Erasmus School of Economics

Bachelor Thesis [Economics and Business Economics]

How can online food delivery services of restaurants in the Netherlands increase their Dutch customer loyalty?

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Contents

Executive summary

Studying customer loyalty in online food delivery (OFD) services is socially and practically relevant as it will provide managers of OFD services, specifically Thuisbezorgd.nl, in the Netherlands with recommendations to improve their customer loyalty which will in turn improve their profitability. It will give OFD services a better understanding of the consumer decision-making process when ordering food online which they can utilize to create more customer loyalty. This research is scientifically relevant as it provides more information and data on the consumer decision-making process, customer loyalty and customer satisfaction in the Netherlands. It also provides information and data on what factors are influencing Dutch consumers when ordering food online.

This leads to the central research question: *How can online food delivery services of restaurants in the Netherlands increase their Dutch customer loyalty?* Sub-questions will help to answer the main research question. The theoretical sub-questions are:

1. What is the consumer decision-making process?
2. What is customer loyalty?
3. How do a product and a service interact?
4. What are influencing factors for customers when ordering food online?

The empirical sub-questions are:

1. What do Dutch customers consider during the consumer decision-making process?
2. To what extent do Dutch customers feel a loyalty to Thuisbezorgd.nl?
3. Do Dutch customers find the product or the service more important in OFD services?
4. What are influencing factors for Dutch customers when ordering food online?

It can be concluded from literature that the consumer decision-making process consists of five steps, namely problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation/customer satisfaction. It must be ensured that the experience is good for every consumer as past experiences have an influence on information search. Customer loyalty means the intent of a customer to re-purchase a product or service from a brand. If a company increases customer satisfaction, their customer loyalty will increase. The main reason that customer loyalty is important is profitability. OFD services consist of both a product and a service, which interact with one another, and both have a direct effect on customer satisfaction. Safety and thus trust in the website or application seems to be the common factor in all previously done researches and one of the most important factors in both the evaluation of alternatives and customer satisfaction. From these findings from literature, six hypotheses have been drafted:

H1: Past consumer experiences (or word-of-mouth) has a positive effect on information search

H2: Customer satisfaction has a positive effect on customer loyalty

H3: Good service quality has a positive effect on customer satisfaction

H4: Good food quality has a positive effect on customer satisfaction

H5: Trust in the system has a positive effect on evaluation of alternatives

H6: Trust in the system has a positive effect on customer satisfaction

   To test these hypotheses, quantitative research has been done, specifically correlational research, as there is a need to test relationships between variables. The data was obtained by distributing a survey online through various social media platforms. This resulted in 200 useable responses and with this data several regressions have been performed to test the six hypotheses.

   From the first regression it can be concluded that there is a positive relationship between past consumer experiences and information search. Thus, if past consumer experiences increases in value, the value of information search will increase as well. This positive relationship can also be found in the second regression, which regressed customer satisfaction on customer loyalty. If the customer satisfaction increases, the customer loyalty increases as well. Regressions 3, 4 and 5 are related to hypotheses 3 and 4. Both service quality and food quality were regressed on customer satisfaction, separately and simultaneously. From these results it becomes clear that when service quality and food quality increase, customer satisfaction increases as well. Food quality has a higher coefficient than service quality in both the separate linear regressions as the multiple linear regression. Thus, it seems that the food quality is more important in determining customer satisfaction than the service quality. In the second to last regression the positive coefficient of trust in the system indicates a positive relationship with evaluation of alternatives. When a customer's trust in the system increases, the extent to which a customer evaluates alternatives will also increase. Trust in the system of Thuisbezorgd.nl also has a positive coefficient in the regression formula of the last regression. Here, trust in the system of Thuisbezorgd.nl was regressed on customer satisfaction and thus if the customer has a higher trust in the system of Thuisbezorgd.nl, they will be more satisfied with the service of Thuisbezorgd.nl.

   Now all the information that is needed to answer the central research question has been discussed. To increase the customer loyalty, an OFD service must increase their customer satisfaction. Here several factors directly come into play, namely the service quality, the food quality and the trust in the system of the OFD service. These factors have a direct positive effect on customer satisfaction

and thus it is important that these factors are rated highly by the customers. There are two factors that influence customer satisfaction through the consumer decision-making process, namely past consumer experiences, which influences information search, and trust in the system, which also influences evaluation of alternatives. To increase the chance of the customer choosing a particular OFD service and actually making a purchase, the past consumer experiences and the trust in the system are important.

The research outcome indicates that an increase in the value of past consumer experiences leads to an increase in the value of information search. Thus, there is significant evidence for the positive effect that past consumer experiences has on information search. H1 can therefore be accepted. This is also the case for the second hypothesis, as an increase in customer satisfaction leads to an increase in customer loyalty. H2 is thus also accepted, as there is significant evidence for the positive effect that customer satisfaction has on customer loyalty. The regressions which tested H3 and H4 indicated a positive effect of service quality on customer satisfaction and of food quality on customer satisfaction. Therefore, there is significant evidence in favour of H3 and H4 and thus they are accepted. What also becomes evident from the three regressions is that food quality has larger effect on customer satisfaction than service quality. This indicates that food quality is valued more than service quality in customer satisfaction. There is also significant evidence in support of H5 and H6. The research outcome indicates that an increase in trust in the system leads to an increase in the value of evaluation of alternatives. Therefore, H5 is accepted. In the last regression, trust in the system was specifically focused on the system of Thuisbezorgd.nl and regressed on customer satisfaction. This confirms H6 as an increased trust in the system of Thuisbezorgd.nl leads to an increased customer satisfaction.

Thus, to increase the chance of a purchase, Thuisbezorgd.nl must ensure good past consumer experiences. They can do this by resolving any issues that a customer had and encouraging positive online reviews and word-of-mouth. They can also improve the quality of their website and show that their payment system is safe to increase the customer's trust in the system. This trust in the system of Thuisbezorgd.nl also directly influences customer satisfaction, so it is an especially important factor. Good service quality and food quality must also be ensured to increase customer satisfaction. Here, the focus must lie on ensuring good food quality as it has a larger effect. Thus, the food must be well prepared by the restaurant, and it must arrive hot. The service quality can be improved by having a well-functioning website/app, so ordering is easy and fast. The delivery time must also be as short as possible and must at least not take longer than indicated. The rider must also check if all the products that were ordered are included in the package he/she receives. Through this increased customer satisfaction Thuisbezorgd.nl can more easily obtain and create loyal customers and this will in turn lead to a higher profitability.

Future research on this topic can benefit from a more representable sample that is distributed to a large and diverse group of people. This will increase the external validity and thus the recommendations to increase customer loyalty of OFD services might be more accurate. Future researchers might also want to look into making a less subjective survey that is less open to interpretation and more numerical. The topic can also benefit from more research into other variables that have an influence on the consumer decision-making process. More research on how to make a satisfied customer a loyal customer can also be beneficial to create more exact recommendations to increase the customer loyalty of OFD services.

Chapter 1: Introduction

1.1 Introduction to customer loyalty in online food delivery services

The concept of takeaway has been around for quite some time, but use of this service has been steadily increasing since 1980 (Ball, 1996). This is due to several reasons including the fact that more women were starting to work and therefore there was both an increase in household income and there was less time to prepare meals. In general, there was a rise in average disposable income, so people had more resources to spend on food, and the cost of taking the time to prepare a meal was beginning to outweigh the cost of ordering food (Cullen, 1994). With the rise of the internet many services became available online and so takeaway became an online service as well. In 1994, Pizza Hut was the first to start online delivery. It started with websites, but when the use of mobile apps began more and more restaurants and third parties created apps from which you could order food (Malhotra & Makwana, 2021).

   Online food delivery (OFD) services include websites and apps from both individual restaurants and third-party platforms. This research however focusses on the third-party platforms, like Thuisbezorgd.nl and Uber Eats, so therefore the term OFD services will be limited to these platforms. There are a variety of restaurants made available for the customer on these websites and apps. The customer can view the different dishes that the restaurant offers and they can add them to their cart. Then the customer can pay for their order and the order is sent to the restaurant which will start preparing the order. A rider is sent to the restaurant to pick up the order and deliver it to the customer. The customer can track their order while it is being prepared and delivered. Restaurants can also be reviewed by the customers that have ordered from the restaurant (Malhotra & Makwana, 2021). The use of the platform is free for customers, but the restaurants pay a small fee to be listed on the platforms and they pay a commission on every order that is done through the platform (Lord et al., 2022).

   These types of e-commerce platforms are not only more convenient for customers when shopping, but also enable customers to compare prices and different products and they also allow the customer to be in charge of delivery. Food delivery has also benefitted from online availability through improved order accuracy, increased productivity, and enhanced customer relationships. It also allows them to extend their market (Suhartanto, Helmi Ali, Tan, Sjahroeddin, & Kusdibyo, 2019).

   In 2020, there were 58,120 food and beverage establishments in the Netherlands (CBS, 2020). These establishments were responsible for 4.6% of the total number of jobs in the Netherlands in 2020 (CBS, 2021) and had a net revenue of 18,640 million euros in 2017 (CBS, 2020). The Dutch population spent on average 1,115 euros per person on food and drink outside of their home in 2017 according to

research of FoodService Instituut (2018). It is clear that the restaurant industry is quite large in the Netherlands and essential for the economy. The population abundantly enjoys going out for a meal and a drink, but also increasingly enjoys it while staying in.

The market of OFD service in the Netherlands consists of mainly one large player, namely Just Eat Takeaway.com which is more commonly known in the Netherlands as Thuisbezorgd.nl. The market share of Thuisbezorgd.nl was 70% in 2020, whilst Uber Eats covered 15% and Deliveroo only 5% (Statista, 2021a). The origin of Thuisbezorgd.nl lies in 1999 when Jitse Groen, who is still the CEO, came up with the idea of Thuisbezorgd.nl. In 2007 the company started to expand internationally with different websites and in 2009 all these websites were gathered under one domain name Takeaway.com. They then continued to expand and in 2020 they decided to merge with Just Eat to create Just Eat Takeaway.com, which reported a revenue of 4,495 million euros in 2021 (Just Eat Takeaway.com, 2022). So, Thuisbezorgd.nl is now only a part of the much larger Just Eat Takeaway.com. Thuisbezorgd.nl currently has more than 7500 restaurants on their platform and processes 1 million orders ever month.

OFD services such as Thuisbezorgd.nl, Uber Eats and Deliveroo have been steadily growing over the past years. During the COVID-19 pandemic there has been an exponential rise in demand for OFD services as restaurants were closed due to lockdowns. People had to stay home and were searching for ways to get the restaurant experience at home. OFD services were the solution to this problem. Food delivery app installs increased with 25% in 2020 and increased with another 21% in 2021 (Wetzler, 2021). The revenue of Platform-to-Consumer food delivery has increased with almost 50% in 2020 compared to 2019 and it increased with 30% in 2021 compared to 2020 (Statista, 2021b). Statista expects that revenue will also increase in the upcoming years, but at a much lower rate.

There is a flipside to this booming market as many of these OFD service companies have not yet made any profit. It has become increasingly easier for customers to switch between companies due to low switching costs as apps and websites are free to use. Many people have multiple food delivery apps on their phone ready to be compared to one another. New food delivery apps have churn rates of 86% within two weeks of launching the app and only 25% customer registers after the first app launch (CleverTap, 2019). This indicates that companies fail to convey their value proposition in a short amount of time to retain customers that have downloaded the app. McKinsey (2016) has found in research that 23% of OFD service customers often switch between platforms. It can be concluded from this that customer loyalty of OFD services is not very high. This can be a large source of the losses they are still making.

1.2 Relevancy of studying customer loyalty in online food delivery services

This topic is socially and practically relevant as it will provide managers of OFD services, specifically Thuisbezorgd.nl, in the Netherlands with recommendations to improve their customer loyalty which will in turn improve their profitability. It will give OFD services a better understanding of the consumer decision-making process when ordering food online which they can utilize to create more customer loyalty. This research is scientifically relevant as it provides more information and data on the consumer decision-making process, customer loyalty and customer satisfaction in the Netherlands. It also provides information and data on what factors are influencing Dutch consumers when ordering food online.

1.3 Central research question and sub-questions of this study

This leads to the central research question: *How can online food delivery (OFD) services of restaurants in the Netherlands increase their Dutch customer loyalty?* Sub-questions will help to answer the main research question.

The theoretical sub-questions are:

5. What is the consumer decision-making process?
6. What is customer loyalty?
7. How do a product and a service interact?
8. What are influencing factors for customers when ordering food online?

The empirical sub-questions are:

5. What do Dutch customers consider during the consumer decision-making process?
6. To what extent do Dutch customers feel a loyalty to Thuisbezorgd.nl?
7. Do Dutch customers find the product or the service more important in OFD services?
8. What are influencing factors for Dutch customers when ordering food online?

1.4 Possible research limitations

One of the main limitations in this research is the method of data collection. With limited resources it cannot be guaranteed that the sample will be representable for the Dutch population as the distribution method is limited. This research is also done in the Netherlands and thus the possible recommendations for OFD services is limited to Dutch companies that serve Dutch customers. There may also not be enough data due to time constraints. This may lead to invalid conclusions as the

sample size is insufficiently large and/or not representable. There may also be a research design limitation as it must be taken into consideration that to ensure that there are enough respondents, the survey must not be longer than 5 minutes.

1.5 Summary of chapters

The introduction to the topic of this research has now been discussed in chapter 1. This research will attempt to formulate an answer to the central research question in the following chapters. In chapter 2 a literature review has been done to get a better understanding of the consumer decision-making process and core concepts in this research, such as OFD services, customer loyalty and customer satisfaction. From this, hypotheses have been formulated. A few previous studies have also been analysed to get a better view on what customers find important when using OFD services. Chapter 3 describes the methodology that has been done in this research. How the research has been done is explained extensively and the obtained research sample is described. Chapter 4 discusses the results that have been obtained on the basis of key analyses and findings. The key findings of the literature and this research have been compared in chapter 5 and from this, answers to the central research question, hypotheses and empirical sub-questions have been formulated. Managerial recommendations and research limitations are also discussed in chapter 5.

