

Examining Online and Offline Service Quality Impacts on O2O Platform Reuse Intentions

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Abstract. The development of information technology has recently developed in a distinctly different way. There are various factors that have changed humans and society, but one of the reasons that have had the greatest impression is the emergence of smartphones due to the development of information technology. As simple payment using smartphones has spread, applications that provide various functions, including delivery orders, have appeared. This business model is called Online to Offline (O2O). It refers to an activity or business pattern that trades products, and services by linking online and offline transactions. This study investigated service quality drivers of reuse intentions for online-to-offline (O2O) food delivery platforms. Surveys of 196 South Korean consumers examined system quality, information quality, service quality, product quality, environment quality, and resultant satisfaction impacts. Although online facets weakly predicted satisfaction, offline dimensions of product and environment quality exhibited stronger effects. Both online and offline satisfaction positively influenced intentions to reuse O2O services. While highlighting integration challenges, findings imply enhancing delivery quality and integrating online and in-person experiences may promote retention. For the basic statistical analysis of the questionnaire, the SPSS 26.0 was used. For hypothesis testing, convergent validity and discriminant validity were verified using the structural equation package Smart PLS 4.0. In the O2O delivery service, the factor that determines the quality of online and offline was determined as service quality. The results of this study are as follows. First, system quality did not have a significant influence on online service quality, but information quality and customer service quality had a significant effect. Second, offline service quality had a significant influence on satisfaction. Third, satisfaction both online and offline had a significant influence on intention to reuse.

Keywords: O2O delivery platform, online and off-line market, service quality, satisfaction, intention to reuse

1. Introduction

Despite the short period of 10 years that the O2O food delivery industry has developed, it has now entered a new phase after going through an introductory period and a growth period. Despite the bright prospects of the O2O food delivery platform, many problems arose as it grew rapidly. In the early days, large-scale capital was concentrated on O2O food delivery companies, and O2O food delivery companies attracted food merchants and consumers through events and discounts (Park and Baek, 2022). However, as the food delivery market gradually grew large-scale subsidies and discount policies gradually disappeared. Customer loyalty is not high because general consumers are easily attracted to events and discounts on third-party platforms. Excessive competition among food delivery companies has had an undesirable impact on the growth of the overall market. Due to the incomplete policy on consumer protection, problems such as false and exaggerated advertising on the platform and food hygiene are appearing. The government authorities' supervision of the platform is poor, and the management and supervision of the affiliated food stores are not strict, so it is poor in responding to problems such as delivery delays.

The reasons for the rapid growth of the O2O delivery industry are as follows. First, it is because the profits of the entire restaurant industry are showing a decreasing trend. While the cost of food materials, rent, water, electricity, and labor are rising, the profit rate of the restaurant industry continues to fall. Due to this background, restaurant companies actively entered the O2O food delivery market, which provided the foundation for the development of the O2O industry. Second, the frequency of use of food delivery is high, so growth potential is also positive. The O2O food delivery application has gathered restaurants and consumers with large-scale events and discount policies through large-scale investment. As customers flocked in a short time, the O2O food delivery market expanded rapidly. Third, mobile expertise has a speedy growth. With the spread of transportable information technology and smartphones, the O2O food delivery market is gaining more momentum. This enabled explosive growth in the O2O food delivery market. The last reason is the influence of COVID-19. As COVID-19 spread, factories, hotels, and department stores were closed one after another. The normalization of community isolation to prevent the spread of COVID-19 has made non-face-to-face methods common in life despite many inconveniences. Due to the non-face-to-face nature of the O2O food delivery platform, consumers can provide services without direct contact from ordering to delivery, which acted as a cause of explosive proliferation of users of the food delivery platform. In this study, the limitations of various preceding studies were considered when the O2O market is speedily rising. Based on the results analyzed through empirical analysis, this study intends to investigate the intention to reuse O2O platform operators. As an implication of the study, we would like to suggest guidelines that can improve the attractiveness of the food delivery platform and expect the continuous expansion of the O2O platform.

