การศึกษาความพึงพอใจของมิลเลนเนียลต่อแกร็บฟู้ดในกรุงเทพมหานคร

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บทคัดย่อ

ในโลกแห่งยุคการเปลี่ยนแปลง การบริการขนส่งอาหารผ่านช่องทางออนไลน์ได้สร้างความสะดวกสบายให้แก่ผู้ใช้บริการในการสั่งอาหารมากยิ่งขึ้น มิลเลนเนียล (Millennials) ถือเป็นกลุ่มลูกค้าที่ใหญ่ที่สุดที่ใช้บริการขนส่งอาหารนี้ ซึ่งในประเทศไทย แอปพลิเคชั่น (applications) ในการสั่งอาหารได้รับความนิยมเป็นอย่างมาก และพบว่า แกร็บฟู้ด (GrabFood) ได้รับความชื่นชอบสูงสุด แต่อย่างไรก็ตาม ข้อมูลและการศึกษาค้นคว้าที่เกี่ยวข้องกับการบริการนี้ รวมถึงความพึงพอใจของลูกค้าต่อการบริการมีอยู่อย่างจำกัด โดยทั่วไป การรับทราบถึงความคิดเห็นและประสบการณ์ของลูกค้ามีความสำคัญต่อทั้งผู้ให้บริการขนส่งอาหารและเจ้าของร้านอาหาร ดังนั้น งานวิจัยนี้ถูกจัดทำเพื่อศึกษาความพึงพอใจของลูกค้ากลุ่มมิลเลนเนียล (millennials) ต่อการให้บริการของแกร็บฟู้ด (GrabFood) ในกรุงเทพมหานคร โดยมีผู้เข้าร่วมการศึกษาค้นคว้านี้รวมทั้งสิ้น 421 คน ผ่านการทำแบบสอบถามออนไลน์และการสัมภาษณ์ จากการศึกษาค้นคว้าพบว่า ผู้เข้าร่วมส่วนใหญ่มีความพึงพอใจต่อการบริการของแกร็บฟู้ด (GrabFood) จากหลากหลายปัจจัย อันประกอบไปด้วย ความถูกต้องแม่นยำของสินค้าอาหารที่ถูกจัดส่ง มารยาทของพนักงานที่ให้บริการ ความง่ายในการใช้แอปพลิเคชั่น และ ค่าบริการที่สมเหตุสมผล ตามลำดับ แต่อย่างไรก็ตาม เพื่อพัฒนาศักยภาพของการบริการและสร้างประสบการณ์ที่ดีในการใช้บริการของลูกค้า แกร็บฟู้ด (GrabFood) ควรสร้างความแม่นยำในการแสดงจุดที่อยู่ของผู้ใช้บริการและแสดงภาพประกอบรายการอาหาร รวมทั้งปรับปรุงข้อมูล (update) เวลาเปิด-ปิด ของร้านอาหาร

คำสำคัญ: การบริการขนส่งอาหารผ่านช่องทางออนไลน์ แอปพลิเคชั่นสั่งอาหาร มิลเลนเนียล แกร็บฟู้ด ความพึงพอใจของลูกค้า

Millennials' Satisfaction towards GrabFood in Bangkok

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Abstract

In this fast-moving world, online food delivery service (OFDS) has become a convenient platform since it allows application users to enjoy their food without wasting time on meal sourcing and buying. Millennials are considered as the biggest customer group of this service (Nguyen, 2019). In Thailand, the applications of ordering food are becoming more popular, and GrabFood is voted to be the most preferred brand in the industry (Leesa-Nguansuk, 2019). However, the data related to the OFDS and customers' satisfaction towards the services are limited. Knowing customers' opinions regarding their experiences with the service is essential for both service providers and restaurant owners because it would enable them to know where their paths lie ahead. Therefore, this study aimed at investigating satisfaction of the millennial customers towards GrabFood in Bangkok. Four hundred and twenty-one millennials who experienced GrabFood service in Bangkok participated in this study. A self-administered questionnaire was distributed through an online channel, and the interview was conducted. The finding showed that a majority of the millennials were satisfied with this service provider. Their satisfying experiences were derived from preciseness of delivered food, courtesy of staff, user-friendly application, reasonable delivery rates, respectively. However, in order to improve the service performance and enhance the customer experience, it is suggested that GrabFood should accurate users' location on its application, illustrate food with photos, and update restaurant service hours.