Chapter 2: Literature Study

2.1 What is the consumer decision-making process?

John Dewey was the first to develop a five-stage consumer decision process which serves as a foundation for the models we know and use nowadays. The stages in his model are problem recognition, information search, alternative evaluation, choice, and outcomes (Bruner & Pomazal, 1988). The Engel, Kollat, and Blackwell (EKB) consumer decision-making model is based on Dewey's model and is the model that is still a core theory within consumer behaviour (Ashman, Solomon & Wolny, 2015). The EKB model (see figure 1) is a sequential process, which consists of problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation (Engel, Blackwell & Miniard, 1995).

According to Stankevich (2017) consumers will search for information both internally and externally in the second stage of the consumer decision-making process. Internal information can be recalling past experiences, or any other type of memory, and external information can be experiences from friends and family, reviews online or marketing-controlled sources. In other words, the external information the customer receives is often through word-of-mouth. To utilize this step to a company's benefit the consumer must be aware of relevant information through ads and past experiences of others or themselves must be good. In the third step, the consumer will compare the product to alternatives. The consumer often does this based on the most important attribute of the product/service. It is important that the consumer is aware of a company's brand and has information on the attribute that is important to them. Post-purchase evaluation is important in making customers loyal to a company. It is equally important to react when a customer is satisfied or not satisfied. A satisfied customer can become a brand ambassador and a dissatisfied customer can prevent others from becoming a customer. The consumer's expectations must be met or exceeded. Follow up activities after the purchase can help to create loyalty. It is clear that the post-purchase evaluation stage revolves around how satisfied the customer is with the product or service. As Cengiz (2010) says: "Satisfaction can be broadly characterized as a post-purchase evaluation of product quality given pre-purchase expectation" (p.78). Thus, the term post-purchase evaluation is replaced by customer satisfaction in this research.

The factors that influence the consumer decision-making process are slightly different in online consumer behaviour. There are three different types of online recommendation sources, namely other consumers, human experts, and expert systems and consumer decision support systems (Senecal, Kalczynski & Nantel, 2005). There are interactive tools online that help the consumer in finding alternatives to a product and compare those alternatives. These tools increase efficiency and quality

of purchase decisions as it is easier for consumers to find products that match their preferences (Häubl & Trifts, 2000). Huseynov and Yıldırım (2016) found a similar result which states that consumers that shopped online with a recommender agent were more efficient and had a higher decision quality compared with consumers that did not have a recommender agent. Senecal et al. (2005) suggest that the low information cost of the internet increases the amount of information that the consumer gathers, as information is more easily available online than offline. Moreover, there is a difference in the effect of online reviews for different types of products. The Word-Of-Mouth effect of negative online reviews is greater than the effect of positive online reviews for experience goods, but equal for search goods (Hao, Ye, Li & Cheng, 2010). It seems that prevention of negative reviews is more essential for experience goods, such as food delivery, than for search goods.

   To summarize, the consumer decision-making process consists of five steps, namely problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. For both information search and evaluation of alternatives it is important that the consumer has the information they need on the brand and product. It must be ensured that the experience is good for every consumer as past experiences have an influence on information search and the current experience has an influence on post-purchase evaluation. Bad experiences must be resolved and follow up activities for good experiences help to create loyalty. The term post-purchase evaluation will be replaced by customer satisfaction as the post-purchase evaluation is a direct indicator of customer satisfaction. In the online consumer decision-making process, the influence of recommendation sources becomes even more important than offline. The use of recommendation sources increases shopping efficiency and the quality of the purchase decision. Information is easier accessible and is therefore gathered more by consumers before making a purchase. For experience goods, the importance of avoiding negative online reviews seems to be specifically important.

Hypothesis 1 (H1): Past consumer experiences (or word-of-mouth) has a positive effect on information search
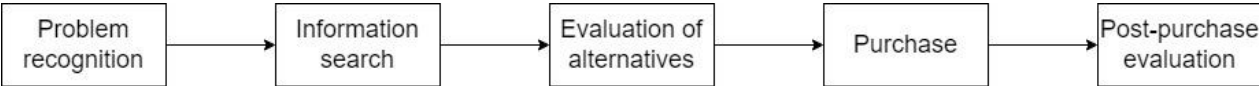
Figure 1: The consumer decision-making process (EKB model)

2.2 What is customer loyalty?

Oliver (2014) has defined customer loyalty as "a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behaviour" (p. 334). Scarpi, Pizzi and Visentin (2014) have defined intentional loyalty as "attitudinal loyalty accompanied by the intent to take a positive action in the near future, typically to visit a store again or to re-purchase a brand" (p. 263). Thus, customer loyalty relates to the return of existing customers. It is the intent of a customer to re-purchase a product or service from a brand and that the customer feels a loyalty or in other words a commitment towards the brand.

Loyal customers have several benefits to a company, one of which is profitability. It is essential to retain customers because of the well-known 80/20 marketing rule which states that 20% of a company's loyal customers account for 80% of the revenue of that company (Pareto's principle) (Singh & Singh, 2016). According to Bowen and Chen (2001), loyal customers will make more repeat purchases and are less likely to switch to competitors to get the best deal than non-loyal customers. They therefore conclude that there is a positive correlation between profitability and the loyalty of customers.

Another reason that loyal customers are more profitable for a company is the fact that retaining a customer is cheaper than acquiring a new customer. Singh and Singh (2016) found in their research that the cost of satisfying an existing customer is seven times less than the costs that are made in acquiring new customers. Loyal customers will also attract more customers due to positive word-of-mouth. Griffin (1995) has also done research into why loyal customers lead to higher profitability and has found six areas which cost less for loyal customers compared to non-loyal customers. The most important areas are lower acquisition costs and thus lower marketing costs, reduced customer turnover expenses, and lastly more positive word of mouth. Griffin (1995) also concludes, like Bowen and Chen (2001), that a loyal customer is less likely to hunt for a better deal and is therefore less likely to switch to the competition.

Several researches have been done into the relationship between customer satisfaction and customer loyalty. To quote Gerpott, Rams and Schindler (2001): "customer satisfaction is a direct determining factor in customer loyalty" (p. 253). Singh (2006) concludes from several articles that customer satisfaction does not directly lead to customer loyalty but it does foster loyalty. Customer satisfaction is therefore essential for customer loyalty. Bowen and Chen (2001) also found that customers must be extremely satisfied and not just moderately satisfied for it to lead to customer loyalty.

To conclude, customer loyalty means the intent of a customer to re-purchase a product or service from a brand and also means that the customer feels a loyalty or in other words a commitment towards the brand. Customer loyalty is influenced by customer satisfaction and thus it can be concluded that if a company increases customer satisfaction, their customer loyalty will increase. The main reason that customer loyalty is important is profitability. Customers that make a repeat purchase are cheaper than acquiring new customers and a loyal customer will make more repeat purchases. A loyal customer is also less likely to be persuaded by competitors to switch to them.

Hypothesis 2 (H2): Customer satisfaction has a positive effect on customer loyalty

2.3 How do a product and a service interact?

OFD services seem to be first and foremost a service, but the delivered product is a large part of the experience of the service. The quality of the product and the quality of the service interact with one another. According to Shostack (1982), a product is a tangible object that exists in both time and space, and it can be possessed. A service, however, is intangible and only exists in time. A service consists of acts or processes and therefore cannot be possessed but only be experienced, created, or participated in. In the case of OFD services the product in question is the food that is prepared by restaurants and the service in question is both the platform that lists the restaurants and the delivery of the product.

As service quality issues became a rising problem, the importance of service quality became more evident, especially when companies ran into unknown territory when more services became online services. The consumers must view these online services as effective and efficient and thus they must work accordingly (Parasuraman, Zeithaml & Malhotra, 2005). As OFD services are an online service, the e-service quality is of interest. According to Annaraud and Berezina (2020), e-service quality in online food delivery consists of four components, namely perceived control, service convenience, customer service, and service fulfilment. Perceived control in ordering food online means the extent to which the customer understands the online process and their ability to complete the order. Service convenience has been defined as the amount of time and effort the consumer spends on buying and using a service. They have defined customer service as the timely, sincere, and responsive support from the company's representatives. Lastly, service fulfilment is the degree to which the service lives up to its given expectations. This concerns things like product availability and delivery time.

Many studies have already found that the quality of food has a significant positive effect on satisfaction in a restaurant setting (Annaraud & Berezina, 2020), which suggests that there will be a similar relationship between product quality and service satisfaction in general. Thus, Devaraj, Matta

and Conlon (2001) propose that there is a positive relationship between product quality and service satisfaction. They find evidence for a positive significant effect of product quality on service satisfaction. Thus, it seems that the quality of the food that is delivered has a direct effect on the customer satisfaction of the OFD service. Suhartanto et al. (2019) more specifically find that there is a significant positive effect of food quality on customer satisfaction in OFD services, supporting the proposed relationship. This relationship is also supported by Annaraud and Berezina (2020) who have also done research in OFD services and have also found a significant positive effect of food quality on customer satisfaction.

To conclude, OFD services consist not only of a service but also a product. E-service quality in important online services and thus in OFD services. Perceived control, service convenience, customer service, and service fulfilment are essential in ensuring a high e-service quality. It can be concluded from literature that product and service interact with one another. The purchased product seems to have an effect on the satisfaction of the service. More specifically, in OFD services the food quality has a direct effect on the customer satisfaction of the service.

Hypothesis 3 (H3): Good service quality has a positive effect on customer satisfaction

Hypothesis 4 (H4): Good food quality has a positive effect on customer satisfaction

2.4 What are influencing factors for customers when ordering food online?

Several researches have been done on which factors influence the consumer decision-making process when using OFD services. Cho, Bonn and Li (2019) conclude in their research into food delivery apps in China that trustworthiness of the food delivery application is the most important attribute for customers. Trust seems to be essential in online transactions and distrust is therefore a reason for consumer to choose to not order online. OFD services must therefore ensure that there is a good cooperation between them and their vendors. They must also ensure that the technology of their app is up to date to create a seamless experience when using the app. Cho, Bonn and Li (2019) also found that design and having various food choices were important attributes.

Sinha, Srivastava, Srivastava, Asthana and Nag (2021) found in their study in India that app design quality is essential for customer loyalty. Here you can think of the quality of the images of the food and the description of the food. The app/website should have short buffering times and there should be secure payment options available. Here they also describe how safety is essential in the app design quality as the consumer must trust the OFD service. Delivery time is also vital in holding customers.

Zhao and Bacao (2020) have done research into consumers' intention to continue using a OFD service during COVID-19 and have found that customer satisfaction, perceived task-technology fit, trust, performance expectancy and social influence have a significant effect. The importance of customer satisfaction in customer loyalty is thus again supported. All factors had a positive and significant effect on both continuance intention and customer satisfaction.

Hong, Choi, Choi and Joung (2021) found that perceived usefulness and trust in the system of the OFD service are the two main factors in increasing customer intention to use an OFD. Therefore, OFD services must communicate clearly in what ways their service is beneficial to the customer and they must gain the customer's trust by being transparent and authentic and they must show customer satisfaction scores.

Lastly, Zulkarnain, Ahasanul and Selim (2015) conclude that website quality leads to website trust. Website trust in turn leads to satisfaction and customer satisfaction ultimately leads to customer loyalty. Service quality, which consists of food quality, delivery and customer service, also has an effect on satisfaction.

To summarize, there are several factors that influence the customer's intention to use an OFD service. Factors such as the app design quality and perceived usefulness are important, but safety of the website or application and thus trust in the website or application seems to be the common factor in all researches and is often mentioned as one of the most important factors in the usage of OFD services. Trust can be created by having a good website quality, secure payment, and good cooperation between the OFD service and the restaurants so that they are reliable.

Hypothesis 5 (H5): Trust in the system has a positive effect on evaluation of alternatives

Hypothesis 6 (H6): Trust in the system has a positive effect on customer satisfaction

2.5 Summary of literature

The consumer decision-making process consists of five steps, namely problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. It must be ensured that the experience is good for every consumer as past experiences have an influence on information search and the current experience has influence on post-purchase evaluation. The term post-purchase evaluation will be replaced by customer satisfaction as the post-purchase evaluation is an indicator of customer satisfaction. The use of online recommendation sources leads to increased efficiency and decision quality. Avoiding negative reviews seems to be specifically important for experience goods.

Customer loyalty means the intent of a customer to re-purchase a product or service from a brand and also means that the customer feels a loyalty or in other words a commitment towards the brand. Customer loyalty is influenced by customer satisfaction and thus it can be concluded that if a company increases customer satisfaction, their customer loyalty will increase. The main reason that customer loyalty is important is profitability.

OFD services consist of both a product, namely the meal that is delivered, and a service, namely the platform itself and the delivery of the product. It can be concluded from literature that a product and a service interact with one another. In OFD services both the service quality and the food quality have a direct effect on customer satisfaction of the service.

There are several factors that influence the customer's intention to use an OFD service. The app design quality and perceived usefulness are important, but safety and thus trust in the website or application seems to be the common factor in all researches and one of the most important factors.

