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	147	147	147	147	147
T-RI(Y)	Pearson Correlation	.847**	.876**	.886**	.854**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	147	147	147	147	147

** . Correlation is significant at the 0.01 level (2-tailed).

The following are validity test results about Trust:

		Correlations					
		T 1	T 2	T 3	T 4	T 5	T-T(X3)
T 1	Pearson Correlation	1	.593**	.499**	.592**	.566**	.818**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	147	147	147	147	147	147
T 2	Pearson Correlation	.593**	1	.479**	.565**	.562**	.796**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	147	147	147	147	147	147
T 3	Pearson Correlation	.499**	.479**	1	.474**	.534**	.750**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	147	147	147	147	147	147
T 4	Pearson Correlation	.592**	.565**	.474**	1	.539**	.803**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	147	147	147	147	147	147
T 5	Pearson Correlation	.566**	.562**	.534**	.539**	1	.808**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	147	147	147	147	147	147
T-T(X3)	Pearson Correlation	.818**	.796**	.750**	.803**	.808**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	147	147	147	147	147	147

** . Correlation is significant at the 0.01 level (2-tailed).

The following are descriptive results

→ **Descriptives**

Descriptive Statistics

	N	Mean	Std. Deviation
SQ 1	147	3.50	.982
SQ 2	147	3.98	.918
SQ 3	147	3.73	.946
SQ 4	147	3.78	.964
SQ 5	147	3.61	1.114
P 1	147	3.29	1.216
P 2	147	3.52	1.094
P 3	147	3.56	1.092
T 1	147	3.86	.958
T 2	147	3.92	.872
T 3	147	4.04	.943
T 4	147	3.76	1.002
T 5	147	3.84	.980
CS 1	147	3.76	.962
CS 2	147	3.59	1.122
CS 3	147	3.67	1.081
CS 4	147	3.72	.978
CS 5	147	3.65	1.032
RI 1	147	3.76	.997
RI 2	147	3.59	1.204
RI 3	147	3.66	1.069
RI 4	147	3.77	1.073
Valid N (listwise)	147		

Appendix 2 Questionnaire



THE IMPACT OF SERVICE QUALITY, CUSTOMER SATISFACTION, PROMOTION AND TRUST ON THE USER'S REPURCHASE INTENTION OF THE FOOD DELIVERY PLATFORM (TAKING GOFOOD AS AN EXAMPLE)

Hello everyone! My name is Kejin Lee, a student of International Trade from the Presidency University batch of 2019, and this is an academic research questionnaire. It aims to research the effect of service quality, customer satisfaction, promotion, and trust of takeaway platforms on repurchase intention of Gofood users in Jakarta. Please take three minutes to help fill out this questionnaire. This survey is anonymous and the information you provide will be kept strictly confidential and used for academic research purposes only, and will not adversely affect your life or work. So please don't worry ya! Your participation is very important to me, thank you for your support and I wish you all the best!

[登录 Google](#) 即可保存进度。 [了解详情](#)

*必填

Part I Logical Options

1. Have you ever ordered a takeaway on Gofood? *

- Yes (Please continue)
- No (Thank you for your participation, you will not have to fill in the following questionnaire)

2. Do you live in the Jakarta area? *

- Yes (Please continue)
- No (Thank you for your participation, you will not have to fill in the following questionnaire)

Part II Personal Information

3. Your gender: *

- Male
- Female

4. Your age: *

- Under 20 years old
- 21-25 years old
- 26-30 years old
- Over 31 years old

5. Your education level: *

- High school and below
- Specialized
- Bachelor's degree
- Master's degree and above

6. Your occupation: *

- Student
- Enterprise and public institution employee
- Self-employed
- Other

7. How long have you been using Gofood to order takeaways? *

- Within 3 months
- 3-6 months
- 6 months - 1 year
- 1-3 years
- More than 3 years

Part III measurement of study variables

The following questions are based on your purchase experience on the Gofood takeaway platform, please fill in according to your real feelings. The number after each option represents the degree of your agreement, 1-strongly disagree; 2-disagree;3-Neutral ;4-Agree; 5-Strongly Agree

Service Quality

8. Gofood platform customer service has a good service attitude, when there is any question, the platform customer service can reply to my inquiry in time. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

9. The delivery rider were very nice, professional, tidy and polite to me when delivering the food. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10. My takeaway orders are generally delivered on time and within the promised time frame. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

11. When I order takeaway from the Gofood platform, the meals delivered are generally well-packaged, spill-free and of the right freshness and temperature. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

12. When there is a mistake in the delivery service I order from Gofood, Gofood platform or the merchant will promptly remedy it. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Price

13. I think Gofood's prices are lower than those of similar food ordering platforms *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

14. The cost of delivery and packaging on Gofood is high value for money. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

15. You can get good food at a good price on Gofood. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Trust

16. My personal information has not been misused by the Gofood platform *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

17. I believe that the Gofood platform protects my privacy from disclosure. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

18. I believe that it is safe to make online payments on the Gofood platform. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

19. I believe that the Gofood takeaway platform does not deceive consumers. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

20. The Gofood takeaway platform is worthy of my trust and I trust it. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Customer Satisfaction

21. I am satisfied with the overall quality of service on the Gofood platform. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

22. I am satisfied with the good price on the Gofood platform. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

23. The service on the Gofood platform was as good as I expected. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

24. Overall, I am very satisfied with the various services offered by the Gofood platform. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

25. I think it was a wise decision to use the Gofood platform to order takeaways. *

1 2 3 4 5

Strongly Disagree Strongly Agree

Repurchase Intention

26. I would like to order from Gofood again in the future. *

1 2 3 4 5

Strongly Disagree Strongly Agree

27. I would still order from Gofood even if there were other takeaway platforms. *

1 2 3 4 5

Strongly Disagree Strongly Agree

28. I am used to ordering from Gofood. *

1 2 3 4 5

Strongly Disagree Strongly Agree

29. I would recommend others to order from Gofood. *

1 2 3 4 5

Strongly Disagree Strongly Agree

提交

清除表单内容

此表单是在 President University 内部创建的。 [举报滥用行为](#)

Google 表单

Appendix 3 Response Data

S	S	S	S	S	P	P	P	T	T	T	T	T	C	C	C	C	C	R	R	R	R	T	T	T	T	T			
Q	Q	Q	Q	Q									S	S	S	S	S	I	I	I	I	SQ	P	T	CS	RI			
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