Keywords: Online Food Delivery Service, Food Ordering Application, Millennials, GrabFood, Customer Satisfaction

1. INTRODUCTION

In the hectic fast-moving world, people are too busy to the point that they do not have enough time for anything related to their daily meals. A study has shown that people nowadays are more likely to limit their time for meal preparation and consumption in order to use it for other activities (Jabs et al., 2007). They, instead, should spend time working or studying. However, in order to generate ideas for such activities effectively, one must care about their food consumption as it has been found to have a great effect on cognitive performances (Mahoney, Taylor, & Kanarek, 2005).

Online food delivery service (OFDS) has become a lifesaver for those who continue with their busy routine and enjoy their desired food. According to the study conducted by Sukulrattana (2015), food ordering and delivery applications not only resolve the customers' concern of time but also benefit the users in terms of travel costs saving, variety of food and special deals, and easier access to unique local restaurants. Nguyen (2019) showed that millennials are the biggest group of food delivery applications' users. In Thailand, the OFDS has been increasingly well-known in recent years. This industry is highly competitive as many new service providers keep on entering the market. For example, two Thai companies, Get Food and Minor Group Company, expanded their business and stepped into the food delivery arena in the early 2019 (Hicks, 2019). In the market, there are several big players such as LINEMAN, Foodpanda, EatRanger, and UberEats (Chantapoon, 2016). According to Leesa-Nguansuk (2019), GrabFood is considered as the most preferred brand among the food delivery platforms by 54% of Thais. However, a few studies regarding the service were conducted, and most of them only focused on factors influencing the customers to use the OFDS. Neither an investigation of customers' satisfaction nor a specific topic related to GrabFood was studied. It can be seen that the food delivery service in Thailand will grow as Kasikorn Research Center (2019) has shown that the possible growth in 2019 would be 14% when compared to the previous year. Therefore, knowing only about the customers before using the service is not enough. The information from the customers after using the service such as their satisfaction also needs to be investigated in order for the business to grow, develop, and operate efficiently in the Thai market.

This study aims to explore the millennials' satisfaction towards GrabFood in Bangkok. Understanding the satisfaction of the millennials, the biggest customer group of the service, would be beneficial for many stakeholders in this industry in Thailand. GrabFood and other business owners could gain benefits from this study. That is, they can know which factors result in users' satisfaction. Additionally, restaurants can also anticipate their direction of partnering with the particular service provider. When these businesses adapt and apply the results of the study to their practices, the advantages ultimately go to the customers as they would experience the best possible service. The result of this study focuses on answering two research questions: (1) what factors influence satisfaction of the millennials towards GrabFood? and (2) to what extent are the millennials in Bangkok satisfied with GrabFood?

2. **LITERATURE REVIEW**

Numerous studies have focused on the online food delivery service (OFDS). They help increase the understanding of OFDS and provide necessary details about the assessment of individuals' satisfaction towards the service. This review of literature is presented in the following sequence: Service Quality Model (SERVQUAL), today's functions of the OFDS, and review of previous studies on customers' motivations towards the OFDS.

2.1 The Service Quality Model (SERVQUAL)

In the business world, it is widely known that service quality is related with customer satisfaction (Jun & Cai, 2010). Therefore, studies on the service quality of the particular company are crucial. Shahin (2006) stated that so far, the only service quality measurement model that has been greatly applied by various service organizations is the Service Quality Model (SERVQUAL) which was conceptualized by Parasuraman, Zeithaml, and Berry in 1988. The approach of using this model is by comparing the customers' expectations before and after using the service. According to Parasuraman, Zeithaml, and Berry (1988), there are five dimensions that the service providers need to be concerned about:

1) Tangible – images of the facilities, equipment, personnel and communication,

2) Reliability –ability to carry out the service accurately,

3) Responsiveness –willingness to assist customers promptly,

4) Assurance – how employees demonstrate knowledge and provide customers with trust and confidence, and

5) Empathy –attention that a company gives to customers.

Regardless of types of the service, customers use these five dimensions as criteria to evaluate the service quality. These dimensions can be used to measure customer satisfaction (Pakurár, Haddad, Nagy, Popp, & Oláh, 2019). Many researchers have pointed out the relationship between the service quality dimensions and the customer satisfaction. If the company can provide a high level of service quality based on the SERVQUAL Model, the customers will also show a high level of satisfaction (Kant & Jaiswal, 2017; Peng & Moghavvemi, 2015; Shahraki, 2014; Siddiqi, 2011).