From these findings from literature, six hypotheses have been drafted and depicted in a conceptual research model (see figure 2):

H1: Past consumer experiences (or word-of-mouth) has a positive effect on information search

H2: Customer satisfaction has a positive effect on customer loyalty

H3: Good service quality has a positive effect on customer satisfaction

H4: Good food quality has a positive effect on customer satisfaction

H5: Trust in the system has a positive effect on evaluation of alternatives

H6: Trust in the system has a positive effect on customer satisfaction
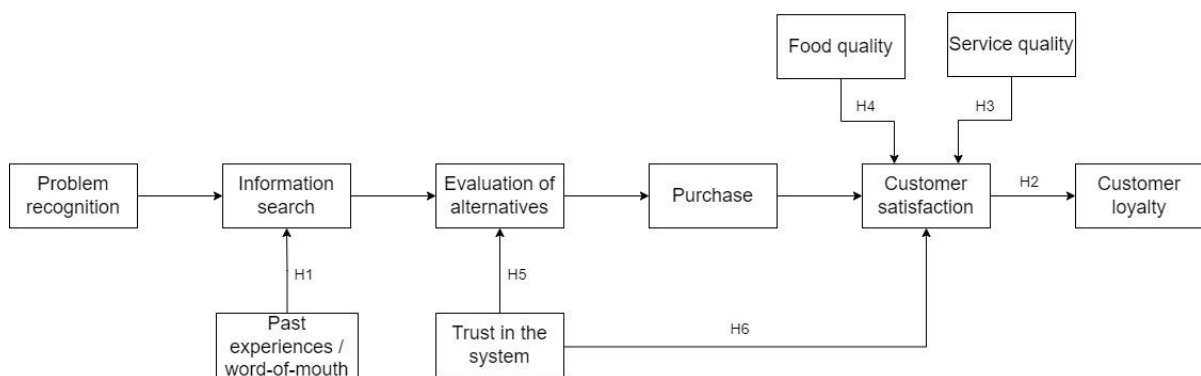
Figure 2: Conceptual research model

Chapter 3: Research Methodology

3.1 Quantitative versus qualitative research

There are two main types of research, namely qualitative research and quantitative research. According to Patton (2005) qualitative research is about analysing data from direct observations, in-depth interviews, and written documents. This results in direct quotations, detailed descriptions, and entire passages about people's experiences, opinions, feelings, behaviours, and more. The data that comes from qualitative research is non-numerical data (Sukamolson, 2007). The results are particular findings that cannot easily be generalized (Apuke, 2017). Quantitative research is about collecting numerical data to explain phenomena (Sukamolson, 2007). The quantitative data can then be analysed statistically. Quantitative research is often used to find averages, so generalizations across a whole population can be made (Goertzen, 2017). Qualitative research if often done with a smaller and not randomly selected group, while quantitative research is done in a larger and randomly selected group (Apuke, 2017).

There are four types of quantitative research according to Holton and Burnett (2005). The first is descriptive research, which summarizes the variables you are studying. This requires no control over variables and leads to a description of a population or situation. The second type is correlational research in which you can explore possible relationships between the variables in your research. This is also done in natural circumstances, so no there is no need for control over the variables. The third type is causal-comparative research, where researchers try to find subjects that differ on certain variables and they then try to find other variables that are the cause of this difference, so causality between the variables can be determined. This is different from correlational research as causal-comparative research tries to find a causal relationship, while correlational research does not. Descriptive research, correlational research and causal-comparative research have a high external validity if executed properly, due to the fact that data is gathered in natural circumstances. A high external validity means that the results and conclusions that are made in the research are generalizable and therefore applicable in the real world (Russ-eft & Hoover, 2005). This is different for the last type of research, namely experimental research. This research studies the causal relationship between the variables that are chosen in a fabricated situation. This type of research requires manipulation of one or more independent variables which means that control over the variables is needed, and this leads to a low external validity. However, the internal validity is high in experimental research due to this high control over variables. Internal validity indicates to what extent the data correctly answers the questions it attempts to answer (Russ-eft & Hoover, 2005). It indicates to what extent the observed difference in the dependent variable is a direct result of the independent variable (Onwuegbuzie,

2000). Correlational research has a low internal validity as there can be confounding variables that influence one or more of the variables in the research.

   As this research aimed to make recommendations to OFD services in the Netherlands to improve their customer loyalty there was a need for averages so generalizations across the whole Dutch population could be made. Based on this the choice was made to conduct quantitative research. This research attempted to investigate which factors are important to customers in the consumer decision-making process when using OFD services. It was therefore necessary to determine possible relationships between different factors and certain steps in the consumer decision-making process and thus it was necessary to perform correlational research.

3.2 Data collection methods of quantitative research

There are several ways to collect data for quantitative research. These include a survey, an experiment, observation or secondary research (Khalid, Abdullah & Kumar, 2012). The latter method was not an option as there is no existing data available on the topic of this research for the Netherlands. Observation is where the researcher observes a situation without being a part of it and records relevant data (Holt, 2009). This was unattainable due to the limited time available. An experiment allows for control over variables, so it is possible to measure the effect on a dependent variable (Holt, 2009). However, it is costly to execute an experiment and it costs much time and therefore it was not possible to do an experiment. A survey is a set of questions that can be filled out by the participant anonymously. The questions can be answered in different ways, namely through free text, a yes/no option, a numerical scale, or through a selection of answers options (Holt, 2009).

   A survey was chosen as the data collection method as it could easily be distributed to a large group of people in a limited amount of time and for free. This was necessary due to the limited amount of resources available. Thus, to obtain the data for the quantitative research an online survey was made in Qualtrics XM. The survey questions can be found in Appendix B. To obtain the data, the survey was sent out via social media, specifically via WhatsApp, Instagram, Facebook, and Linked-In. It was also posted on the survey-sharing platforms SurveySwap and SurveyCircle. The survey was opened on 1 July and closed on 17 July.

3.3 Description of research sample

It was not possible to estimate the number of people who viewed the survey, but the total number of respondents was 231. However, this research had a specific target group, namely people with a Dutch

nationality who have ordered with Thuisbezorgd.nl before. Some respondents did not meet the target group criteria or did not submit a complete response. These responses were removed from the sample which led to 200 usable responses. The complete data set can be found in Appendix C. Descriptive statistics of this research sample are given in Table 1. The sample consists of more females than males and is overrepresented by young people as more than half of the respondents are in the age group 18-25. This overrepresentation of young people goes hand in hand with an overrepresentation of people with a low income, who account for about half of the respondents. The sample is also skewed to higher educated people as about half of the respondents have a university degree. It is clear that the research sample is not representable for the whole population of the Netherlands. This should be taken into account when drawing conclusions from the results.

Table 1: Descriptive statistics of the research sample

Characteristic	Category	Total number of sample (n=200)	Percentage of sample (n=200)
Gender	Female	131	65.5%
	Male	68	34.0%
	Other/do not want to specify	1	0.5%
Age group	18-25	125	62.5%
	26-33	27	13.5%
	34-41	11	5.5%
	42-49	6	3.0%
	50-57	18	9.0%
	58-65	11	5.5%
	Older than 65	2	1.0%
Education level	High school	20	10.0%
	MBO	23	11.5%
	HBO	49	24.5%
	University bachelor	63	31.5%
	University master	45	22.5%
Gross yearly income	0-15000 euros	106	53.0%
	15000-30000 euros	23	11.5%
	30000-45000 euros	29	14.5%
	45000-60000 euros	16	8.0%
	More than 60000 euros	26	13.0%

3.4 Data analysis method

To obtain results from the data, linear regression analyses have been performed in SPSS. A linear regression analysis can be used to predict the value of the dependent variable based on the

independent variable. The regression fits a linear line to the data which leads to a linear regression formula:

$$y = \beta_0 + \beta_1 X + \epsilon,$$

where y is the predicted value of the dependent variable, β_0 is the constant or the intercept, β_1 is the regression coefficient, X is the independent variable, and ϵ is the error term. Thus, the predicted value of the dependent variable increases with β_1 if the value of the independent variable increases with 1.

A linear regression was chosen as the data analysis method as proof of positive and significant relationships was needed to confirm the hypotheses. A regression is therefore the best option as it can be determined if there is a relationship between the dependent variable and the independent variable(s) by looking at the t-statistic and the significance level of the independent variable. It can also be determined if there is a positive or negative relationship by looking at the sign of the coefficient of the independent variable.

In most cases the dependent and/or independent variable of the hypotheses consisted of multiple dimensions which were questioned separately within a question in the survey (see Appendix B). These sub-questions were combined by creating a new variable in SPSS which adds up the results of the sub-questions and divided the summation by the number of sub-questions, so all variables still have the same value range. The full definition of the variable is covered in the value of the variable in this way and the regression coefficients can still be compared to one another as they have the same value range. This was done for every dependent and independent variable of each hypothesis. The linear regressions were done using these new variables.

3.5 Possible researcher bias

A researcher bias means that the researcher's expectations of the research influence the outcome of the research (Sherif, 1998). Therefore, it is beneficial to avoid moments where interpretation is needed. To achieve this, there were no open questions added in the survey that was sent out, so there was no possibility of letting personal feelings and opinions influence the interpretation of the answers that were given. To ensure that the answers options and the questions were not leading, vague, or open to interpretation, the survey was proofread by others that were not part of the research. To also avoid leading the respondent to a certain answer, the questions worked up from more general questions to more specific questions per topic.

Chapter 4: Research Outcome

4.1 What is the consumer decision-making process?

The consumer decision-making process consists of five steps. Three of those steps have been questioned in the survey, namely information search, evaluation of alternative, and customer satisfaction. The means of these variables are 2.935, 3.160, and 3.915 respectively.

Hypothesis 1 states that past consumer experiences (or word-of-mouth) has a positive effect on information search. In the first regression, the past consumer experiences was regressed on information search to test this hypothesis. The complete regression results for this regression and all following regressions can be found in Appendix D. The most important results of this regression are presented in Table 2. Here it can be seen that the regression coefficient of the past consumer experiences is positive (β = 0.394) and significant at 1%. The regression formula is thus as follows:

$$Information\ search = 1.472 + 0.394 * Past\ consumer\ experiences + \varepsilon$$

Thus, if people think more about their own past consumer experiences or the past consumer experiences of others, their information search also increases. The correlation (R) between y and x of 0.254 and the proportion of variance in y that can be explained by x (R^2) is 0.065. These values are quite low and thus the past consumer experiences might not be able to predict the value of information search that well.

Table 2: Linear regression of past consumer experiences on information search

Model	Unstandardized Coefficients B	t	Sig.
(Constant)	1.472	3.639	<0.001
Past consumer experiences	0.394	3.702	<0.001

Note: The dependent variable is Information search. Both variables are measured on a scale from 1 to 5.

4.2 What is customer loyalty?

The second regression was performed to test the second hypothesis. The second hypothesis proposes that customer satisfaction has a positive effect on customer loyalty. Customer satisfaction has a mean of 3.915 and customer loyalty has a mean of 3.768. To test the hypothesis, the customer satisfaction of Thuisbezorgd.nl was regressed on the customer loyalty towards Thuisbezorgd.nl. A summary of the results is presented in Table 3. The regression coefficient of customer satisfaction is positive (β = 0.770) and significant at 1%. Now, a regression formula can be drafted:

$$Customer\ loyalty = 0.753 + 0.770 * Customer\ satisfaction + \varepsilon$$

It can be concluded from this regression formula that the customer loyalty increases when the customer satisfaction increases. The model has an R of 0.694 and an R^2 of 0.481. This means that a large part of the value of customer loyalty is determined by the value of customer satisfaction.

Table 3: Linear regression of customer satisfaction on customer loyalty

Model	Unstandardized Coefficients B	t	Sig.
(Constant)	0.753	3.343	<0.001
Customer satisfaction	0.770	13.551	<0.001

Note: The dependent variable is Customer loyalty. Both variables are measured on a scale from 1 to 5.

4.3 How do a product and a service interact?

From the third theoretical sub-question two hypotheses arose which became the third and fourth hypothesis of this research. The third hypothesis states that good service quality has a positive effect on customer satisfaction. Thus, a regression of the perceived service quality of Thuisbezorgd.nl on the customer satisfaction of Thuisbezorgd.nl was performed. The key results of this regression are visible in Table 4. The coefficient of service quality is positive (β = 0.408) and significant at 1%. This leads to the following regression formula:

$$Customer\ satisfaction = 2.385 + 0.408 * Service\ quality + \varepsilon$$

It can be seen that the customer satisfaction increases when the service quality increases. The correlation between food quality and customer satisfaction is 0.391 and the variance in customer satisfaction that is explained by food quality is equal to 0.153. Thus, the perceived service quality gives an adequate prediction of the customer satisfaction.

Table 4: Linear regression of service quality on customer satisfaction

Model	Unstandardized Coefficients B	t	Sig.
(Constant)	2.385	9.198	<0.001
Service quality	0.408	5.972	<0.001

Note: The dependent variable is Customer satisfaction. Both variables are measured on a scale from 1 to 5.

The fourth hypothesis states that good food quality has a positive effect on customer satisfaction. To test this, the perceived food quality of Thuisbezorgd.nl was regressed on the customer satisfaction of Thuisbezorgd.nl. The key results of this regression are presented in Table 5. The regression coefficient of food quality is positive (β = 0.548) and significant at 1%. Noticeable here is that the regression

coefficient of food quality is larger than the coefficient of service quality in the previous regression. The regression formula of the model is as follows:

$$Customer\ satisfaction = 1.861 + 0.548 * Food\ quality + \varepsilon$$

It can be seen that customer satisfaction also increases when the food quality increases. The R of this regression is 0.513 and the R^2 is equal to 0.263, which are higher than the values of service quality.

Table 5: Linear regression of food quality on customer satisfaction

Model	Unstandardized Coefficients B	t	Sig.
(Constant)	1.861	7.526	<0.001
Food quality	0.548	8.408	<0.001

Note: The dependent variable is Customer satisfaction. Both variables are measured on a scale from 1 to 5.

   To better compare the coefficients of service quality and food quality a third regression with these variables has been performed. In this regression both the perceived service quality and the perceived food quality were regressed simultaneously on customer satisfaction in a multiple linear regression. The results of this regression are found in Table 6. Both the coefficient of service quality (β = 0.203) and the coefficient of food quality (β = 0.451) are positive and significant at 1%. It becomes even more clear from this regression that the coefficient of food quality is larger than the coefficient of service quality. This indicates that the effect of food quality on customer satisfaction is greater than the effect of service quality on customer satisfaction. The complete regression formula of this regression is as follows:

$$Customer\ satisfaction = 1.462 + 0.203 * Service\ quality + 0.451 * Food\ quality + \varepsilon$$

The model has an R of 0.541 and an R^2 of 0.293, which does not differ much from the previous regression.