The specific object of research is as follows. In the empirical study, a research model was established founded on the analysis results of literature research. Hypotheses for the research model were presented, and a survey was conducted. A sample was collected through the online investigation method by manipulating the existing surveys and reconstructing some of the enquiries. Specifically, in this study, an integrated research model was presented by dividing the O2O food delivery platform model into online and offline corresponding to the points of the O2O service. First, we analysed how the service quality of food delivery O2O affects satisfaction. How the service quality of food delivery O2O affects satisfaction was first analyzed, followed by how online satisfaction affects offline satisfaction, then the effect of online and offline satisfaction on intention to reuse.

2. Theoretical Background

2.1. O2O food delivery platform

The food order delivery service formed in the early 1990s when restaurants specializing in pizza and chicken entered the food market for the first time. After 2010, food order delivery applications were

created. There are leaflet and catalog distribution in the existing traditional way. Promotion through this method had the disadvantage of being one-sided and not considering consumers' choices. The food delivery application provides real-time online information on stores that can provide delivery service based on the customer's location. Consumers know various and direct store information, current order volume and usage experience through a platform dedicated to delivery. Customers were highly acclaimed as they were able to check the information necessary for selection through reviews from other customers. The food delivery application prioritizes customer convenience, collects customer location information, and then searches for pre-registered stores in that location. They expanded from food delivery to a variety of convenience products necessary for daily life, such as home delivery, bottled water, flower delivery, and milk (Zhang, 2021). Recently, it can be seen that social commerce companies are newly entering the mobile delivery application market. As food delivery platforms emerge competitively and demand and supply for food delivery services increase on a large scale, the food delivery market is also showing explosive growth.

2.2. Service quality

2.2.1. Online service quality

There are various definitions of service quality. It refers to the total observation, judgment, and evaluation that clienteles feel about various services obtained in virtual space (Santos, 2003). The quality of offline services based on traditional services has limitations in accurately measuring user acceptance and purchasing behavior. Therefore, it is necessary to develop different measurement scales for online and offline. Unlike traditional offline services, online services provide services without actual contact with users in cyberspace or mobile virtual space. Online service quality is perceived differently from traditional offline service quality (Parasuraman et al., 2005). Online service quality refers to providing or using a PC or smartphone in an environment with Internet. Broadly speaking, it can be described as the value of assistance provided through an electric network. Online service quality has emerged as a new medium for offline service delivery along with the expansion of web technology. Transformation into the Internet environment and interactivity through interaction between service consumers and providers is the most important factor. Online service quality has been dealt with in various fields. It is a commercial activity through computer-human interaction. Existing offline service quality factors and system-based factors act as important factors (Rust and Oliver, 1994).

System Quality: like other quality definitions, system quality is the user's perception of representation in the functional performance of a communication medium in terms of system performance. It can be interpreted as a quality derived from the characteristics of the medium through which information is transmitted (DeLone and McLean, 2003). The reason for managing system quality is to enhance customer privacy and shorten information retrieval time. Customer satisfaction is affected by system quality as well as information and service quality (McKinney et al., 2002; Kang and Choi, 2018). When customers experience system quality issues such as slow page response and frequent disconnections, users request corrections or file complaints. In that case, you will stop using the system. Consumers of O2O services can consider system quality as an essential factor because they mainly use PCs or smartphones.

Information quality: In information technology, information value can be definite as a purchaser's observation of the class of information transmitted through an online system. Online commerce has a disadvantage that users cannot directly touch, try on, and check with their own eyes. Information quality is a concept based on informativeness in online and mobile services. It refers to the degree to which information provided online and mobile is useful to users and up-to-date (Cho and Nam, 2022). Information quality appears in various forms, and transaction process information, customer information, and product information appeared to be important in previous studies. The Internet environment has changed the information on the Internet indefinitely. In the online space, consumers evaluate information quality based on objectivity, accuracy, quantity, reliability, and timeliness of

information. Consumers positively perceive the level of information quality when a sufficient amount of information that satisfies expectations is transported in the accurate place through evaluation of information quality (Corbitt et al., 2003).