2.2 Today's Functions of the OFDS

Lately, many mobile applications of online food ordering have been widely used and rapidly expanded. Although there were only few applications of online food ordering and delivery services from the very beginning, these applications have been increasingly operated by different service providers in numerous locations (Sharma & Waheed, 2018). To understand the processes of these applications, Jacob, Sreedharan, and K (2019) explained that the online food ordering application includes four steps: choosing a restaurant, placing an order, making a transaction (either online or COD: Cash-on-Delivery), and rating a feedback. To illustrate functions of the OFDS in the digital era, Rathore and Chaudhary (2018) mentioned that technology has changed the customers' behaviors when ordering food, shifting from

phone-based to online-based ordering via mobile application. In countries where uses of technology are promoted, the mobile application will enable their customers to meet their desired needs and wants including (1) convenience from ordering through simple steps via mobile devices, and (2) time which provides customers with advantages to make an advanced planning and to know delivery period easily.

2.3 Review of the Previous Studies

Yeo, Goh, and Rezaei (2017) proposed variables that influence individual experiences, attitudes, and behavioral intention towards the OFDS. Interestingly, this study was adopted from two integrative sources. First, Anderson and Srinivasan (2003) illustrated a relationship between satisfaction and loyalty towards online commerce. The study pointed out that customer experience can affect degrees of attitudes and brand loyalty, which finally results in future repurchase. Later, the proposal of Yeo, Goh, and Rezaei was combined with the extended model of IT continuance (Bhattacherjee et al., 2008) which demonstrates relationships between post-usage experience to attitude, and attitude to behavioral intention. To illustrate, Yeo, Goh and Rezaei (2017) concluded six factors considered as the variables affecting the consumers' decisions towards the OFDS including (1) hedonic motivation which relates to willingness of customers to experience enjoyment and excitement, (2) prior online purchase experience which reveals the first impression from using the service, (3) time-saving orientation which determines quick delivery, (4) price-saving orientation which includes three aspects: perceived values, compared prices, and provision of discounts, (5) convenience motivation which refers to an effectiveness of the food ordering systems, and (6) post-usage usefulness which reflects the benefits that customers gain from using the service. Therefore, personal preferences and individual degrees regarding these variables result in different attitudes of the customers.

Based on the review of the studies related to online food ordering and delivery in Bangkok, there were two studies conducted to investigate purchasing factors that motivate the use of the OFDS. Sakulrattana (2015) investigated customers' attitudes and motivations towards the use of online food delivery through observation, in-depth interview, and questionnaire. The finding showed that important factors affecting customers' decision to use food delivery service primarily are the taste of the food, simple ordering process, the freshness of food, worthy food promotion, and a variety of promotions, respectively. Besides, Chantapoon (2016) conducted a study to determine the purchasing criteria of choosing a particular brand that operated the food delivery service and to investigate the most preferable brands among the customers. This study obtained the data through questionnaires and in-depth interview. The finding showed the criteria for choosing a particular brand in order of importance: preciseness of food ordered, delivery fee, a variety of menus, delivery time, and promotion, respectively. The result showed that most of the participants chose LINE MAN with the highest preference compared to other service providers. However, after having reviewed this study, one issue was raised. Chantapoon (2016) only investigated the usage and preferences towards eight brands of the OFDS: Wongnai, LINE MAN, Foodpanda, EatRanger, Pizza Company, KFC, Mc Delivery, and UberEATS. Neither the frequency of use nor

preferences towards GrabFood were included. Moreover, no study was conducted to specifically investigate customers' satisfaction and determine the preference of GrabFood service.

3. RESEARCH METHODOLOGY

3.1 Participants

Four hundred twenty-one millennials who were in the age group of 23 - 38 years were randomly selected and participated in this study. The participants lived in different regions of Bangkok and had experience of using GrabFood.

3.2 Research Instruments

In the research, a mixed-method approach was used since the combination of quantitative and qualitative methods could allow the researchers to analyze the prospect results thoroughly. In this study, online questionnaire and in-depth interview were used to gather information.