Table 6: Multiple linear regression of service quality and food quality on customer satisfaction

Model	Unstandardized Coefficients B	t	Sig.
(Constant)	1.462	5.227	<0.001
Service quality	0.203	2.868	0.005
Food quality	0.451	6.244	<0.001

Note: The dependent variable is Customer satisfaction. All variables are measured on a scale from 1 to 5.

4.4 What are influencing factors for customers when ordering food online?

Hypotheses 5 and 6 arose from the fourth theoretical sub-question. The former states that trust in the system has a positive effect on evaluation of alternatives. To test this, a linear regression has been performed where trust in the system was regressed on evaluation of alternatives. A summary of the results is presented in Table 7. The coefficient of trust in the system is equal to 0.263, which is positive, and the coefficient is significant at 2%. The regression formula is as follows:

$$Evaluation\ of\ alternatives = 2.071 + 0.263 * Trust\ in\ the\ system + \varepsilon$$

As the coefficient of trust in the system is positive, the value of evaluation of alternatives increases with an increasing trust in the system. The R of this model is equal to 0.164 and R^2 is 0.027. Thus, trust in the system might not give a good explanation for the variance in evaluation of alternatives.

Table 7: Linear regression of trust in the system on evaluation of alternatives

Model	Unstandardized Coefficients B	t	Sig.
(Constant)	2.071	4.420	<0.001
Trust in the system	0.263	2.347	0.020

Note: The dependent variable is Evaluation of alternatives. Both variables are measured on a scale from 1 to 5.

The sixth hypothesis proposes that trust in the system has a positive effect on customer satisfaction. To make this more concrete trust was specifically focused on the system of Thuisbezorgd.nl. Thus, a linear regression was done, where trust in the system of Thuisbezorgd.nl was regressed on the customer satisfaction of Thuisbezorgd.nl. These results can be found in Table 8. The regression coefficient of trust in the system (of Thuisbezorgd.nl) is positive ($\beta = 0.756$) and significant at 1%. The regression formula can be defined as the following:

$$Customer\ satisfaction = 0.863 + 0.756 * Trust\ in\ the\ system\ (of\ Thuisbezorgd.nl) + \varepsilon$$

Similarly to the previous regression, when the trust in the system increases, the customer satisfaction increases as well. The R of the model is 0.603 and the R^2 is equal to 0.364. This suggests that the trust in the system of Thuisbezorgd.nl explains quite much of the variance in the customer satisfaction of Thuisbezorgd.nl as the correlation between the two variables is also quite high.

Table 8: Linear regression of trust in the system (of Thuisbezorgd.nl) on customer satisfaction

Model	Unstandardized Coefficients B	t	Sig.
(Constant)	0.863	2.984	0.003
Trust in the system (of Thuisbezorgd.nl)	0.756	10.638	<0.001

Note: The dependent variable is Customer satisfaction. Both variables are measured on a scale from 1 to 5.

4.5 Summary of the research outcome

Six separate linear regressions have been performed to test the six hypotheses. In summary, these six regression coefficients are positive and significant at 1%. One additional multiple linear regression has been performed to better compare the coefficients of the variables service quality and food quality of hypothesis 3 and hypothesis 4. The regression coefficients of food quality and of service quality were both positive. In this regression the coefficient of food quality was significant at 1%, but the coefficient of service quality was significant at 2%.

From the positive and significant coefficient in the first regression it can be concluded that there is a positive relationship between past consumer experiences and information search. Thus, if past consumer experiences increases in value, the value of information search will increase as well. This positive relationship can also be found in the second regression which regresses customer satisfaction on customer loyalty. If the customer satisfaction increases, the customer loyalty increases as well. Regressions 3, 4 and 5 are related to hypotheses 3 and 4. Both service quality and food quality were regressed on customer satisfaction, separately and simultaneously. From these results it becomes clear that when service quality and food quality increase, customer satisfaction increases as well. Food quality has a higher coefficient than service quality in both the separate linear regressions as the multiple linear regression. Thus, it seems that the food quality is more important in determining customer satisfaction than the service quality. In the second to last regression the positive coefficient of trust in the system indicates a positive relationship with evaluation of alternatives. When a customer's trust in the system increases, the extent to which a customer evaluates alternatives will also increase. Trust in the system of Thuisbezorgd.nl also has a positive coefficient in the regression formula of the last regression. Here, trust in the system of Thuisbezorgd.nl was regressed on customer satisfaction and thus if the customer has a higher trust in the system of Thuisbezorgd.nl, they will be more satisfied with the service of Thuisbezorgd.nl.

The correlations between the dependent and independent variable, and the proportions of variance in the dependent variable that is explained by the independent variable are quite high for the regressions of hypotheses 2, 4, and 6. These values are lower for the regressions of hypotheses 1, 3, and 5. Thus, the models for hypotheses 2, 4, and 6 are better at explaining the variance in the dependent variables than the models for hypotheses 1, 3, and 5.

Chapter 5: Conclusions and Recommendations

5.1 Key findings of the literature

The consumer decision-making process consists of five steps, namely problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. It must be ensured that the experience is good for every consumer as past experiences have an influence on information search and the current experience has influence on post-purchase evaluation. The term post-purchase evaluation will be replaced by customer satisfaction as the post-purchase evaluation is an indicator of customer satisfaction. The use of online recommendation sources leads to increased efficiency and decision quality. Avoiding negative reviews seems to be specifically important for experience goods.

  Customer loyalty means the intent of a customer to re-purchase a product or service from a brand and also means that the customer feels a loyalty or in other words a commitment towards the brand. Customer loyalty is influenced by customer satisfaction and thus it can be concluded that if a company increases customer satisfaction, their customer loyalty will increase. The main reason that customer loyalty is important is profitability.

  OFD services consist of both a product, namely the meal that is delivered, and a service, namely the platform itself and the delivery of the product. It can be concluded from literature that a product and a service interact with one another. In OFD services both the service quality and the food quality have a direct effect on customer satisfaction of the service.

  There are several factors that influence the customer's intention to use an OFD service. The app design quality and perceived usefulness are important, but safety and thus trust in the website or application seems to be the common factor in all researches and one of the most important factors.

5.2 Key findings of the research outcome

From the regression of past consumer experiences on information search it can be concluded that there is a positive relationship between past consumer experiences and information search. Thus, if past consumer experiences increases in value, the value of information search will increase as well. This positive relationship can also be found in the second regression which regressed customer satisfaction on customer loyalty. If the customer satisfaction increases, the customer loyalty increases as well. Both service quality and food quality were regressed on customer satisfaction, separately and simultaneously. From these results it becomes clear that when service quality and food quality increase, customer satisfaction increases as well. Food quality has a higher coefficient than service quality in both the separate linear regressions as the multiple linear regression. Thus, it seems that the

food quality is more important in determining customer satisfaction than the service quality. In the second to last regression the positive coefficient of trust in the system indicates a positive relationship with evaluation of alternatives. When a customer's trust in the system increases, the extent to which a customer evaluates alternatives will also increase. Trust in the system of Thuisbezorgd.nl also has a positive coefficient in the regression formula of the last regression. Here, trust in the system of Thuisbezorgd.nl was regressed on customer satisfaction and thus if the customer has a higher trust in the system of Thuisbezorgd.nl, they will be more satisfied with the service of Thuisbezorgd.nl.

5.3 Comparison of the key findings of the literature and the research outcome

The relationship between information search and past consumer experiences is positive in both the literature and the research outcome. The literature also found a positive effect of trust in the system on evaluation of alternatives. This effect is also found in the research outcome as an increase in trust in the system leads to an increase in evaluation of alternatives. Trust in the system of the OFD service also has a positive effect on customer satisfaction, according to the literature. In this research, evidence of this relationship is also found as an increased trust in the system leads to an increased customer satisfaction.

   The literature says that both service quality and food quality of the OFD service have a positive relationship with customer satisfaction, as the OFD service does not only consist of a service but also of a product. Similarly, the conclusion in the research outcome was that both an increase in service quality as an increase in food quality lead to an increase in customer satisfaction. There is also evidence in the research outcome that the effect of food quality is greater than the effect of service quality. However, this difference in effect is not mentioned in the literature that was studied.

   The last step of the consumer decision-process, namely customer satisfaction, will eventually lead to customer loyalty if the customer satisfaction is high. Therefore, the literature suggests that there is a positive relationship between customer satisfaction and customer loyalty. This research has also found that an increase in customer satisfaction leads to an increase in customer loyalty. Thus, it can be said that the key findings of the literature are completely in line with the key findings of the research outcome.

5.4 The answers to the central research question, hypotheses and empirical sub-questions

Now all the information that is needed to answer the central research question has been discussed. *How can online food delivery services of restaurants in the Netherlands increase their Dutch customer loyalty?* To increase the customer loyalty, an OFD service must increase their customer satisfaction. Here several factors directly come into play, namely the service quality, the food quality and the trust in the system of the OFD service. These factors have a direct positive effect on customer satisfaction and thus it is important that these factors are rated highly by the customers. As concluded before, the food quality is more important than the service quality, so between those two factors the focus must lie on the food quality. There are also two factors that influence customer satisfaction indirectly through the consumer decision-making process. These are past consumer experiences, which influences information search, and trust in the system, which influences evaluation of alternatives. To increase the chance of the customer choosing a particular OFD service and actually making a purchase, the past consumer experiences and the trust in the system are important.

With the results analysed, the hypotheses can be accepted or rejected. The following six hypotheses were tested in the research outcome:

H1: Past consumer experiences (or word-of-mouth) has a positive effect on information search

H2: Customer satisfaction has a positive effect on customer loyalty

H3: Good service quality has a positive effect on customer satisfaction

H4: Good food quality has a positive effect on customer satisfaction

H5: Trust in the system has a positive effect on evaluation of alternatives

H6: Trust in the system has a positive effect on customer satisfaction

The research outcome indicates that an increase in the value of past consumer experiences leads to an increase in the value of information search. Thus, there is significant evidence for the positive effect that past consumer experiences has on information search. H1 can therefore be accepted. This is also the case for the second hypothesis, as an increase in customer satisfaction leads to an increase in customer loyalty. H2 is thus also accepted, as there is significant evidence for the positive effect that customer satisfaction has on customer loyalty.

Three regressions were done to test hypotheses 3 and 4. These indicated a positive effect of service quality on customer satisfaction and of food quality on customer satisfaction. Therefore, there is significant evidence in favour of H3 and H4 and thus they are accepted. What also becomes evident

from the three regressions is that food quality has larger effect on customer satisfaction than service quality. This indicates that food quality is valued more than service quality in customer satisfaction.

There is also significant evidence in support of H5 and H6. The research outcome indicates that an increase in trust in the system leads to an increase in the value of evaluation of alternatives. Therefore, H5 is accepted. In the last regression trust in the system was specifically focused on the system of Thuisbezorgd.nl and regressed on the customer satisfaction of Thuisbezorgd.nl. This confirms H6, as an increased trust in the system leads to an increased customer satisfaction.

Now that all hypotheses have been accepted, answers to the following empirical sub-questions can be created.

1. What do Dutch customers consider during the consumer decision-making process?
2. To what extent do Dutch customers feel a loyalty to Thuisbezorgd.nl?
3. Do Dutch customers find the product or the service more important in OFD services?
4. What are influencing factors for Dutch customers when ordering food online?

Based on the means of the variables information search and evaluation of alternatives it can be said that the Dutch customers do not particularly consider these two steps in their decision-making process. They neither agree nor disagree with the statements about information search and they neither agree nor disagree with the statements about evaluating alternatives. However, the mean of customer satisfaction is quite high which indicates that they do consider this step in their decision-making process.

To answer the second sub-question the mean value of the variable customer loyalty is important. With a mean of 3.768 it seems that Dutch customers do not feel a particularly high loyalty to Thuisbezorgd.nl. There is room for improvement in making satisfied customer loyal, as the customer satisfaction is higher than the customer loyalty with a mean of 3.915.

Both service quality and food quality seem to be important in customer satisfaction. Higher values of both variables lead to a higher value of customer satisfaction. Food quality seems to be more important than service quality as it has a higher regression coefficient. Thus, if food quality rises with 1 point, the customer satisfaction increases more than if service quality rises with 1 point. It can therefore be concluded that customers find the product more important than the service in OFD services. This answers the third empirical sub-question.

Last but not least, an answer to the final empirical sub-question can be formulated. As all the factors that have been investigated in this research are significant, it can be said these factors influence the Dutch customers when ordering food online. Specifically, past consumer experiences influence them

when searching for information and their trust in the system influences them whilst evaluating alternatives. Their valuation of the service quality, food quality, and the trust in the system of the OFD service they have chosen, influence their customer satisfaction and the customer satisfaction influences their likelihood of becoming a loyal customer.

5.5 Recommendations to Thuisbezorgd.nl

The following recommendations that are based on the answer to the central research question are important for Thuisbezorgd.nl to increase their customer loyalty. To increase the chance of a purchase, Thuisbezorgd.nl must ensure good past consumer experiences. They can do this by resolving any issues that a customer had and encouraging positive online reviews and word-of-mouth. They can also improve the quality of their website and show that their payment system is safe to increase the customer's trust in the system. This trust in the system of Thuisbezorgd.nl also directly influences customer satisfaction, so it is an especially important factor. Good service quality and food quality must also be ensured to increase customer satisfaction. Here, the focus must lie on ensuring good food quality as it has a larger effect. Thus, the food must be well prepared by the restaurant, and it must arrive hot. The service quality can be improved by having a well-functioning website/app, so ordering is easy and fast. The delivery time must also be as short as possible and must not take longer than indicated. The rider must also check if all the products that were ordered are included in the package he/she receives. Through this increased customer satisfaction Thuisbezorgd.nl can more easily obtain and create loyal customers and this will in turn lead to a higher profitability.