Customer service quality: Unlike existing offline commerce, O2O service is conducted in a virtual space called the Internet without direct contact with consumers. Because it provides individual services to customers, it should be understood differently from service quality. O2O service is a commercial activity that takes place in the interaction between computers and humans. For this reason, system-based factors are considered important in adding to the existing offline service quality factors. It is recognized through the interaction between the user and the division in care of the information system. It refers to the support system and education provided by the department's response and attitude, provision of technology, problem solving and feedback (Pitt et al., 1995). Service quality measurement models have influenced many follow-up studies and service quality factors in various industries. Customer service quality is mostly used as a measurement tool in research on service value evaluation.

2.2.2. Offline service quality

Offline quality in the delivery app service, which emerged as an outcome of the convergence of information technology industry, is a process that leads from the virtual space of the online platform to real goods (Jo, 2022). In the offline service, the main commercial activity is carried out based on the store. Consumers' store selection criteria vary widely, but service, product, and location factors act as the most significant factors. When the Internet was not universalized, most corporate business activities were conducted traditionally. Traditional services provided at this time are now defined as offline services (Seok et al., 2019).

Product quality: Product quality should satisfy consumers' observations, needs, and objectives through goods. It is necessary to recognize the perception of product quality centering on consumers. Summarizing the research results, there are six basic factors in the quality of delivery service products: taste, appearance, quantity, hygiene, packaging, and auxiliary materials (Zhang, 2021). Product quality means the importance and value of a product. Both the individual characteristics and integration elements of the product are important. Since the quality of delivery service is that the provider delivers the food that the consumer wants, the quality of the food is basically the most important factor. Product quality is the most influential basic factor. When providing food to consumers in distribution services, product quality should be a top priority.

Environmental quality: Environmental quality refers to the environment in which catering enterprises provide services. It can be measured by the physical facilities of food service companies, the atmosphere or space of the place, and social factors (Rust and Oliver, 1994). Consumers evaluate service providers with various criteria, but environmental quality has a great influence on consumers' evaluation and perception. Environmental quality has a direct impact on the expected behavior of consumers who receive information based on tangible cues. It is very important because it has tangible and intangible effects on corporate image (Parasuraman et al., 2005). Management of the physical environment and environmental quality begins with efforts by service providers to provide many types of information about services to virtual or existing consumers. Consumers' evaluation of the physical environment is made through organic interactions between consumers and employees and the environment. The physical environment provided by service companies should be designed to attract consumers' attention with consistency.

2.3. Online and offline satisfaction

Customer satisfaction at the beginning of the study was mainly focused on the product, and recent satisfaction studies are focused on the intention to repurchase or reuse. Satisfaction is a psychological state caused by the combination of several unmatched expectations and the user's previous thoughts on the experience they used (Oliver, 1980). The concept of user satisfaction has been defined in several

traditions in several studies. Customer evaluation continues from pre-service to post-service. Target includes all tangible and intangible services provided. Online non-face-to-face experiences and purchasing environments are expanding due to technological development. Traditional offline experience satisfaction and virtual space online experience satisfaction are important factors in understanding consumption behavior (Pham et al., 2020). Online satisfaction can be expressed as the user's observation of satisfaction with online purchasing understanding. Academic interest in online satisfaction is greatly increasing with the development of online platforms such as O2O. Many researches have shown that online satisfaction is a significant variable in forming online purchase intention while evaluating the quality of online platforms. Research results have been reported that online satisfaction and offline satisfaction mutually influence (Chen and Cheng, 2013).

2.4. Intention to reuse

Intention is an individual's willingness to take an expected or planned future action. It refers to the probability that one's attitudes or beliefs will be translated into actions. Knowing a consumer's action intention can help predict the likelihood that the consumer will take that particular action. Scholars have various definitions of intention to reuse. It is the intention that users continue to use based on their previous experiences and expectations for future products. Reuse intention in O2O food delivery service is defined as the intention that consumers choose to use O2O food delivery service again after satisfying their needs (Yeo and Kim, 2022). The price of creating an original customer is about six times the price of recollecting an existing customer, and retaining existing customers is the key to business success. In the information technology service industry, it is difficult to secure loyal customers with repeated use or purchase tendencies because it is easy to leave or access information.