3.2.1 Online questionnaire

To gather information regarding the millennials' satisfaction towards GrabFood, a self-administered online questionnaire consisting of 27 items on Google Forms was developed and adapted from those in Sakulrattana's (2015) and Sriram's studies (2016). There were three parts. First, six questions accessed the participants' biodata. Second, fifteen questions measured the participants' satisfaction towards GrabFood in five different aspects based on the SERVQUAL Model, including tangible, reliability, responsiveness, assurance, and empathy. The participants used a 5-Likert Scale (1=Strongly Disagree, 5= Strongly Agree) to rate the questions. Third, four open-ended questions were used to elicit the participants' overall satisfaction, reasons, and comments.

3.2.2 Semi-structured interview

Four questions were asked to elicit in-depth information about the participants' preference and suggestion for GrabFood. 12 of the 421 participants were randomly selected to participate in the semi-structured interview for 10-15 minutes each. The voice, attitude, and atmosphere of all interviewees were recorded via a voice recorder and noted with prior consent.

Prior to the data collection, the questionnaire and interview questions were carefully reviewed and validated by an expert in order to enhance the validity of the research instruments. Moreover, the researchers implemented the peer evaluation by asking a number of students at Thammasat University to complete the questionnaire. As a consequence, the validation and the peer evaluation of the questionnaire could enhance the clarity and validity of the instruments.

3.3 Setting

This study was conducted in Bangkok to determine how the millennials were satisfied with GrabFood. In general, Bangkok is divided into three areas: inner city, urban fringe, and suburb (Somboonpanyakul, 2014). The samples were collected across these areas. By having gathered information from the participants in different areas, geographical biases affecting interpretation of findings could be avoided.

3.4 Data Collection and Data Analysis

The data were collected from October to November 2019 (three weeks). The quantitative data were entered into a software program, SPSS: Statistical Package for Social Science. The program was utilized in order to analyze the raw data regarding the millennials' satisfaction towards GrabFood into percentage, frequency, mean, and standard deviation. Furthermore, the SERVQUAL Model was used as a framework to analyze the qualitative data.

4. RESULTS AND DISCUSSION

The results were respectively organized and discussed in order of the research questions.

Demographic Characteristics of the Respondents

Among the 421 respondents, a majority were female (65.8%), and 89.1% were in the age group of 23-30 years. 53.4% were students; 45.8% had an income of 15,000 Baht or less. 34.6% of respondents lived in the urban fringe, 34% in the suburb, and 31.4% in the inner city, respectively. Furthermore, 53.2% usually used GrabFood service once a week.

Research Question 1: What factors influence satisfaction of the millennials towards GrabFood?

Table 1 Descriptive statistics illustrating GrabFood service performance based on the SERVQUAL Model

SERVQUAL DIMENSIONS	MEAN	SD
Tangible		
1. Attractiveness of application design	3.97	0.71
2. Friendliness of staff	4.03	0.77
3. Easiness of application use	4.01	0.80
Reliability		
4. Correctness of delivered order	4.19	0.71
5. Low or no mistake the during delivery process	3.47	0.94
6. Availability of food ordering	3.85	0.93
Responsiveness		
7. Helpfulness of staff	3.94	0.75
8. Courteousness of staff	4.04	0.78
9. Readiness of staff on solving users' doubts	3.70	0.80
Assurance		
10. Safety of transaction on application	3.89	0.79
11. Ability of staff on handling complaints	3.75	0.83
12. Attention of staff towards problem-solving	3.79	0.78

SERVQUAL DIMENSIONS	MEAN	SD
Empathy		
13. Understanding of GrabFood on users' needs	3.95	0.73
14. Ability of staff to deliver quickly	4.05	0.74
15. Attention of staff towards special requests	3.98	0.82

Table 1 shows the average rating of GrabFood service performances in accordance with the SERVQUAL Model used to measure satisfaction of the millennial groups in Bangkok. It is obviously seen that from the scale of 1 (strongly disagree) to 5 (strongly agree), the average ratings on most aspects were greater than 3 with the lowest average rating of 3.47 (SD = .94) on low or no mistake during the delivery process under the reliability dimension. However, it is good to note that the average ratings of at least one aspect in every dimension, except for assurance, reached 4. Firstly, the average on friendliness of staff in the tangible dimension was 4.03 (SD = .77). Secondly, the average of the correctness of the delivered order under the reliability dimension was 4.19 (SD = .71). The average rating on the staff's courteousness of the responsiveness dimension is 4.04 (SD = .78). Lastly, the average of the quick delivery in the empathy dimension was 4.05 (SD = .74). Obviously, by having considered the ratings from all aspects, it clearly illustrates that there were four aspects in order of importance, including correctness of delivered order, courteousness of staff, friendliness of staff, and ease of using the application, respectively. There is a good possibility that these four aspects are primarily considered as the factors influencing the customers to use this service provider, and they are the motivators making customers satisfied with GrabFood. These results are partially similar to the findings of the study conducted by Chantapoon (2016), which found that preciseness of delivered food is the first criterion for choosing a particular service provider among the customers. Moreover, by having considered the results from all aspects, there is a high possibility that interactions between staff and customers are also critical for the customers to be satisfied with the service. To illustrate, Respondent No.359 and No.421 mentioned their reasons for using GrabFood delivery service on the open-ended questions provided in the questionnaire.