5.6 Research limitations and recommendations to future researchers

As already discussed in section 1.4 the main limitations are due to the data collection method. The survey had a maximum length of 5 minutes and thus the amount of questions was limited. The survey was also distributed online through the researcher's own network in a limited amount of time. As speculated in section 1.4 and confirmed in section 3.3, the research sample is therefore not representable for the whole Dutch population. Thus, it cannot be ensured that the results and recommendations of this research are externally valid. The results are also only applicable to Dutch customers and OFD service in the Netherlands. To make the survey more concrete for the respondents, some of the questions were specifically about Thuisbezorgd.nl, so the results may not even be applicable to other OFD services in the Netherlands.

Due to time constraints of the research, only a selection of variables that influence the consumer decision-making process when ordering food online have been investigated in this research. There are many more variables that have an influence and therefore the recommendations of this research are incomplete.

Lastly, as this study is about behavioural concepts like information search and evaluation of alternatives, the questions in the survey might be open to interpretation. The respondents have to grade their own behaviour on a scale from strongly disagree to strongly agree, which are answers that are somewhat subjectively interpretable.

Future research on this topic can benefit from a more representable sample that is distributed to a large and diverse group of people. This will increase the external validity and thus the recommendations to increase customer loyalty of OFD services might be more accurate. Future researchers might also want to look into making a less subjective survey that is less open to interpretation and more numerical. The topic can also benefit from more research into other variables that have an influence on the consumer decision-making process. More research on how to make a satisfied customer a loyal customer can also be beneficial to create more exact recommendations to increase the customer loyalty of OFD services.

5.7 Reflection

I mainly learned what the process of a thesis research entails. I especially learned how the literature research is based on the theoretical sub-questions and how the hypotheses are then created based on the literature. I now understand how the structure of a thesis should be and how I can set up a thesis research. At the beginning of the thesis, I had a clear idea of what I wanted to research and how I wanted to set it up. To achieve this idea, I started to search for certain outcomes in previously done researches. Needless to say, this is not how research is properly executed and therefore I had to change the idea of my research. This has made me more flexible and open minded which will benefit me in future research I may perform. I also learned how to better manage my time as I now have a better idea of how long certain parts of a thesis take. I heavily underestimated how much time a literature research chapter takes and will take this into account in future research I may perform.

Appendix A: References

Academic articles

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Appendix B: Survey

Thank you for participating in this research!

I am Lotte Pestman and am currently doing the bachelor Economics and Business Economics at the Erasmus University Rotterdam (EUR). I am doing this research for my bachelor thesis. The purpose of this research is to get a better view on the consumer decision-making process when they order something through an online food delivery service for restaurants. Based on this I will attempt to give advice to increase the customer loyalty of that type of company. The advice will focus on Thuisbezorgd.nl, but the company is in no way connected to this research.

This research is totally anonymous and will take 3-5 minutes. Questions and/or remarks can be emailed to 510775lp@student.eur.nl

(If relevant: codes for SurveySwap and SurveyCircle will be given at the end of the survey)

SOCIO-DEMOGRAPHIC QUESTIONS

1. **Have you ever ordered something from Thuisbezorgd.nl yourself?**
   (1) Yes
   (2) No (-> Skip to end of survey)

Type of scale	Nominal
Information	Cut off for people who are not familiar with the OFD service Thuisbezorgd.nl as the target group consists of people who have ordered with Thuisbezorgd.nl before

2. **What is your nationality?**

   (1) Dutch
   (2) Other

Type of scale	Nominal
Information	Cut off for people who are not Dutch as the target group consists of Dutch consumers

3. **With which gender do you identify yourself?**
   (1) Female
   (2) Male
   (3) Other/do not want to specify

Type of scale	Nominal
Information	Proportional division of the respondents' gender

4. **What is your age group?**
   (1) 18-25
   (2) 26-33
   (3) 34-41

(4) 42-49
(5) 50-57
(6) 58-65
(7) 65 or over

Type of scale	Ordinal
Information	Proportional division of the respondents' age

5. **What is the highest degree or level of school you have completed?**
   (1) High school
   (2) MBO
   (3) HBO
   (4) University bachelor
   (5) University master

Type of scale	Ordinal
Information	Proportional division of the respondents' educational level

6. **What is your yearly gross income?**
   (1) 1-15000 euros
   (2) 15000-30000 euros
   (3) 30000-45000 euros
   (4) 45000-60000 euros
   (5) More than 60000 euros

Type of scale	Ordinal
Information	Proportional division of the respondents' yearly gross income

HYPOTHESES QUESTIONS

7. **To what extent do you agree with the following statement?**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I search for/think about information about different OFD services before deciding with which OFD service I will order. (Think of advertisements in the media, information from other individuals and your own memory)	1	2	3	4	5

Type of scale	Ordinal
Information	Degree to which the respondents search for information to base their choice of purchase on, before making a purchase with an OFD service
Dependent variable of	Hypothesis 1

8. **To what extent do you agree with the following statements?**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I take my own experiences with OFD services into account before ordering with an OFD service	1	2	3	4	5
I take the experiences of friends and family into account before ordering with an OFD service	1	2	3	4	5
I look at reviews before ordering with an OFD service	1	2	3	4	5

Type of scale	Ordinal
Information	Degree to which the respondents use past experiences/word-of-mouth when searching for information on OFD services
Independent variable of	Hypothesis 1
Statistical method on behalf of dependent variable Question 6 (ordinal)	Regression analysis

9. **To what extent do you agree with the following statements?**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I compare OFD services with one another before placing an order with an OFD service	1	2	3	4	5
I compare ordering with an OFD service with alternatives such as cooking at home or going out to diner, before placing an order with an OFD service	1	2	3	4	5

Type of scale	Ordinal
Information	Degree to which the respondents evaluate alternatives before making a purchase with an OFD service
Dependent variable of	Hypothesis 5

10. **To what extent do you agree with the following statements?**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I have to trust the OFD service with which I order	1	2	3	4	5
The OFD service with which I order, must have a website/app of high quality	1	2	3	4	5
The OFD service with which I order, must have a safe payment system	1	2	3	4	5

Type of scale	Ordinal
Information	Degree to which the respondents take trust in the system of the OFD service into account before making a purchase with an OFD service
Independent variable of	Hypothesis 5

Statistical method on behalf of dependent variable Question 8 (ordinal)	Regression analysis

The following questions are specifically about the OFD service Thuisbezorgd.nl

11. To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I understand how the website/app of Thuisbezorgd.nl works and I can easily order through the website/app	1	2	3	4	5
Ordering through the website/app of Thuisbezorgd.nl does not take long	1	2	3	4	5
The delivery time of Thuisbezorgd.nl does not take longer than indicated upfront	1	2	3	4	5
All the products that I ordered on the website/app of Thuisbezorgd.nl are delivered	1	2	3	4	5

Type of scale	Ordinal
Information	Degree to which the respondents value the service quality of Thuisbezorgd.nl
Independent variable of	Hypothesis 3

Statistical method on behalf of dependent variable Question 13 (ordinal)	Regression analysis

12. To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The quality of the food that is available on Thuisbezorgd.nl is generally good	1	2	3	4	5
The food that I ordered with Thuisbezorgd.nl arrives hot	1	2	3	4	5

Type of scale	Ordinal
Information	Degree to which the respondents value the food quality of Thuisbezorgd.nl
Independent variable of	Hypothesis 4

Statistical method on behalf of dependent variable Question 13 (ordinal)	Regression analysis

13. To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I have confidence Thuisbezorgd.nl	1	2	3	4	5
I think that the website/app of Thuisbezorgd.nl is of high quality	1	2	3	4	5
I think that the payment system of Thuisbezorgd.nl is safe	1	2	3	4	5

Type of scale	Ordinal	
Information	Degree to which the respondents find Thuisbezorgd.nl trustworthy	
Independent variable of	Hypothesis 6	
Statistical method on behalf of dependent variable Question 13 (ordinal)	Regression analysis	

14. To what extent do you agree with the following statement?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am generally satisfied with Thuisbezorgd.nl	1	2	3	4	5

Type of scale	Ordinal		
Information	Degree to which the respondents are satisfied with the OFD service Thuisbezorgd.nl		
Dependent variable of	Hypothesis 3	Hypothesis 4	Hypothesis 6
Independent variable of	Hypothesis 2		
Statistical method on behalf of dependent variable Question 14 (ordinal)	Regression analysis		

15. To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I intend to order with Thuisbezorgd.nl more often	1	2	3	4	5
I recommend Thuisbezorgd.nl to others	1	2	3	4	5
I am positive about Thuisbezorgd.nl to others	1	2	3	4	5

Type of scale	Ordinal
Information	Degree to which the respondents are loyal to Thuisbezorgd.nl
Dependent variable of	Hypothesis 2

Appendix C: Data set

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD
1	RecordedDate	ResponseId	Use_of_Ol	Nationalit	Gender	Age	Education	income	Q7_1	Q8_1	Q8_2	Q8_3	Q9_1	Q9_2	Q10_1	Q10_2	Q10_3	Q11_1	Q11_2	Q11_3	Q11_4	Q12_1	Q12_2	Q13_1	Q13_2	Q13_3	Q14_1	Q15_1	Q15_2	Q15_3

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD
45	4-7-2022 11:52	R_2X5oM!	1	1	1	1	4	1	2	4	4	5	2	5	4	2	4	5	4	2	4	4	4	4	4	4	5	4	4	4	4
46	4-7-2022 11:57	R_2w1ARl	1	1	2	1	4	1	1	4	4	4	4	2	4	3	4	5	4	4	3	3	4	4	3	3	4	4	3	3	3
47	4-7-2022 11:57	R_3saejKe	1	1	1	1	3	1	4	4	3	5	4	4	4	3	3	5	5	4	2	3	4	3	3	3	4	2	3	3	3
48	4-7-2022 12:09	R_3078fht	1	1	1	1	4	1	4	4	5	5	3	4	4	4	4	5	4	4	3	3	4	4	4	4	4	2	4	2	4
49	4-7-2022 12:39	R_27J8Yn:	1	1	1	1	4	1	4	5	4	3	4	3	3	5	4	4	5	4	3	3	5	4	4	4	5	4	4	4	4
50	4-7-2022 12:39	R_1pAU5n	1	1	2	2	5	3	4	3	4	4	4	4	4	5	4	4	5	4	3	3	5	4	2	4	4	3	4	4	4
51	4-7-2022 12:42	R_268DQt	1	1	1	1	3	3	4	4	3	4	2	1	3	3	3	4	5	3	1	3	4	2	2	3	3	3	3	2	2
52	4-7-2022 12:50	R_1HbHdl	1	1	1	1	3	1	1	4	4	5	4	2	1	4	4	5	4	4	2	3	4	4	4	4	4	4	4	4	4
53	4-7-2022 12:54	R_3KHNLc	1	1	1	1	3	2	1	2	4	1	1	2	1	4	4	4	5	5	3	4	4	4	4	4	4	4	3	3	3
54	4-7-2022 12:58	R_2CCGN<	1	1	2	1	2	2	1	2	4	4	3	2	2	4	4	4	5	5	3	4	5	5	4	4	5	4	4	4	4
55	4-7-2022 13:03	R_3m8gD	1	1	1	1	5	1	2	4	4	4	4	2	3	4	4	4	5	4	2	4	4	4	4	4	3	4	4	4	4
56	4-7-2022 13:07	R_3DwDX	1	1	1	1	5	3	3	4	4	4	4	2	3	4	4	5	5	5	2	5	4	4	4	4	4	5	4	4	4
57	4-7-2022 13:08	R_1f28Hq	1	1	1	1	5	1	1	4	4	5	5	3	5	4	4	5	5	4	2	5	3	3	4	5	5	5	4	4	4
58	4-7-2022 13:16	R_2sU8dA	1	1	1	1	4	1	3	5	3	4	5	5	2	4	5	5	5	5	3	3	4	4	4	4	2	4	4	4	4
59	4-7-2022 13:46	R_2A0xIAi	1	1	1	1	1	1	4	4	4	5	5	3	2	2	5	5	4	4	2	5	3	4	4	2	4	4	4	4	3
60	4-7-2022 13:47	R_2CkypR	1	1	1	1	1	1	1	4	4	4	5	4	5	2	5	5	5	5	1	3	4	3	4	4	2	4	4	4	4
61	4-7-2022 13:48	R_3hhYy6	1	1	1	1	2	1	4	4	4	4	4	5	4	2	4	5	5	3	5	5	3	2	4	4	4	1	2	2	3
62	4-7-2022 14:41	R_BxP9gE	2	1	1	1	3	1	5	4	4	2	2	2	3	2	4	4	5	2	3	3	4	3	3	3	2	4	2	3	3
63	4-7-2022 14:52	R_3EtD9y	1	1	1	3	5	5	1	1	4	4	1	4	1	2	5	4	3	3	3	3	4	2	3	3	5	5	4	3	3
64	4-7-2022 15:16	R_2xInOq	1	1	1	1	4	1	1	5	5	4	3	4	3	4	4	4	5	5	2	4	4	3	4	4	5	4	4	4	4
65	4-7-2022 15:16	R_3Grcp5	1	1	1	1	4	1	3	4	4	4	2	5	3	2	3	5	4	5	2	3	3	3	4	4	5	4	4	3	4
66	4-7-2022 15:58	R_3ealf2C	1	1	2	5	4	5	5	3	4	4	3	3	2	1	3	5	4	5	2	2	3	4	3	3	4	4	3	3	4
67	4-7-2022 16:28	R_3EcWQ	1	1	2	1	1	1	4	4	4	4	4	4	4	5	4	5	5	4	3	4	3	3	4	4	5	4	4	3	3
68	4-7-2022 16:34	R_veF5Fdi	1	1	1	1	1	1	1	4	5	2	4	3	4	2	4	5	4	5	4	3	4	3	4	4	4	4	4	3	3
69	5-7-2022 00:06	R_2PgSM\	1	1	1	1	4	1	1	1	4	4	2	4	4	2	4	4	5	5	1	1	5	4	4	4	4	5	5	4	2
70	5-7-2022 00:58	R_XR5nkv	1	1	2	5	4	4	2	4	4	4	4	4	3	2	4	4	4	4	4	5	4	4	3	3	4	4	2	4	3
71	5-7-2022 01:18	R_26eE7i!	1	1	1	5	2	2	3	5	5	5	4	4	4	3	3	4	5	5	3	3	5	4	4	3	3	4	4	4	4
72	5-7-2022 01:24	R_3PAWSi	1	1	2	1	3	5	5	5	1	2	2	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4
73	5-7-2022 04:42	R_2ztYMt	1	1	1	1	3	1	5	1	1	5	1	1	1	4	4	2	3	5	1	4	4	3	4	4	3	4	3	2	4
74	5-7-2022 05:38	R_2QAHiq	1	1	1	1	4	1	1	2	4	5	5	4	3	3	4	5	5	4	3	4	4	3	4	5	3	5	3	4	3
75	5-7-2022 11:39	R_1PUK84	1	1	1	1	5	1	5	2	4	4	4	2	2	3	5	5	5	5	2	3	4	4	4	4	4	4	4	4	4
76	5-7-2022 12:01	R_21BQEJ	1	1	2	2	5	2	4	4	3	4	4	2	4	4	4	3	4	4	2	4	3	3	4	4	4	4	4	3	4
77	5-7-2022 03:44	R_3OkvFq	1	1	1	1	4	1	4	1	4	4	3	5	3	4	4	5	5	4	3	4	4	4	4	4	3	5	4	4	4
78	7-7-2022 03:50	R_2EAEmi	1	1	1	1	4	1	1	3	4	4	4	2	2	4	5	4	4	4	2	4	4	4	4	4	4	4	4	4	4
79	7-7-2022 03:59	R_3IuBXot	1	1	2	2	1	2	1	2	4	4	4	4	2	4	4	5	5	4	3	4	4	4	4	4	4	5	3	4	3
80	7-7-2022 07:34	R_33g7Ky	1	1	1	1	4	1	1	2	4	4	4	5	5	2	4	3	4	4	3	3	5	4	4	3	4	5	3	3	3
81	7-7-2022 11:51	R_3qmVpl	1	1	1	1	4	1	4	3	3	4	4	4	2	5	5	5	5	5	2	5	4	3	4	4	5	5	5	5	5
82	7-7-2022 11:57	R_2PjRDN	1	1	1	1	4	1	4	3	4	4	4	2	2	5	3	4	4	4	2	3	4	3	4	4	4	3	3	2	3
83	7-7-2022 12:44	R_vvKcTKl	1	1	1	1	4	1	4	3	4	4	5	5	4	4	5	5	5	5	3	5	5	3	4	4	3	4	3	3	2
84	7-7-2022 13:09	R_w5sGQl	1	1	1	1	4	1	4	4	4	4	2	3	3	1	3	2	2	4	3	3	4	4	4	3	4	5	4	4	3
85	7-7-2022 13:09	R_r8Yzy9:	1	1	1	1	4	1	4	2	4	5	4	2	4	5	5	4	5	5	4	3	4	4	4	4	4	4	4	4	4
86	7-7-2022 13:36	R_1jfkeWi	1	1	1	1	4	1	4	3	4	4	4	3	4	4	4	4	5	5	2	4	3	3	4	4	4	4	4	4	4
87	7-7-2022 14:05	R_2686qK	1	1	1	1	3	2	4	4	3	5	4	2	3	2	4	5	5	5	3	4	4	3	4	4	4	5	4	4	4
88	8-7-2022 04:00	R_s7Iu7Eb	1	1	2	2	4	1	4	4	4	5	3	4	2	1	3	5	4	4	3	3	4	3	3	4	4	4	4	4	3

