Dissertation Title	The Influence of Technology Acceptance on Continuance and Recommendation Intention Among Mobile Food Ordering Application Users in Thailand
Keyword	Technology Acceptance, Continuance Intention, Recommendation Intention, Mobile Food Ordering Application.
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ABSTRACT

This research explores the impact of technology acceptance affecting continuance intention and recommendation intention towards food ordering application users in Thailand, the study employs a mixed-methods approach, combining qualitative and quantitative research to analyze the factors influencing continuance intention and recommendation intention towards food ordering application users in Thailand. This research aims to explore strategies that drive success in mobile food ordering applications (MFOAs) by identifying distinct characteristics that enhance value creation for different users. The study compares the relative significance of factors among users, consisting of regular customers, delivery personnel, and restaurant owners.

The qualitative phase involved interviews with 32 participants, the study compares the relative significance of factors among users, consisting of regular customers, delivery personnel, and restaurant owners. The findings highlight that user's factors influencing value creation in MFOAs include the platform's user interface, operational processes, personnel support, and promotional campaigns. By regular customers and delivery riders placed the highest importance on

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streamlined service processes, while restaurant proprietors prioritized promotional campaigns as key to sustaining competitive advantage. The study suggests that MFOA companies should adopt tailored strategies for each stakeholder group to optimize engagement and business growth.

The quantitative phase utilized a structured questionnaire distributed to 591 food ordering application users in Thailand such as Bangkok, Samut Prakan, Chonburi, Pathum Thani, and Nonthaburi. The data were analyzed using structural equation modeling to assess the relationships between the identified factors and the resulting continuance intention and recommendation intention. The findings reveal that specific experiences, particularly those performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, promotion package, privacy and security, and physiological needs. These results can help application developers to improve the quality of service and marketing strategy in order to increase continuance intention and recommendation intention from application users in Thailand.

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