"There is hardly any mistake. The menus and prices are shown clearly. There are always promotions. The staff provide delivery services with politeness and humility." (Respondent No. 359)

"The staff are very good and gentle. Even though the orders are complicated, they can offer whatever I want to respond to my needs. (Respondent No.421)

Moreover, some of the findings derived from the questionnaires (Table 1) are consistent with those from the qualitative data gathered from having interviewed 12 participants. It has been found that many interviewees mentioned four thematic qualifications that influenced them to use GrabFood, including convenience, delivery rates, a variety of promotions, and utility of its mobile application, respectively. According to a study conducted by Sakulrattana (2015), prices of the delivery are still the

concern among some customers when they use the online food delivery service. Accordingly, this finding probably reflects a degree of price sensitivity among millennial customers. Yeo, Goh, and Rezaei (2017) explained that the three aspects, (1) perceived values, (2) compared prices, and (3) provision of discounts, are the considerations to reflect the price-saving orientation among customers of the online food delivery service. Thus, there is a possibility that the constant offering of promotions given by GrabFood positively influenced the customers' satisfaction and decision on choosing the brand. To illustrate, Interviewee 04 referred to different factors motivating them to use GrabFood delivery service:

"I used to utilize applications operated by other delivery brands, but I didn't like their interface systems. For GrabFood, I've found that its interface is much better. I'm impressed that there is a special deal per week. It's such a user-friendly platform that I can access the restaurants' details without any complexity. Some applications require high efforts to find a restaurant. For example, I can't find the restaurant that sells dumpling even though I have searched for it. Another reason is the delivery rates. The rates by LINEMAN are very expensive, and it includes unclear ways of calculating the fee. GrabFood's rates are much cheaper. I would say that I will not switch to use other brands." (Interviewee 04)

Regarding the utility of its application, it is almost certain that GrabFood effectively designs and implements four steps of the OFDS's application explained by Jacob, Sreedharan, and K (2019), including choosing a restaurant, placing an order, making a transaction (either online or COD: Cash-on-Delivery), and rating a feedback. Therefore, all of these can positively influence the participants' satisfaction.

Research Question 2: To what extent are the millennials in Bangkok satisfied with GrabFood?

Table 2 Millennials' overall satisfaction towards GrabFood

LEVEL OF SATISFACTION	NUMBER OF PARTICIPANTS	PERCENTAGE
Strongly satisfied	88	20.9
Satisfied	257	61
Neutral	74	17.6
Unsatisfied	-	-
Strongly unsatisfied	-	-

Table 3 Millennials' opinion about GrabFood performance compared to the expectation before using the application

EVALUATION	NUMBER OF PARTICIPANTS	PERCENTAGE
Better than expectation	130	30.9
As good as expectation	281	66.7
Worse than expectation	10	2.4

Tables 2 and 3 summarize the millennials' satisfaction with GrabFood. As can be seen, a majority of the participants said that they were satisfied with this service provider. The levels of satisfaction varied from neutral to strongly satisfied. Obviously, 61% were satisfied, and 20.9% were strongly satisfied with GrabFood. Moreover, 66.7% thought that GrabFood was as good as what they expected, and 30.9% believed that the service performance was better than their expectation. An implication drawn from Tables 2 and 3 is supported by the previous study which indicates that customer satisfaction occurs when products or service performances can match or exceed expectations which customers have before experiencing products or services (Rahman M. & P.K., 2016). Therefore, it is almost certain that GrabFood actually provides excellent service performances which finally results in the millennial customers' satisfaction. Moreover, Yeo, Goh, and Rezaei (2017) concluded the first impression of service is one of the important variables influencing the customers' decisions to use the online food delivery service. To illustrate, Respondents No. 74 and No.103 commented on their actual experiences from using GrabFood compared with their prior expectation.