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD
89	8-7-2022 04:00	R_A07yvo	1	1	1	1	5	2	3	2	2	4	4	3	4	4	5	4	4	3	4	4	4	4	3	5	4	3	4	4
90	8-7-2022 04:12	R_TwGGr	1	1	1	1	5	1	3	3	3	2	4	3	3	4	4	4	3	3	4	4	4	4	3	5	4	3	3	3
91	8-7-2022 04:18	R_Zgdfzdt	1	1	1	1	3	3	2	4	4	4	2	2	2	4	4	4	4	4	3	4	2	3	4	4	4	4	4	4
92	8-7-2022 04:19	R_3qKZXN	1	1	1	2	3	3	2	4	4	1	2	2	2	4	4	4	4	4	3	4	2	3	3	4	4	4	4	4
93	8-7-2022 04:28	R_3kMKyf	1	1	1	1	3	2	2	4	4	4	4	4	4	4	3	4	4	4	2	3	3	3	4	4	4	3	3	3
94	8-7-2022 04:37	R_2QnS4d	1	1	1	2	2	2	2	4	4	4	3	3	4	5	4	5	5	4	1	2	3	4	4	4	4	4	4	4
95	8-7-2022 04:57	R_3Ho8LC	1	1	1	1	5	1	4	4	4	4	5	2	2	4	4	4	5	5	2	2	4	4	4	4	4	3	4	3
96	8-7-2022 05:18	R_3Mtk3z	1	2	1	1	5	1	2	4	2	2	2	3	3	4	4	5	4	4	2	3	2	4	4	3	4	3	3	3
97	8-7-2022 05:31	R_zdMOxI	1	1	1	1	1	1	2	4	2	3	2	4	1	3	4	5	5	4	2	4	3	4	3	4	4	4	3	3
98	8-7-2022 05:52	R_0lFGKH	1	1	1	1	3	1	1	4	3	3	3	5	3	4	4	5	4	3	2	2	2	4	4	4	4	5	5	5
99	8-7-2022 06:50	R_RqoJYt	1	1	1	1	4	1	2	4	4	4	5	4	5	5	5	5	4	3	2	4	4	4	4	4	2	4	1	4
100	8-7-2022 06:57	R_1jClx6U	1	1	1	1	1	1	4	5	3	3	1	4	4	4	4	5	4	4	3	4	4	3	4	4	4	4	3	4
101	8-7-2022 07:16	R_2TNNxi	1	1	2	2	5	5	4	4	4	4	3	3	3	4	3	5	5	4	2	3	3	2	4	4	5	3	3	3
102	8-7-2022 07:16	R_Xn6K11	1	1	1	1	4	1	4	5	4	2	4	2	4	4	4	4	5	4	3	4	3	3	4	4	4	3	3	3
103	8-7-2022 08:07	R_3M5Tvt	1	1	2	1	4	1	4	5	5	2	2	2	5	5	4	5	4	4	3	2	5	3	3	4	3	5	3	4
104	8-7-2022 10:12	R_2wB7Ri	1	2	2	2	5	2	2	5	4	1	1	1	1	4	4	4	4	3	4	5	5	5	5	3	5	5	3	3
105	8-7-2022 11:46	R_Ok7O2t	1	1	1	2	3	3	1	4	4	4	4	2	2	4	4	4	4	4	1	4	4	3	3	4	4	4	3	3
106	8-7-2022 12:20	R_1LLsy64	1	1	1	1	5	1	2	4	4	4	4	4	4	4	4	4	4	4	4	2	4	3	3	4	4	2	2	2
107	8-7-2022 12:43	R_1KHPU	1	1	1	2	2	1	3	4	4	4	4	3	4	5	5	5	4	4	3	4	4	3	4	3	4	5	5	4
108	8-7-2022 12:45	R_5aOBpz	1	1	1	1	3	1	1	5	5	5	5	2	3	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5
109	8-7-2022 12:58	R_1gFlLYb	1	1	1	1	4	3	2	4	4	4	2	2	5	4	4	5	5	2	4	5	5	5	4	4	4	4	4	3
110	8-7-2022 17:03	R_1qRfD\	1	1	1	1	3	3	1	4	4	4	4	3	4	4	4	5	5	4	3	3	4	4	4	4	4	4	4	5
111	9-7-2022 00:30	R_1erdHZ	1	1	2	2	4	1	5	1	4	4	4	4	5	5	2	4	4	4	4	4	4	4	4	5	4	5	5	5
112	9-7-2022 01:33	R_2P0gJar	1	1	2	2	3	5	1	5	4	4	2	1	5	5	4	4	4	4	4	4	4	3	5	4	5	4	2	3
113	9-7-2022 01:43	R_yU3HM	1	1	2	2	3	3	3	4	2	1	1	3	4	4	5	5	4	4	3	5	3	3	3	4	4	4	3	3
114	9-7-2022 06:38	R_Q4FZpv	1	1	1	1	5	3	4	4	4	4	1	2	2	4	4	5	4	4	3	5	4	4	5	5	4	5	4	3
115	9-7-2022 13:24	R_2dyVnrI	1	1	2	1	1	1	1	2	2	3	3	3	3	4	4	4	4	5	2	3	3	4	4	4	4	4	4	4
116	9-7-2022 15:09	R_24Bij6o	1	1	2	5	5	5	2	4	2	2	2	2	4	5	4	4	1	5	5	4	5	3	4	4	5	5	4	4
117	10-7-2022 06:20	R_3R4rzh	1	1	2	1	2	3	3	4	4	4	2	2	4	4	5	5	5	4	5	4	4	4	4	5	5	4	4	4
118	10-7-2022 06:20	R_2wGgL\	1	1	1	2	3	2	4	4	3	4	4	3	3	5	4	5	4	4	1	5	3	4	5	5	4	5	4	4
119	10-7-2022 06:29	R_3qx5NZ	1	1	1	1	4	1	4	4	4	5	5	4	2	5	4	4	5	4	2	4	4	4	4	4	5	4	5	5
120	10-7-2022 06:59	R_3iWfee	1	1	2	1	2	1	1	5	4	4	1	5	1	4	5	5	4	4	2	2	4	3	3	4	4	4	4	3
121	10-7-2022 07:11	R_1N9yCi	1	1	1	2	3	4	1	5	4	4	2	1	4	4	4	2	4	3	3	3	4	3	4	4	3	4	4	4
122	10-7-2022 07:13	R_51Pwrv	1	1	1	3	5	5	4	5	4	4	5	4	4	4	4	5	5	5	2	4	2	2	4	4	4	5	4	3
123	10-7-2022 07:32	R_3O6PIV	1	1	1	2	3	3	3	4	3	3	4	2	1	3	3	3	4	4	2	2	4	4	3	4	4	3	3	3
124	10-7-2022 07:35	R_2rRYckc	1	1	1	3	4	4	1	5	4	4	4	3	4	4	4	4	4	4	1	3	4	3	3	4	4	3	3	3
125	10-7-2022 07:37	R_5j0N0zI	1	1	1	5	5	5	1	5	5	5	3	3	2	4	5	4	4	5	2	4	3	4	4	4	4	4	4	4
126	10-7-2022 10:39	R_2UxxYx	1	1	1	1	1	1	3	4	4	4	5	2	2	5	4	5	4	4	2	4	4	4	4	3	5	4	4	4
127	10-7-2022 11:52	R_SN1ZvL	1	1	1	4	5	4	4	4	4	4	2	2	3	4	4	4	4	4	2	4	4	3	3	4	3	4	2	3
128	10-7-2022 12:24	R_YXkQYV	1	1	1	2	3	3	2	4	4	3	2	2	2	4	4	4	4	4	2	4	4	2	3	3	4	4	4	4
129	10-7-2022 12:39	R_1n7SZu	1	1	1	1	3	3	4	4	4	4	2	1	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4
130	10-7-2022 12:51	R_2xRSGC	1	1	2	6	5	5	5	5	5	5	5	2	2	5	5	5	5	5	5	4	5	4	5	5	5	5	4	5
131	10-7-2022 12:55	R_1QsxMl	1	1	2	2	3	3	4	4	4	5	4	2	5	5	4	5	5	4	5	5	4	4	4	4	4	4	4	4
132	10-7-2022 13:53	R_2xCM4I	1	1	1	2	5	3	5	4	4	4	5	3	3	4	4	4	4	3	2	3	2	3	2	2	3	4	2	2

