The New Normal Service Quality and Behaviour Food Purchase Intention During COVID-19

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Abstract

This research aimed to determine the new normal service quality and behavior of food purchase intention during COVID-19. The objectives of this research were to explain that information quality has a significant impact on perceived risk. To determine service quality has a substantial effect on perceived risk, attitude, and satisfaction. To determine convenience has a significant effect on satisfaction. To explain the perceived value, perceived risk and attitude have a significant impact on purchase intention. The online questionnaire was used as a research tool for data collection at 400 sets in Bangkok, Thailand, thru convenience and snowball techniques in non-probability sampling. The data analysis was performed by descriptive statistics with frequency, mean, standard deviation. Then, inferencing statistics were used for hypothesis testing via simple linear regression and multiple linear regression at the significant level of 0.05. The results found that information quality and service quality have a substantial impact on perceived risk. Service quality has a significant effect on attitude. Also, service quality and convenience have a considerable effect on satisfaction. Lastly, the results revealed that perceived value, perceived risk, and attitude significantly impact purchase intention in the behavior of food purchase intention during COVID-19 on the new normal situation.

Keywords : Information Quality, Service Quality, Convenience, Perceived Value, Perceived Risk, Attitude, Purchase Intention

JEL Classification Code: L60, L66, L80, M10, M20

1. Introduction[1]

Over a year, the world has faced the COVID-19 pandemic. We have seen businesses both large and small struggle to adapt to the challenges. So, companies can come back to stand firm. They also have to be ready to adjust because it does not compete with competitors in the food market. They must keep up with changing behaviors and lifestyles of consumers (Chaiprasit, 2021); this is a significant problem that every organization in every industry is facing. At present, there is a new strain of coronavirus crisis. Rinwong (2021) stated that the coronavirus pandemic continues to change consumer behavior every month. It is unclear when the outbreak will end by survey results forecasting Thai consumer behavior, which is affected by the new usual epidemic of COVID-19 in the 4th wave. There was an increase in spending in

contrast to the difficult economic conditions. Most of them focus on spending what is necessary, including food hoarding for themselves and family living at home. The new normal epidemic is more serious now.

As a result, most consumers have to live at home mainly. Wolf (2020) stated that excellence in customer service would be imperative to enter the new normal. In an era where customers demand high-speed information, the role of the customer service function and the employees who deliver this service are pivotal. Customer service is communication central for day-to-day information on customer satisfaction, customer relations, and customer intentions. Govindaraj (2020) stated that the new normal of the COVID-19 crisis continues. Consumers see short-term emergency measures evolve into new ways of doing business for the foreseeable future. After the shock and

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uncertainty of the early days, companies are becoming more familiar with the challenges posed by stay-at-home orders, social distancing, and a radically reshaped economy. In recent communications with our customers and prospects, they have described being caught between massive incoming requests and shuttered contact centers. The shift to an all-digital life has transformed the way they engage with and serve consumers. Their customers are hungry for information quality, putting their communication channels to the test.

Chaiprasit (2020) stated that the phenomenon of change that occurs with consumers in the era of COVID-19 until leading to a new normal represents purchase intention products and services to meet the unique lifestyle of consumers in this era. Online shopping is growing fast, but offline is still the main channel for some products. Thai consumers still choose to shop from physical stores as their primary channels, such as consumer goods or groceries. There is a large amount of shopping for goods and services through various online channels. Health and safety trends are hot, limiting the number of customers who use the service in the store to regular cleaning and disinfection or hand sanitizer. It has become the factor that Thai consumers pay the most attention to when purchasing products from the store, which consumers consider compliance with measures to prevent COVID-19 of the store. In addition, contactless payments are another critical factor in considering buying products in the store as well. Creative Economy Agency (2020) stated that the word "Eating" is a significant human issue. The Center for Trends and Concepts of the Future, or Baramizi Lab, recognizes the importance of this. Therefore, information about "Future Food Trend 2021" has been prepared: First of all, immunity-boosting the COVID-19 outbreak has prompted consumers to start looking for a booster to boost their immunity. Products contain nutrients and minerals that help boost the immune system.