"I expected that GrabFood Staff could get the right order and deliver it at the right time. The service performance really meets my expectation." (Respondent No.74)

"I thought that the processes are complicated. But, when I used it, it's much easier than what I expected." (Respondent No.103)

Apart from the satisfaction that the millennials have experienced GrabFood, this study also investigated the millennials' intention to continuously use GrabFood and to encourage others to use this service.

Table 4 Millennials' possibility to recommend GrabFood to others

POSSIBILITY TO RECOMMEND	NUMBER OF PARTICIPANTS	PERCENTAGE
Recommend	354	84.1
Maybe	53	12.6
Not Recommend	14	3.3

Table 4 demonstrates the possibility that the millennials would recommend the food delivery service operated by GrabFood to others. As can be seen, the majority of the participants would recommend GrabFood to others (84.1%). There is a high possibility that the millennials trusted the service performance of GrabFood so that they wanted others to use the service. It is certain that these respondents intended to continue using the service. Moreover, in order to share their experiences, the millennials had the confidence to consider GrabFood as a recommended service provider, and they were confident that others would be satisfied with GrabFood, too. Moreover, the analysis of the interview revealed that 100 percent of the interviewees reported their intention to continuously use GrabFood.

Interestingly, a majority of them mentioned three reasons to support their decisions. Those were convenience, user-friendly application, and reasonable delivery rates. It is certain that these three aspects were considered as the significant factors resulting in the millennials' satisfaction. To illustrate, Interviewee 12 explained reasons to continuously use GrabFood delivery service.

"I would use the service again because it's extremely convenient. The promotions are provided, and the application includes a mode telling the nearby restaurant. Everything is in just one application. It provides not only a food delivery service but also the taxi service." (Interviewee 12)

5. IMPLICATIONS

In this study, the findings obviously illustrate various factors that make GrabFood become the satisfying service provider of online food delivery in Bangkok. The results can be beneficially adapted to their business practices for best serving their customers and promoting the most satisfying experience for their customers. The results of the study can significantly help GrabFood focus on their strengths. First, in terms of delivery service performed by the staff, GrabFood needs to maintain its standards regarding accuracy of delivery, courtesy of the staff, and quick delivery. Second, user-friendly mobile application is important to the food service. GrabFood has successfully promoted the mobile application and has best served their customers' need. Third is the delivery rates and promotions. Apart from the excellent service performance, the continuous provisions of the reasonable rates and attractive promotions can be marketing incentives to augment the millennials' satisfaction, and they will finally be the competitive advantages of the brand compared with other competitors.

Suggestions for Service Improvement

Apart from the factors that motivate customers to use GrabFood, the study also revealed three areas on which GrabFood should focus in order to improve their service.

1. **GrabFood should accurately locate users' position on its application.**

Inaccurate marking of customers' location on the application causes the delivery staff to drive to the wrong location, leading to customers' dissatisfaction of the service. GrabFood should ensure the accuracy of marking the customer's location on the application. This will later notify riding routes to the delivery staff and help them deliver the order to the right customer at the right place and at the right time.

2. **GrabFood should illustrate food offered by each restaurant on the menu.**

Zhu, Jiang, Dou, and Liang (2019) found that illustration of food is an important marketing tool for restaurants to persuade their customers, and the picture can positively affect customers' experience of dining. It is very probable that customers will choose a particular restaurant based on the attractiveness of illustrations on the menus. Therefore, the application implemented by GrabFood should include more attractive illustrations of food served by a particular restaurant. This additional feature will help users to easily decide their preferable menus.

3. **GrabFood should frequently update the information about service hours of restaurants.**

Infrequent updating the information about the operating hours can cause customers to receive inaccurate information and lead to order cancellation and customers' dissatisfaction. Therefore, updating the information about the service hours operated by each restaurant on the application with accuracy and precision is very important and significantly affects customers' experience and satisfaction of the service.

6. SUGGESTIONS FOR FURTHER RESEARCH

This study only focuses on the group of millennial customers in Bangkok. It is likely that customers who live and use GrabFood in different provinces may have different experiences. Hence, there is a need for further investigation of customers' satisfaction in other domestic areas where GrabFood also operates such as Chiang Mai, Pattaya, and Phuket.

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