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD
133	10-7-2022 14:01	R_12akX0	1	1	2	1	3	3	4	4	3	4	4	5	5	5	5	5	4	4	4	4	3	3	4	4	4	4	3	4
134	10-7-2022 14:10	R_UGSENt	1	1	2	2	3	3	5	4	3	5	5	4	5	5	5	5	4	3	4	4	4	4	4	5	4	5	4	4
135	10-7-2022 14:20	R_2Xp9bV	1	1	1	1	2	2	3	5	4	3	1	4	4	5	5	5	5	2	4	4	3	3	5	5	4	4	4	4
136	10-7-2022 14:34	R_OOoip9	1	1	1	2	5	3	2	5	2	4	2	2	5	4	5	5	4	1	4	4	4	3	5	5	4	5	4	3
137	11-7-2022 03:17	R_1M5jvc	1	1	1	1	4	4	2	5	5	4	2	2	4	4	5	5	4	2	4	4	5	5	5	5	4	5	4	5
138	11-7-2022 03:17	R_3MSXyf	1	1	1	4	3	4	1	5	5	4	2	2	4	4	5	4	4	2	4	4	2	4	4	5	2	5	5	5
139	11-7-2022 03:17	R_2qmT8I	1	1	1	1	4	1	3	4	2	2	2	5	4	4	5	3	3	3	2	2	3	2	3	4	2	4	2	3
140	11-7-2022 03:17	R_UGaRF!	1	1	1	1	4	1	4	4	4	4	4	5	4	4	5	5	4	2	5	2	3	2	3	4	2	2	2	3
141	11-7-2022 03:18	R_u4DUY\	1	1	2	1	4	1	5	4	4	3	2	5	3	4	4	5	4	4	4	4	5	2	3	4	2	3	2	1
142	11-7-2022 03:18	R_3g17hit	1	1	1	1	4	1	5	5	4	3	4	5	4	4	4	4	3	3	4	4	5	4	5	5	4	5	4	4
143	11-7-2022 03:18	R_3GqhaE	1	1	1	1	4	1	3	5	5	3	2	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	4	4
144	11-7-2022 03:39	R_77cFJFa	1	1	1	1	5	1	2	4	4	4	3	4	4	4	4	4	3	2	3	3	3	4	3	4	4	4	3	4
145	11-7-2022 03:56	R_11hnkF	1	1	2	6	5	4	4	5	4	4	2	4	3	3	5	4	4	3	5	5	4	4	5	5	5	5	4	4
146	11-7-2022 03:56	R_3UEOqt	1	1	1	3	5	5	4	5	4	3	2	3	4	4	4	4	4	3	3	4	3	4	4	4	5	5	5	4
147	11-7-2022 03:59	R_1LLSpbj	1	1	2	6	1	4	4	4	4	3	2	2	2	4	4	2	4	4	4	4	2	4	4	4	4	4	2	4
148	11-7-2022 04:44	R_1DZk3P	1	1	1	6	5	5	4	3	2	1	2	2	2	4	4	2	2	3	4	4	5	4	2	4	4	5	4	4
149	11-7-2022 04:49	R_1pXNIV	1	1	2	6	5	4	4	4	4	2	2	2	4	4	4	4	4	2	4	4	4	4	4	4	4	5	4	4
150	11-7-2022 04:53	R_d4oxZrf	1	1	2	2	3	1	4	5	4	2	2	5	3	2	4	3	4	3	4	4	3	4	4	4	4	2	3	3
151	11-7-2022 04:54	R_ONZOu	1	1	1	3	4	3	3	3	4	2	2	2	2	2	4	4	4	2	4	4	4	4	4	4	2	2	2	2
152	11-7-2022 05:24	R_1g5BI5!	1	1	1	1	4	1	4	5	2	3	4	5	2	4	4	5	4	3	4	4	2	4	4	4	4	4	2	5
153	11-7-2022 05:30	R_BVaIqg	1	1	1	1	4	1	4	4	2	2	4	2	3	3	4	5	5	3	5	4	3	4	4	5	4	5	5	5
154	11-7-2022 05:56	R_3sblr5Y	1	1	1	1	4	1	4	4	2	3	2	2	3	3	4	4	4	3	3	3	3	4	4	4	4	4	4	5
155	11-7-2022 07:31	R_1HjhrfI	1	1	1	1	4	1	5	5	4	3	4	3	4	3	4	5	3	4	5	4	4	4	5	5	4	4	4	5
156	11-7-2022 09:34	R_33EIEH	1	1	2	1	2	2	2	4	4	3	4	3	5	3	3	5	4	1	3	3	3	2	3	4	3	1	4	3
157	11-7-2022 10:45	R_vTYCvLI	1	1	1	1	4	1	2	5	4	5	4	3	4	4	5	5	4	2	2	2	4	4	5	5	4	4	4	3
158	11-7-2022 10:53	R_2wjCer\	1	1	2	1	2	2	4	4	2	4	5	3	5	4	4	2	2	1	2	2	2	3	2	3	2	3	4	2
159	11-7-2022 10:55	R_ekyqvD	1	1	2	1	4	1	4	4	2	4	2	3	5	3	4	4	4	1	1	3	3	3	3	4	1	2	1	2
160	11-7-2022 11:25	R_26grsJq	1	1	1	6	3	3	3	4	5	5	2	4	4	3	4	3	3	3	3	3	4	4	3	3	4	4	3	3
161	11-7-2022 11:29	R_2ZQT2F	1	1	1	7	1	2	2	4	4	3	2	2	4	3	4	2	2	1	3	4	2	4	3	3	4	4	3	3
162	11-7-2022 13:28	R_26o2Ii5	1	1	1	1	4	1	5	5	5	3	2	5	5	3	3	5	4	1	4	4	4	5	5	5	4	4	1	3
163	11-7-2022 14:01	R_28EDel	1	1	1	1	5	5	1	5	4	4	4	4	4	4	4	5	5	5	5	2	4	3	3	4	4	4	4	4	4
164	11-7-2022 14:03	R_1Qsv8Y	1	1	1	1	1	1	2	4	3	4	2	1	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4
165	11-7-2022 14:05	R_2azApV	1	1	2	1	1	1	5	5	4	5	5	2	3	4	4	5	3	2	4	4	4	4	5	5	4	5	5	5
166	11-7-2022 14:08	R_3Pzw8I	1	1	2	3	3	3	4	4	4	4	2	2	4	3	3	4	5	3	4	3	3	4	4	4	4	4	4	4
167	11-7-2022 14:08	R_3rHFKS:	1	1	1	1	1	1	5	5	4	5	4	5	5	4	5	5	4	2	3	4	4	4	4	4	4	4	4	5
168	11-7-2022 14:26	R_dIlcKAw	1	1	2	1	1	1	3	4	4	2	2	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
169	11-7-2022 14:27	R_DzMnrx	1	1	2	3	3	1	2	4	4	4	2	3	3	3	3	3	5	4	3	4	3	3	3	4	4	4	4	3
170	11-7-2022 14:32	R_xyMRD	1	1	2	2	2	1	1	4	4	4	2	4	4	4	1	4	4	2	2	4	4	4	4	4	4	4	4	5
171	11-7-2022 14:39	R_2RVoO4	1	1	1	1	4	1	2	4	4	3	2	3	3	3	5	4	4	3	2	3	4	3	5	5	5	5	4	3
172	12-7-2022 15:04	R_a65ogE	1	1	1	1	4	1	2	4	4	5	4	4	4	4	4	5	5	4	5	3	4	4	4	4	4	4	4	5
173	13-7-2022 03:48	R_pEKxC9	1	1	2	4	4	1	2	5	4	3	3	3	4	2	3	4	4	4	4	4	4	4	4	4	4	4	4	4
174	13-7-2022 05:42	R_1DO3jv	1	1	1	1	4	1	1	4	4	4	4	3	4	4	4	4	4	3	2	4	5	4	3	4	4	4	4	4	4
175	13-7-2022 05:42	R_O3x4lFI	1	1	1	1	4	3	3	4	4	5	5	4	5	5	5	5	3	2	4	5	4	4	5	4	4	4	4	4
176	13-7-2022 05:43	R_bHKwAl	1	1	2	2	3	5	4	4	4	4	4	2	4	5	5	5	5	4	4	3	4	4	5	5	4	4	4	4

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD
177	13-7-2022 05:43	R_3sArfBE	1	1	2	1	4	2	1	4	4	4	4	2	4	4	4	4	5	4	5	4	5	5	5	4	4	4	5	5
178	13-7-2022 05:43	R_2fD0Uo	1	1	2	1	3	2	2	5	4	4	2	4	4	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5
179	13-7-2022 06:29	R_22meJ9	1	1	1	1	4	1	2	4	4	4	4	5	5	4	5	4	5	2	4	4	4	4	4	5	4	5	5	4
180	13-7-2022 09:41	R_3GzoRJ	1	1	3	1	1	1	1	4	2	2	2	2	3	5	4	4	4	4	2	4	4	4	4	4	4	4	3	3
181	13-7-2022 10:15	R_1exCae	1	2	2	1	1	1	4	4	4	5	4	5	5	5	5	5	4	4	5	5	5	4	4	4	4	3	3	3
182	13-7-2022 13:07	R_3D1Spu	1	2	6	5	4	3	4	3	5	4	2	5	5	4	5	5	4	5	4	4	4	4	4	5	4	3	3	4
183	13-7-2022 13:12	R_2e8Thy	1	1	1	4	1	1	3	4	3	5	3	4	5	3	5	5	4	4	3	4	3	4	4	4	4	4	3	2
184	13-7-2022 15:14	R_3rSZHt	1	1	1	2	1	1	3	4	5	4	4	1	3	4	4	4	5	2	3	4	4	4	3	4	4	4	5	5
185	13-7-2022 15:16	R_22RNYt	1	1	1	1	1	1	5	5	5	5	5	1	3	4	5	5	5	5	4	3	4	4	4	4	4	4	5	5
186	13-7-2022 15:19	R_2yE5gw	1	2	5	5	2	5	5	5	5	5	5	4	4	4	4	5	4	4	5	5	4	4	4	4	5	5	5	5
187	13-7-2022 15:21	R_24I4vGl	1	2	4	2	3	3	3	4	4	2	4	1	4	4	4	4	5	5	5	5	5	4	4	3	5	5	5	4
188	13-7-2022 15:24	R_3NKeZ>	1	2	7	5	5	5	5	5	5	5	4	4	4	5	4	5	5	3	3	3	4	4	4	4	5	5	5	5
189	13-7-2022 15:26	R_3IrenJa	1	1	5	5	5	2	5	5	5	5	4	4	5	5	5	5	5	5	3	4	5	5	4	4	4	5	4	4
190	14-7-2022 02:08	R_3rlFUfc	1	1	1	4	1	4	4	4	5	3	2	3	4	3	5	5	4	4	3	4	4	4	5	4	4	5	4	4
191	14-7-2022 05:02	R_2xQQR(	1	1	1	3	1	4	4	5	1	3	3	2	4	4	3	5	5	4	2	3	4	2	4	4	4	5	5	3
192	15-7-2022 00:09	R_1dyurgi	1	1	1	1	3	1	1	5	3	4	4	4	5	5	5	5	5	5	1	4	2	2	4	4	4	4	5	4
193	15-7-2022 08:08	R_BDNS1I	1	1	1	2	1	2	2	1	2	1	1	3	2	1	1	1	5	5	5	5	4	3	4	4	4	4	5	5
194	15-7-2022 08:08	R_2rBMA\	1	1	3	5	5	4	4	4	3	4	4	5	5	4	4	5	5	2	4	4	4	4	2	4	5	4	4	4
195	15-7-2022 08:08	R_rj5LGal	1	1	1	2	1	2	5	4	4	3	3	4	3	3	4	5	5	4	2	3	4	3	4	4	4	4	5	4
196	15-7-2022 08:08	R_USVerP	1	1	1	3	1	4	4	4	4	5	2	5	5	2	4	5	4	4	2	4	4	4	5	5	3	4	4	4
197	15-7-2022 08:08	R_3iXxZpe	1	2	1	1	1	1	1	2	4	1	1	1	3	3	2	5	5	5	2	5	5	5	5	5	4	5	3	3
198	15-7-2022 08:14	R_3lkaMK	1	1	1	4	4	1	2	4	4	4	5	5	4	5	4	5	5	4	4	4	4	5	5	4	4	4	5	4
199	16-7-2022 09:44	R_248Wn:	1	2	1	3	1	4	4	5	4	4	1	4	4	4	4	5	5	5	3	4	3	3	4	5	4	4	5	3
200	16-7-2022 09:44	R_3e809U	1	1	2	2	2	2	2	4	4	5	1	4	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5
201	16-7-2022 12:56	R_1dcA4V	1	1	1	1	4	1	2	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
202																														

Appendix D: Analyses results

Descriptive statistics

Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness Statistic	Skewness Std. Error
Met welk gender identificeert u zichzelf?	200	1	3	1,35	,489	,764	,172
Wat is uw leeftijd?	200	1	7	2,03	1,659	1,472	,172
Wat is uw hoogst genoten opleiding?	200	1	5	3,45	1,239	-,509	,172
Wat is uw bruto jaarlijks inkomen?	200	1	5	2,17	1,466	,871	,172
Valid N (listwise)	200						

Statistics

		Met welk gender identificeert u zichzelf?	Wat is uw leeftijd?	Wat is uw hoogst genoten opleiding?	Wat is uw bruto jaarlijks inkomen?
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		1,35	2,03	3,45	2,17
Std. Deviation		,489	1,659	1,239	1,466
Skewness		,764	1,472	-,509	,871
Std. Error of Skewness		,172	,172	,172	,172
Percentiles	25	1,00	1,00	3,00	1,00
	50	1,00	1,00	4,00	1,00
	75	2,00	2,00	4,00	3,00

Met welk gender identificeert u zichzelf?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vrouw	131	65,5	65,5	65,5
	Man	68	34,0	34,0	99,5
	Anders / Wil ik niet zeggen	1	,5	,5	100,0
	Total	200	100,0	100,0	

Met welk gender identificeert u zichzelf?
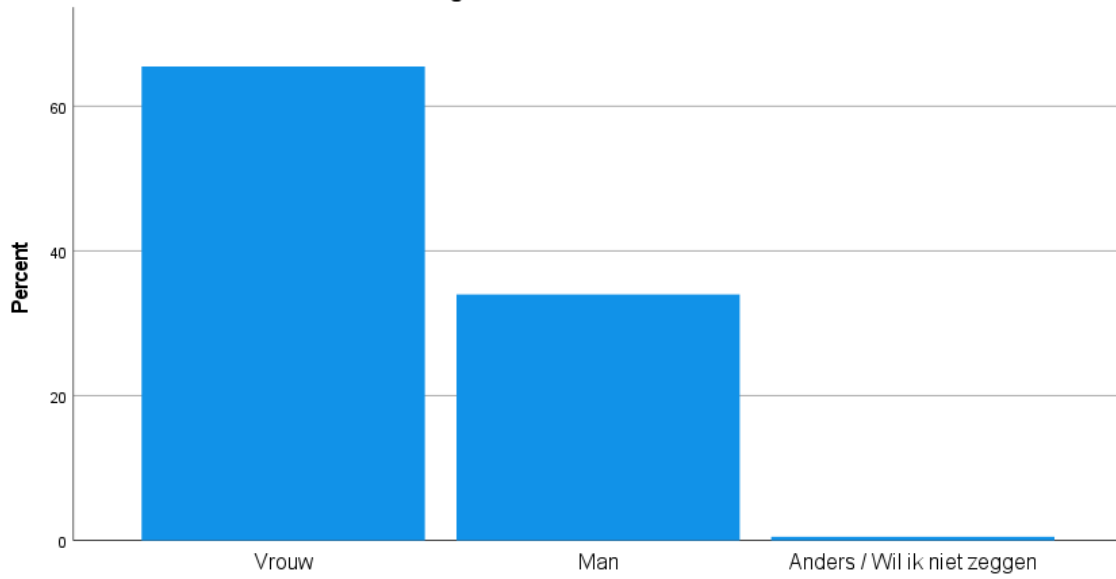
Met welk gender identificeert u zichzelf?