3. Research Design

3.1. Research model

It is intended an experiential examination on the factors that affect the service quality of the O2O restaurant delivery platform on the intention to reuse. Since the service quality measurement method begins from the operator's point of view, it should be measured based on the user's satisfaction. Therefore, the model of this study was set up as shown in Fig. 1 as the theoretical background.

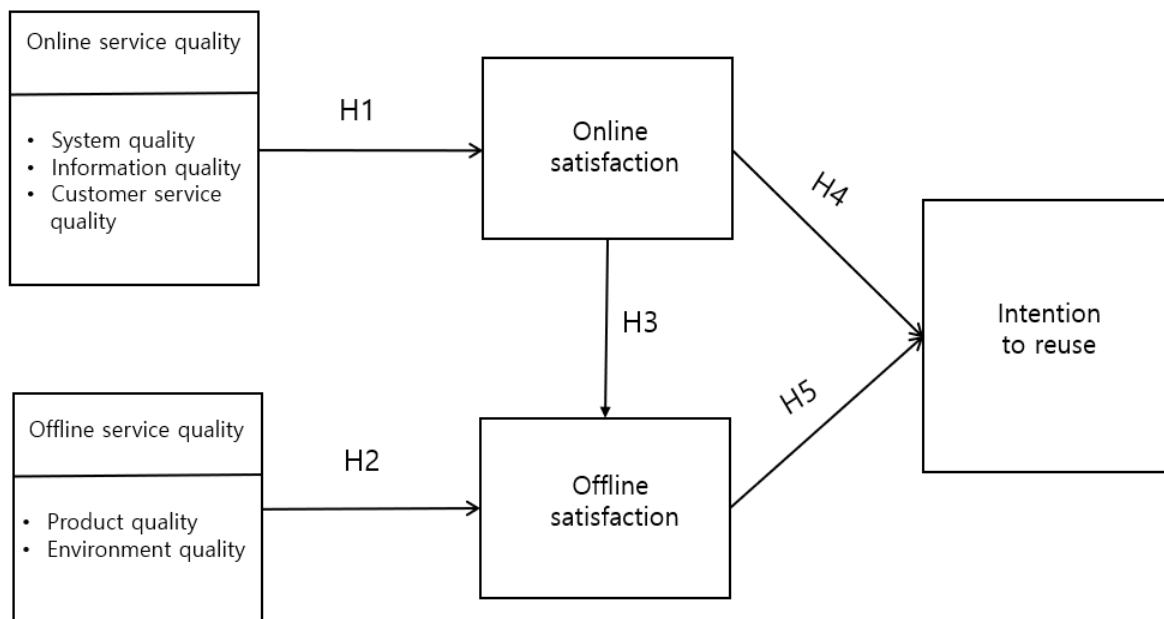


Fig. 1: Research model

3.2. Research hypothesis

3.2.1. Hypotheses on service quality and satisfaction online

Online service quality is the subjective reputation and decision of consumers on services gained by information technology (Santos, 2003). System quality requires a system that is easy to use and easily configured without customers experiencing technical inconvenience in using the restaurant O2O platform. Information quality represents the customer's level of awareness about the value of content and the degree of provision of information suitable for the user's purpose. Customer Service Quality refers to the support that receives advice and modifications to the system from customers using the platform.

Hypothesis H1 Online service quality will have a positive (+) significant effect on satisfaction.

Hypothesis H1-1 System quality will have a positive (+) significant effect on online satisfaction.

Hypothesis H1-2 Information qualities will have a positive (+) significant effect on online satisfaction.

Hypothesis H1-3 Customer service qualities will have a positive (+) significant effect on online satisfaction.