Secondly, personalized nutrition design considers lifestyle and nutrition, and health. Thirdly, well-mental eating to help promote neurotransmitter activity makes work better. Fourthly, gastronomy tourism or food tourism is an important driving force in tourism. The survey indicated that tourists choose their sights from food and drink. Fifthly, elderly food refers to the world as now moving into an aging society. The food market for seniors is growing in tandem. Sixthly, a shared kitchen is a central kitchen that provides new food service and builds a business network. Seventhly, biodiverse dining is that most consumers often do not eat all five food groups, resulting in an imbalance of the body and resources. Eighthly, food waste rescue can create total waste for up to a third of the food produced worldwide. About 30-50% of food products are not eaten, and most of them are food waste caused mainly by households. Lastly, nutrition people are becoming aware of animal welfare and food shortages that give rise to a new form of nutrition. Not consuming food from meat, choose to consume only foods or products made from 100% vegetables, fruits, and whole grains.

The COVID-19 has had an impact on the country's overall economy. The worldwide has a problem; people began to collect more money. Moreover, the courage in shopping has reduced cash flows that will flow to various operators started to diminish. Many businesses cannot continue to operate or may have to close their business. The researcher saw that the new normal situation had changed consumer behavior to study consumer behavior during the crisis and consumers' adaptation. Therefore, the researcher was interested in the study "the new normal service quality and behavior of food purchase intention during COVID-19". For research objectives, the study aims:

(1) To explain that information quality has a significant impact on perceived risk.

(2) To determine service quality has a significant impact on perceived risk.

(3) To determine service quality has a significant impact on attitude.

(4) To determine service quality has a significant impact on satisfaction.

(5) To determine convenience has a significant impact on satisfaction.

(6) To explain, perceived value has a significant impact on purchase intention.

(7) To explain, perceived risk has a significant impact on purchase intention.

(8) To explain that attitude has a significant impact on purchase intention.

2. Literature Review and Hypotheses Development

2.1 Information quality and perceived risk

Information quality refers to the customer's experience and evaluation of the information, which is defined by the degree of precision, the extent to which the information may honestly inform, and the relevance (utility) of the information that is available by the website (Cao et al., 2005). Kim and Niehm (2009) indicated that consumers' perceptions of the website being interactive and allowing them to conduct searches might be favorable to the customer's overall assessment of its information quality. Zheng et al. (2013) stated that a result could be linked to customers' inability to deal with large amounts of data since the additional data might not be handled. Due to people's limited capacity to handle vast volumes of data, some of the information may be lost. Embury et al. (2009) indicated that data quality is a relative rather than an absolute term. If information fits its intended purpose, which the information's consumer can only judge, it is considered high quality. For one set of consumers, excellent quality may be deemed low quality by others. Consumers accept online comment information on social media, and they weigh perceived danger. Liu et al. (2020) explained that consumer behavior and decision-making are influenced by their perceptions of product and service value. Social media is widely used, and online comment material may be quickly produced on the site. Users will consciously sense dangers when they identify and self-assess the quality of online comment information. The interest in perceived risk research stems from the facilitator function in helping managers see the world through the consumer's eyes, which is applicable and understandable in every setting. Furthermore, customers' behavior is explained by perceived risk because they are more driven to prevent mistakes or regrets than to maximize the value of their purchase. In this approach, customer-perceived risk evaluations may and must be used by managers in their decision-making (Mitchell, 1999). According to Song et al. (2021), the overall quality of online reviews as judged by consumers is referred to as information quality. When customers encounter decision-making demands and behavioral advice, the information quality of social media online reviews will have a beneficial impact. With low-quality information's inaccuracy, incompleteness, and unreality will influence customers' perceptions and behavioral actions, and they may even be harmful. Perceived risk refers to how users perceive risk concerns such as privacy disclosure, money

loss, and quality risk when using social commerce platforms (Chiu et al., 2014). Therefore, the hypothesis is formulated:

H1: *There is a significant impact between information quality and perceived risk in the new normal life during COVID-19.*

2.2 Service quality and perceived risk

Santouridis and Trivellas (2010) noted that service quality is a tool used to measure the difference between customer expectations and perceptions. It has five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Izogo and Ogba (2015) studied that as a consequence of numerous variables, it is believed that service quality leads to increased customer satisfaction and loyalty. According to the study, service quality may be determined by comparing consumers' expectations with their views of the actual service experience (Parasuraman et al., 1994). Service quality was defined by Parasuraman et al. (1985) as the difference between consumers' expectations and their perceptions of the experienced services. Groonroos (1982) explained that corporate image, available quality of service encounter, and technical quality of the output might all be used to assess service quality. Customers demand high-quality service based on their previous experiences, word-of-mouth recommendations, and advertising services. Customers might compare the services they received to what they had previously perceived after the service (Parasuraman et al., 1985). Nair et al. (2014) studied that customers should be informed of the bank's security policies before utilizing online banking for money transfers, bill payments, and balance checks. According to research on the perceived dangers of online banking, effective risk management is critical for its success. Therefore, the hypothesis is proposed:

H2: *There is a significant impact between service quality and perceived risk in the new normal life during COVID-19.*

2.3 Service quality and attitude

Multi-dimensional representation discloses the relative significance of each dimension and their potential for

behavioral priming, allowing attitudes to be constituted of more than one dimension (Ertz et al., 2016). The customer has an attitude based on a particular object or activity translated into an intention to execute that action and a general assessment of that object or action (Schwartz, 1992). The customer's attitude toward a buy website refers to the customer's favorable or adverse evaluation of the website and beliefs about the online purchasing experience (Jones & Kim, 2010).

Rowley (1998) indicated that service quality is an attitude that results from comparing expectations with a sense of performance. It is similar to but not the same as satisfaction. Thus, the two notions are linked because, over time, satisfaction experiences lead to high-quality judgments. Xie et al. (2014) presented product attitude as a significant element in consumption decisions and found that knowing consumers' product attitudes may correctly predict purchase intention or action. According to Yen et al. (2015), consumers retained positive attitudes towards placement marketing in dramas when brands and items did not feature too prominently. For that reason, the hypothesis is formulated:

H3: *There is a significant impact between service quality and attitude in the new normal life during COVID-19.*

2.4 Service quality and satisfaction

The term "satisfaction" refers to some distinct elements of a customer's satisfaction with a company's product or service. Ryan and Deci (2000) indicated that satisfaction is an internal rather than an irrelevant good cognition that increases the possibility of conduct that meets an individual's expectations. Previous studies have been addressed, and they have demonstrated that customer happiness is linked to service quality (Cronin et al., 2000). Andaleeb and Conway (2006), customer satisfaction is influenced by food quality and service quality. Convenience should be seen as a multi-dimensional construct (Brown, 1989). Convenience is also frequently conceptualized and operationalized as a one-dimensional entity, obliterating its complexity. Convenience is viewed as a multi-dimensional term (Farquhar & Rowley, 2009). Convenience is defined as the capacity to do a task with the least amount of human effort and time (Morganosky, 1986). Service encounter

satisfaction (i.e., satisfaction or dissatisfaction with specific service encounters) and overall satisfaction (based on multiple encounters or experiences) are two perspectives on satisfaction proposed by Bitner and Hubbert (1994). Put another way, small satisfactions based on each service encounter lead to overall satisfaction with the service. Therefore, the hypotheses are proposed:

H4: *There is a significant impact between service quality and satisfaction in the new normal life during COVID-19.*
H5: *There is a significant impact between convenience and satisfaction in the new normal life during COVID-19.*

2.5 Perceived value, perceived risk, attitude, and Purchase Intention

Bowen and Shoemaker (2003) state that satisfied customers are less likely to return to the company and promote good word-of-mouth communications to others. According to Kotler (2005), marketing seeks to give consumers more value while creating a long-term, mutually profitable relationship. Perceived value is based on equity theory, which evaluates the consumer's output/input compared to the service provider's output/input (Oliver & DeSarbo, 1988). Pihlström et al. (2008) explained that it is common knowledge that perceived value plays a significant role in customer decision-making. The research, however, looks at a wide range of perceived importance and their direct causal links with post-purchase behavior. Engel et al. (1995) indicated that the factors are changes in some motivations, needs, consumption or purchase circumstances, new information, or desired alternatives that may no longer be available. It can prevent or change this process, that is, change the customer's decision. A purchase intention may or may not consolidate into a practical purchase. Understanding client purchasing intent is a critical component of a successful marketing strategy for any brand, product, or service (Xu et al., 2004). Engel et al. (1995) that the intention is a direct precursor to purchase, and both the environment and the individual influence it. The circumstance is one of the environmental factors that might affect the consumer and can be detected in the customer's lack of time to complete the purchase or, more importantly, the customer's financial constraints, which may prevent the customer's buy intention from becoming

an actual purchase.