Wat is uw leeftijd?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 jaar	125	62,5	62,5	62,5
	26-33 jaar	27	13,5	13,5	76,0
	34-41 jaar	11	5,5	5,5	81,5
	42-49 jaar	6	3,0	3,0	84,5
	50-57 jaar	18	9,0	9,0	93,5
	58-65 jaar	11	5,5	5,5	99,0
	Ouder dan 65 jaar	2	1,0	1,0	100,0
	Total	200	100,0	100,0	

Wat is uw leeftijd?
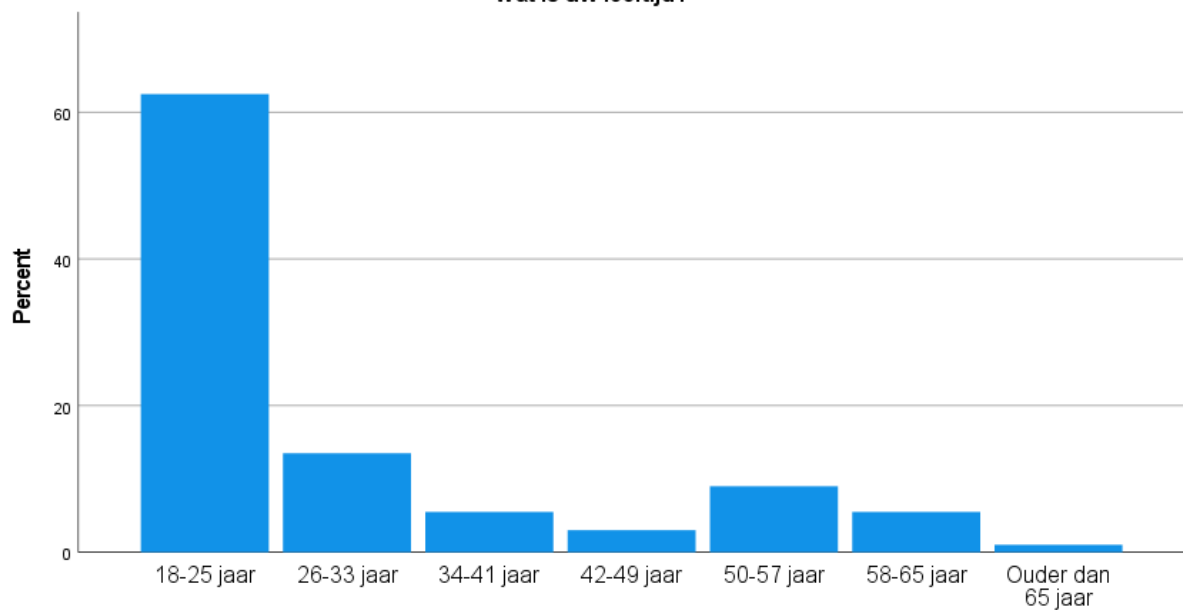
Wat is uw leeftijd?

Wat is uw hoogst genoten opleiding?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Middelbare school	20	10,0	10,0	10,0
	MBO	23	11,5	11,5	21,5
	HBO	49	24,5	24,5	46,0
	WO bachelor	63	31,5	31,5	77,5
	WO master	45	22,5	22,5	100,0
	Total	200	100,0	100,0	

Wat is uw hoogst genoten opleiding?

Wat is uw hoogst genoten opleiding?
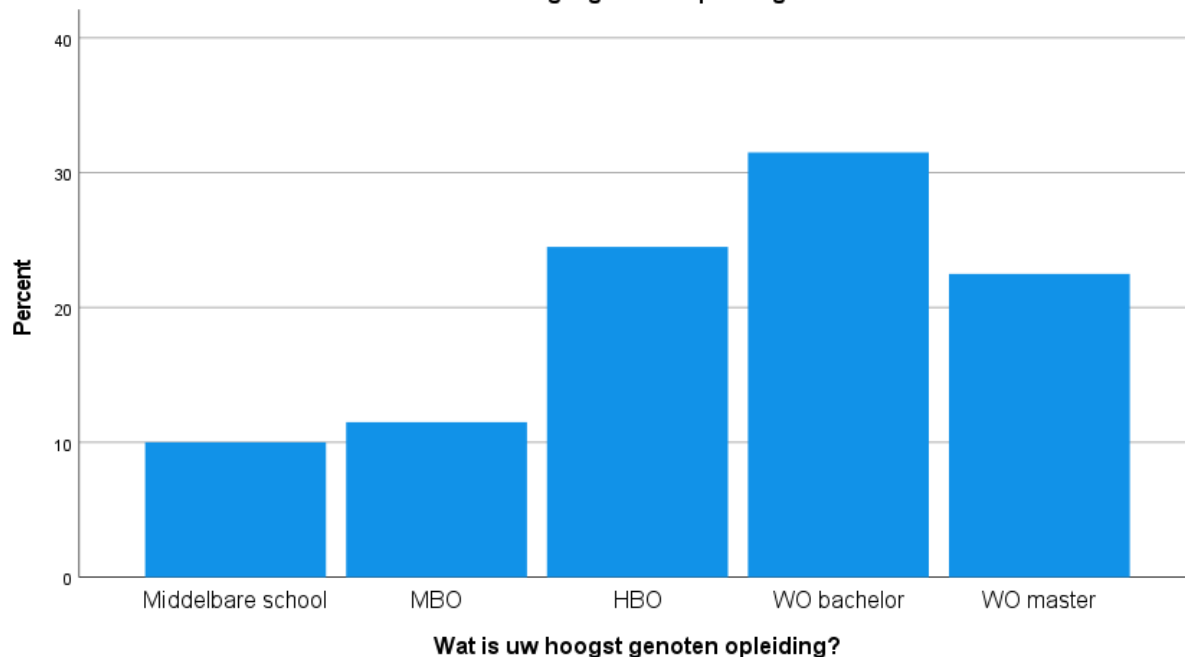
Wat is uw bruto jaarlijks inkomen?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-15000 euro	106	53,0	53,0	53,0
	15000-30000 euro	23	11,5	11,5	64,5
	30000-45000 eur	29	14,5	14,5	79,0
	45000-60000 euro	16	8,0	8,0	87,0
	Meer dan 60000 euro	26	13,0	13,0	100,0
	Total	200	100,0	100,0	

Wat is uw bruto jaarlijks inkomen?
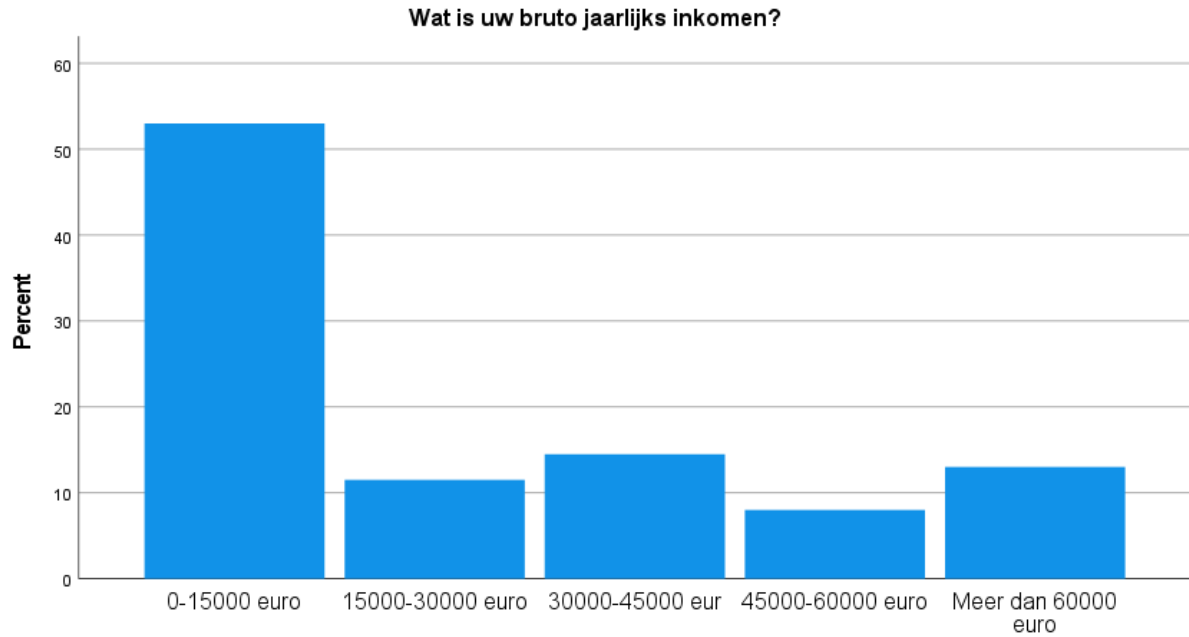
Wat is uw bruto jaarlijks inkomen?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
H1_Dependent	200	1,00	5,00	2,9350	1,26044
H1_Independent	200	1,00	5,00	3,7100	,81328
H2_Dependent	200	1,67	5,00	3,7683	,69311
H2_Independent	200	1,00	5,00	3,9150	,62428
H3_H4_H6_Dependent	200	1,00	5,00	3,9150	,62428
H3_Independent	200	2,00	5,00	3,7525	,59836
H4_Independent	200	2,00	5,00	3,7500	,58456
H5_Dependent	200	1,00	5,00	3,1600	,91437
H5_Independent	200	1,33	5,00	4,1467	,57263
H6_Independent	200	1,67	5,00	4,0383	,49810
Valid N (listwise)	200				

Regression 1: Hypothesis 1

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	H1_Independent[b]	.	Enter

a. Dependent Variable: H1_Dependent

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,254[a]	,065	,060	1,22205

a. Predictors: (Constant), H1_Independent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,462	1	20,462	13,701	<,001[b]
	Residual	295,693	198	1,493		
	Total	316,155	199			

a. Dependent Variable: H1_Dependent
b. Predictors: (Constant), H1_Independent

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1,472	,405		3,639	<,001	,675	2,270
	H1_Independent	,394	,107	,254	3,702	<,001	,184	,604

a. Dependent Variable: H1_Dependent

Regression 2: Hypothesis 2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	H2_Independent[b]	.	Enter

a. Dependent Variable: H2_Dependent
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,694[a]	,481	,479	,50051

a. Predictors: (Constant), H2_Independent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45,999	1	45,999	183,626	<,001[b]
	Residual	49,600	198	,251		
	Total	95,599	199			

a. Dependent Variable: H2_Dependent
b. Predictors: (Constant), H2_Independent

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	,753	,225		3,343	<,001	,309	1,198
	H2_Independent	,770	,057	,694	13,551	<,001	,658	,882

a. Dependent Variable: H2_Dependent

Regression 3: Hypothesis 3

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	H3_Independent[b]	.	Enter

a. Dependent Variable: H3_H4_H6_Dependent
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,391[a]	,153	,148	,57611

a. Predictors: (Constant), H3_Independent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,838	1	11,838	35,668	<,001[b]
	Residual	65,717	198	,332		
	Total	77,555	199			

a. Dependent Variable: H3_H4_H6_Dependent
b. Predictors: (Constant), H3_Independent

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	Upper Bound
1	(Constant)	2,385	,259		9,198	<,001	1,874	2,897
	H3_Independent	,408	,068	,391	5,972	<,001	,273	,542

a. Dependent Variable: H3_H4_H6_Dependent

Regression 4: Hypothesis 4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	H4_Independent[b]	.	Enter

a. Dependent Variable: H3_H4_H6_Dependent
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,513[a]	,263	,259	,53725

a. Predictors: (Constant), H4_Independent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20,405	1	20,405	70,696	<,001[b]
	Residual	57,150	198	,289		
	Total	77,555	199			

a. Dependent Variable: H3_H4_H6_Dependent
b. Predictors: (Constant), H4_Independent

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	Upper Bound
1	(Constant)	1,861	,247		7,526	<,001	1,373	2,348
	H4_Independent	,548	,065	,513	8,408	<,001	,419	,676

a. Dependent Variable: H3_H4_H6_Dependent

Regression 5: Hypothesis 3 and hypothesis 4

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	H4_Independent, H3_Independent[b]	.	Enter

a. Dependent Variable: H3_H4_H6_Dependent
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,541[a]	,293	,285	,52771

a. Predictors: (Constant), H4_Independent, H3_Independent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,695	2	11,348	40,749	<,001[b]
	Residual	54,860	197	,278		
	Total	77,555	199			

a. Dependent Variable: H3_H4_H6_Dependent
b. Predictors: (Constant), H4_Independent, H3_Independent

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	Upper Bound
1	(Constant)	1,462	,280		5,227	<,001	,911	2,014
	H3_Independent	,203	,071	,194	2,868	,005	,063	,342
	H4_Independent	,451	,072	,423	6,244	<,001	,309	,594

a. Dependent Variable: H3_H4_H6_Dependent

Regression 6: Hypothesis 5

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	H5_Independent[b]	.	Enter

a. Dependent Variable: H5_Dependent
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,164[a]	,027	,022	,90419

a. Predictors: (Constant), H5_Independent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,502	1	4,502	5,507	,020[b]
	Residual	161,878	198	,818		
	Total	166,380	199			

a. Dependent Variable: H5_Dependent
b. Predictors: (Constant), H5_Independent

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B Lower Bound	Upper Bound
1	(Constant)	2,071	,469		4,420	<,001	1,147	2,995
	H5_Independent	,263	,112	,164	2,347	,020	,042	,483

a. Dependent Variable: H5_Dependent

Regression 7: Hypothesis 6

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	H6_Independent[b]	.	Enter

a. Dependent Variable: H3_H4_H6_Dependent
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,603[a]	,364	,360	,49923

a. Predictors: (Constant), H6_Independent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,207	1	28,207	113,176	<,001[b]
	Residual	49,348	198	,249		
	Total	77,555	199			

a. Dependent Variable: H3_H4_H6_Dependent

b. Predictors: (Constant), H6_Independent

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	,863	,289		2,984	,003	,293	1,433
	H6_Independent	,756	,071	,603	10,638	<,001	,616	,896

a. Dependent Variable: H3_H4_H6_Dependent