3.2.2. Hypotheses on service quality and satisfaction offline

Offline service quality refers to the level of quality that leads to real goods in the online virtual space when providing O2O services. In the delivery platform, it refers to the quality of food and beverage services that are finally provided to consumers after ordering (Seok et al., 2019). Offline service quality refers to the important quality of a product, its appearance, and the atmosphere of a restaurant's physical facility or place. Product quality is the degree of perception that the quality of products purchased through the service of the O2O platform is excellent. It refers to the grade to which the information provided online and the qualities of offline products are equally perceived. Environmental quality can be seen as the degree of superiority or inferiority of the environmental qualities provided by food service companies.

Hypothesis H2 Offline service quality will have a positive (+) significant effect on satisfaction.

Hypothesis H2-1 Product quality will have a positive (+) significant effect on offline satisfaction.

Hypothesis H2-2 Environmental quality will have a positive (+) significant effect on offline satisfaction.

3.2.3. Hypotheses on online and offline satisfaction

Satisfaction is a comprehensive psychological state that arises from the combination of emotions arising from the discrepancy between actual experience and expected levels through service quality and emotions before the experience. It refers to the consumer's evaluation process for the discrepancy between expectations before use and emotions felt after use (Chen and Cheng, 2013).

Hypothesis H3. Online satisfaction will have a positive (+) significant effect on offline satisfaction.

3.2.4. Hypotheses on satisfaction and intention to reuse

Reuse intention may refer to be the intention to reuse the O2O food delivery platform service. Park et al. (2020) analyzed that customer satisfaction has a good relationship with continuous use intention. The overall requirements of customers were studied using the O2O platform. Jeon et al. (2019) studied user participation satisfaction and reuse intention in the purpose of transactions through e-commerce. In e-commerce, O2O service quality was studied from the user perspective by dividing it into online and offline. Various system elements of e-commerce were set as online variables. The basic elements of the O2O system were recognized by dividing offline elements that satisfy e-commerce into human, product, and delivery.

Hypothesis H4 Online satisfaction will have a positive (+) significant effect on intention to reuse.

Hypothesis H5 Offline satisfaction will have a positive (+) significant influence on intention to reuse.

4. Empirical Analysis and Research Findings

4.1. Operational definition of variables

The study model and accompanying hypotheses were developed using information acquired from a literature survey and examination of different technical systems. Table 1 below states the variables' operational definitions used in this study.

Table 1: Operational definition of variables

Factors	Operational Definition	Previous Studies
System quality	- The delivery platform responds quickly. - The delivery platform has a variety of functions and is suitable for use. - Easy to use the delivery platform.	[4][5][6][7][8]
Information quality	- A lot of business information is disclosed on the delivery platform and can be used in various ways. - The information released on the delivery platform is reliable. - Using information on the delivery platform is efficient.	[4][5][6][9][10]
Customer service quality	- The delivery platform recommends foods that I might be interested in. - Employees of the delivery platform deal with my complaints in a time. - The staff on the delivery platform is quick and accurate.	[4][5][6][11]
Product quality	- Meals provided by sellers are clean, hygienic, and taste good. - Vendors afford better packing to preserve the presence and freshness of meals. - The seller prepares the meal within the agreed time. - The seller prepares meals according to the customer's requirements.	[2][12][13]
Environment quality	- The interior decoration of the offline store is well done. - Offline stores provide a clean and pleasant environment. - It is easy to identify various information signs in offline stores.	[5][6][12][13]
Online satisfaction	- I am satisfied with using the delivery platform. - I'd like to recommend a delivery platform to others - For me, using a delivery platform is a smart choice.	[14][15][16]
Offline satisfaction	- Being Satisfied with the basic service that provides offline. - Being satisfied with the delivery service offered by offline. - I like offline services in general.	[14][15][16]
Intention to reuse	- I am very pleased with the use of the delivery platform. - The delivery platform is optimized. - Using a delivery platform is a smart choice.	[17][18]

4.1.1. Characteristics of respondents

This study was shown for the general communal with involvement in with a restaurant delivery platform to empirically verify the research hypotheses. An online survey was conducted for a month from September 10 to October 10, 2021, and 200 questionnaires were dispersed and 196 copies were used for examination. A summary of the characteristics of the sample is shown in Table 2.