Woodruff (1997) customer satisfaction cannot genuinely satisfy the customer's expectations if the customer's perceived value isn't met. It implies that one of its most essential aims should be to provide genuine value to its customers. Purchasing intent is commonly characterized as a need for motivating and encouraging consumers to buy items and services. Many studies look at customers' intentions to see how they behave. According to Chen and Chang (2012), Green purchasing intention is the prospect of customers wanting to buy ecologically friendly items. Mitchell (1998) Consumers see a high degree of risk when deciding to purchase unknown brands because they have no experience with these brands, so the perception of risk prompts the consumer to choose the device that seems most appropriate for the type of risk involved. According to Boyland and Halford (2013), customers will use their preferred product attitude as a purchasing reference for companies when making purchase decisions. This attitude will directly impact consumers' purchase intention and behavior. Customers and goods were linked by product attitude and reputation, and the degree and content of this relationship influenced consumers' purchase intentions (Boyland & Halford, 2013). According to Fishbein and Ajzen (1975), an individual's attitude toward action and subjective norm about that activity determines their desire to execute that behavior. Therefore, the hypotheses are formulated:

H6: *There is a significant impact between perceived value and purchase intention in the new normal life during COVID-19.*

H7: *There is a significant impact between perceived risk and purchase intention in the new normal life during COVID-19.*

H8: *There is a significant impact between attitude and purchase intention in the new normal life during COVID-19.*

2.5 Conceptual Framework

The conceptual framework in this study was proposed based on four theoretical frameworks which are: the first theoretical framework in purchase experience and involvement for risk perception in online group buying by Li and Yuan (2018), which Information quality, service quality, and perceived risk were used to adopt. Perceived risk, perceived value and purchase intention were taken from the second theoretical framework of Purchase intention in social commerce: An empirical examination of perceived value and social awareness from Chen et al. (2018). Attitude, perceived risk and purchase intention were used from the third theoretical framework of a comparative study of consumers' intention to purchase counterfeit outdoor products in Taiwan and Hong Kong by Tseng et al. (2021). The conceptual framework in this study was constructed as shown in figure 1.

Figure 1.
The Conceptual Framework
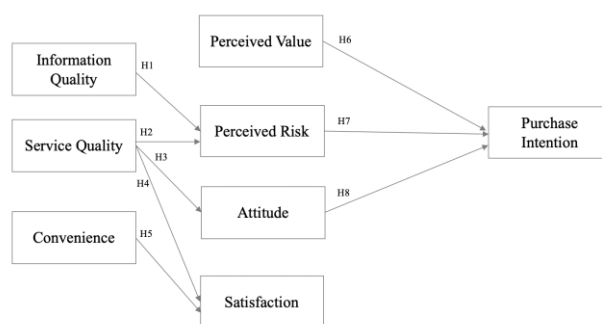
Source. Constructed by the authors

3. Research Methods and Materials

The study was conducted based on quantitative research with an online survey by Google Form. The questionnaire was designed with twenty-four items related to eight variables (information quality, service quality, convenience, perceived value, perceived risk, attitude, satisfaction, and purchase intention). This study used a five-point Likert scale, which the respondents can be able to rate from 1 (Strongly Dissatisfied), 2 (Dissatisfied), 3 (Neither Satisfied nor Dissatisfied), 4 (Satisfied), and 5 (Strongly Satisfied). The target population will be among the people who have the new normal service quality and behavior of food purchase intention during COVID-19, also, the data collection was obtained from September to November (2021). According to Krejcie and Morgan (1970), they defined that equal to or greater than 1,000,000 individual's population as 384 respondents. Hence, the sample size in this study was 400 respondents at a 95% confidence level and error margin of 5%. After that convenience sampling method in non-probability sampling was adopted.

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4. Results and Discussion

4.1 Descriptive analysis of demographics

A total of 400 questionnaires were filled, and the respondents expressed their perception and actual experience with the new normal service quality and behavior food purchase intention during COVID-19. Respondents belonged to different age groups from under 18 to 40 years and above. There were 68.5% female and 29.8% male who took part in filling this survey. The occupation of the respondents was grouped in different categories from employee (48.5%), freelance (26%), student (11%), self-employed (11%), and professionals (3.5%). Education of the respondents was assembled in different groups with high school graduate or less (8%), graduate degree (M/PhD) (14%), and College graduate (B) (78%). Lastly, the income level of the respondents was grouped in different classes from "less than 15,000 Baht to above 40,001 Baht", details can be viewed in Table 1.