Table. 2: Characteristics of respondents (n=196)

Characteristics		Responses	Percentage
Sex	Male	63	32.1%
	Female	133	67.9%
Age	20-29 years	58	29.6%
	30-39 years	78	39.8%
	40-49 years	39	19.9%
	50-59 years	19	9.7%
	60 years or more	2	1.0%
Education	High School	87	44.4%
	College / University	63	32.1%
	Graduate School	46	23.5%
Occupation	Student	69	35.2%
	White-collar	58	39.6%
	Blue-collar	30	15.3%
	Professionals	16	8.1%
	Others	23	11.7%
Annual Income	0 – \$10,000	84	42.9%
	\$10,000 – \$20,000	64	32.7%
	\$20,000 – \$30,000	21	10.7%
	\$30,000 or more	27	13.8%
Delivery Web	Delivery person	137	69.9
	Here order	46	23.5
	Others	13	6.6
Period of use	Within 6 months	24	12.2
	6-12 months	10	5.1
	Within 1 year	26	8.2
	2 years more	146	74.5
Number of orders	Within 1 time	69	35.2
	1-4 times	76	38.8
	5-7 times	31	15.8
	8 times more	20	10.2

4.1.2. Analysis method

In terms of measuring items, prior research questionnaire items were recreated for this study, and each item was measured on a 7-point scale. SPSS 26.0 was used for basic statistical analysis of the survey. Smart PLS 4.0 was used for hypothesis testing to verify concentrated validity and discriminant validity. The results of concentrated validity and discriminant validity are shown in Table 2 and Table 3.

Table 3: Reliability and internal consistency results

	Items Name	Factor Loadings	AVE	Composite Reliability (CR)	Cronbach' Alpha
System quality	SY1	0.925	0.792	0.919	0.880
	SY2	0.802			
	SY3	0.937			
Information quality	IN1	0.867	0.748	0.899	0.832
	IN2	0.872			
	IN3	0.855			
Customer service quality	CSQ1	0.815	0.665	0.856	0.752
	CSQ2	0.845			
	CSQ3	0.786			
Product quality	PQ1	0.713	0.604	0.876	0.790
	PQ2	0.770			
	PQ3	0.847			
	PQ4	0.771			
Environment quality	EQ1	0.816	0.643	0.844	0.742

	EQ2	0.799			
	EQ3	0.790			
Online satisfaction	ON1	0.820	0.693	0.871	0.778
	ON2	0.855			
	ON3	0.821			
Offline satisfaction	OF1	0.715	0.650	0.847	0.726
	OF2	0.886			
	OFF	0.810			
Reuse intention	RI1	0.779	0.627	0.834	0.703
	RI2	0.789			
	RI3	0.807			

Table 4: Pearson correlations and discriminant validity

Factors	AVE	SY	IN	CSQ	PQ	EQ	ON	OF	RI
SY	0.792	0.890*							
IN	0.748	.027	0.865*						
CSQ	0.665	.070	.528	0.816*					
PQ	0.604	.024	.139	.256	0.777*				
EQ	0.644	.023	.090	.015	0.078	0.802*			
ON	0.693	.360	.545	.530	.251	.037	0.832*		
OF	0.650	.360	.032	.230	.360	.210	.263	0.807*	
RI	0.627	.131	.102	.212	.191	.111	.361	.436	0.792*

*Diagonal element shows the square root of AVE

4.1.3. Test hypothesis

Smart PLS 3.0 was utilized for the structural model, and it was used to determine the path coefficient and the coefficient of determination (R^2). If the R^2 value is 0.26 or more, the fit is high, and if it is 0.25 to 0.13, it is intermediate. A value less than 0.12 can be indicated as a low fit. The coefficient of determination (R^2) for online satisfaction (0.471), offline satisfaction (0.262) and intention to reuse (0.256) appeared to be positive.

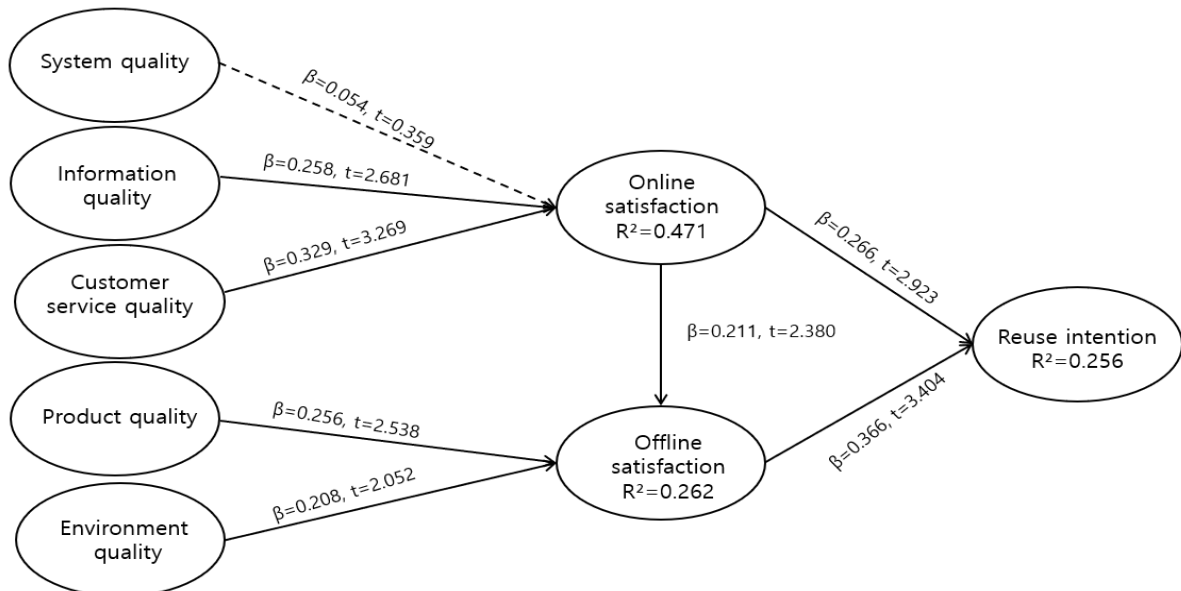


Fig. 2: Path analysis for the research model

Hypothesis H1-1 was rejected. There is no statistically significant relationship at the significance level of 95% (H1-1; $\beta=0.054$, $t=0.359$, $p>0.05$). System quality did not affect online satisfaction. System quality was measured by factors such as the delivery platform's response speed, ease of use, and stability

of sales. Hypothesis H1-2 was accepted. There is a statistically significant relationship at the significance level of 95% (H1-2; $\beta=0.258$, $t=2.681$, $p<0.05$). Information quality had an effect on online satisfaction. Information quality was measured by factors such as the amount of open business information, the amount of open franchise information, and the rapid updating of information. Hypothesis H1-3 were accepted. There is a statistically significant relationship at the significance level of 95% (H1-3; $\beta=0.329$, $t=3.269$, $p<0.05$). Customer service quality has an effect on online satisfaction. Customer service quality was measured by the presence of food that the delivery platform was interested in, the delivery platform staff promptly solving complaints, and the kindness of the delivery platform staff.

Hypothesis H2-1 was accepted. There is a statistically significant relationship at the significance level of 95% (H2-1; $\beta=0.256$, $t=2.538$, $p<0.05$). Product quality had an effect on offline satisfaction. Product quality was measured by hygienic food provided; well packaged food for freshness, food arrived at the promised time, and satisfaction of customer requirements. Hypothesis H2-2 was accepted. There is a statistically significant relationship at the significance level of 95% (H2-2; $\beta=0.208$, $t=2.052$, $p<0.05$). Environmental quality affected offline satisfaction. Environmental quality was measured by good interior decoration of the store, providing a pleasant environment, and good information signage.

Hypothesis H3 was accepted. It was analyzed as having a statistically significant relationship (H3; $\beta=0.211$, $t=2.380$, $p<0.05$) at the significance level of 95%, and the hypothesis was adopted.

Hypothesis H4 was accepted. There is a statistically significant relationship at the significance level of 95% (H4; $\beta=0.266$, $t=2.923$, $p<0.05$). Online satisfaction had an effect on intention to reuse. Online satisfaction was measured by satisfaction with the use of the delivery platform, happiness when using the delivery platform, and wisdom in using the delivery platform. Reuse intention was measured as preference over other delivery platforms, recommendation of the delivery platform to others, and continued use of the delivery platform.

Hypothesis H5 was accepted. There is a statistically significant relationship at the significance level of 95% (H5; $\beta=0.366$, $t=3.404$, $p<0.05$). Offline satisfaction affected intention to reuse. Offline satisfaction was measured by satisfaction with the seller's service, satisfaction with the offline delivery service, and acceptance of the offline service.

Table 5: Hypothesis testing of model

Paths	Estimate	T-statistics	Hypothesis Results
H1-1: System quality → Online satisfaction	0.054	0.359	Reject
H1-2: Information quality → Online satisfaction	0.258	2.681*	Accept
H1-3: Customer service quality → Online satisfaction	0.329	3.269*	Accept
H2-1: Product quality → Offline satisfaction	0.256	2.538*	Accept
H2-2: Environment quality → Offline satisfaction	0.208	2.052*	Accept
H3: Online satisfaction → Offline satisfaction	0.211	2.380*	Accept
H4: Online satisfaction → Intention to reuse	0.266	2.923*	Accept
H5: Offline satisfaction → Intention to reuse	0.366	3.404*	Accept

*Probability level $p < 0.05$

5. Conclusion

This study focuses on studying the online and offline food delivery platforms when the O2O market is quickly growing. The effect of online and offline service quality on the reuse intention of O2O service users through satisfaction was analyzed. Literature research and empirical research methods were used for hypothesis testing. For empirical research, the influence relationship between five factors, such as online service quality, offline service quality, online satisfaction, offline satisfaction, and reuse intention, was analyzed. The analysis results are summarized as follows. First, the online service quality of the

O2O restaurant delivery platform affected online satisfaction. Information quality and customer service quality have a positive effect. The reason why the restaurant delivery platform service is popular is that it connects online and offline so that consumers can see product information on the Internet. The online information allows the consumer to obtain product information. Customer service has a high desire to improve the quality of life of modern people, and the demand for customer service quality is increasing day by day. This values information quality and customer service quality and has a significant effect on satisfaction. On the other hand, system quality does not have a positive effect on online satisfaction. On the other hand, system quality does not have a positive effect on online satisfaction. Technologies such as the Internet, mobile, and fintech have developed rapidly, and software development on the platform and consumer information protection has already become the basis for managers to develop applications. There is not much difference between online delivery platforms and existing platforms. Second, product quality has a positive effect on offline satisfaction in the effect of offline restaurant company quality on offline satisfaction. Since what consumers directly face is a food service product, the quality of the food service product directly determines customer satisfaction. Environmental quality has had a positive effect on consumers. Consumers value the food environment as well as the quality of the product. Third, online satisfaction and offline satisfaction have a positive effect. This is the result of the convergence of online and offline in the special relationship of restaurant delivery. Fourth, online and offline, satisfaction has a positive effect on reuse intention. The service quality of the O2O restaurant delivery platform has a positive effect on consumers that leads to reuse intention through satisfaction. The academic contribution and differentiation of this study are as follows. First, various studies on delivery platforms are being conducted as restaurant consumers have switched to delivery formats due to the recent fast expansion of information environment technology and the influence of COVID-19. Most of the research conducted so far is on the system or information quality of delivery apps on smartphones. Research on the influence relationship between consumer satisfaction and reuse intention by dividing service quality into online and offline from the perspective of consumers using a food delivery platform is very insufficient. Service quality and satisfaction were classified online and offline. Variables were expanded and subdivided in various ways into system quality, information quality, customer service quality, product quality, and environmental quality. It is different from previous studies in that it has been empirically confirmed that online and offline satisfaction has an effect on reuse intention.

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