Table 1: Demographics of the Respondents

	Frequency	Percentage
Gender		
Male	119	29.8%
Female	274	68.5%
Not prefer to say	7	1.8%
Total	**400**	**100%**
Age		
Under 18 years old	24	6%
19 - 29 years old	258	64.5%
30 - 39 years old	82	20.5%
40 years old or above	36	9%
Total	**400**	**100%**
Occupation		
Student	44	11%
Employee	194	48.5%
Self-Employed	44	11%
Professionals	14	3.5%
Freelancer	104	26%
Total	**400**	**100%**
Education		
High school graduate or less	32	8%
College graduate (B)	312	78%
Graduate degree (M/PhD)	56	14%
Total	**400**	**100%**
Income per month		
Less than 15,000 Baht	49	12.3%
15,001 - 30,000 Baht	164	41%
30,001 - 40,000 Baht	117	29.3%
More than 40,001 Baht	70	17.5%
Total	**400**	**100%**

Source: Constructed by the authors

4.2 Descriptive analysis with Mean and Standard Deviation

Information Quality in table 2; the highest mean of information quality was that "I prefer to obtain quality food information as they can support my daily consumption habits when I want to buy food or daily products during COVID-19", which equal to 4.48 and the lowest mean was "I can differentiate information quality of food during COVID-19 that is provided from stores and restaurants" with 4.14. On the other hand, the highest standard deviation was of the same as the highest mean with 0.671 and the lowest standard deviation was "I can differentiate information quality of food during COVID-19 that is provided from stores and restaurants", which equal to 0.663.

Service Quality in table 2; the highest mean of service quality was that "Staff at stores or restaurants offer a good service quality to me and are always willing to help me", which equal to 4.23 and the lowest mean was "Staff at stores or restaurants offer a good service quality to me whenever I buy a portion of food, a daily product with exactly as I ordered" with 4.15. On the other hand, the highest standard deviation was of the same as the highest mean with 0.668 and the lowest standard deviation was "Staff at stores or restaurants offer a good service quality to me whenever I buy a portion of food, a daily product with exactly as I ordered", which equal to 0.598.

Convenience in table 2; the highest mean of convenience is that "The payment transactions at stores or restaurants that I buy food and daily products are convenient during COVID-19 under the new normal life", which equal to 4.27 and the lowest mean was "I can access foods and daily products at stores or restaurants with a convenience approach during COVID-19 under the new normal life" with 4.13. On the other hand, the highest standard deviation was of the same as the highest mean with 0.696 and the lowest standard deviation was "I can access foods and daily products at stores or restaurants with a convenience approach during COVID-19 under the new normal life", which equal to 0.647.

Perceived Value in table 2; the highest mean of perceived value is that "Foods and daily products during COVID-19 under the new normal life, I find they provide a great variety before COVID-19 pandemic", which equal to 4.09 and the lowest mean was "Foods and daily products during COVID-19 under the new normal life, I find they are of good quality as the same before COVID-19 pandemic" with 4.06. On the other hand, the highest standard deviation

was of the same as the highest mean with 0.844 and the lowest standard deviation was "Foods and daily products during COVID-19 under the new normal life, I find they are of good quality as the same before COVID-19 pandemic", which equal to 0.733.

Perceived Risk in table 2; the highest mean of perceived risk is that "I understand the perceived risk that COVID-19 is a dangerous and risky virus, whenever I purchase foods and daily products", which equal to 4.39 and the lowest mean was "Whenever I decide upon purchasing foods and daily products, I accept perceived risk from COVID-19 under the new normal life" with 4.31. On the other hand, the highest standard deviation was of the same as the highest mean with 0.640 and the lowest standard deviation was "Whenever I decide upon purchasing foods and daily products, I accept perceived risk from COVID-19 under the new normal life", which equal to 0.605.

Attitude in table 2; the highest mean of attitude is that "Foods and daily products have always attracted me to purchase through their presentation during COVID-19 under the new normal life", which equal to 4.22 and the lowest mean was "Foods and daily products have attracted me to purchase via the design and package during COVID-19 under the new normal life" with 4.19. On the other hand, the highest standard deviation was of the same as the highest mean with 0.707 and the lowest standard deviation was "Foods and daily products have attracted me to purchase via the design and package during COVID-19 under the new normal life", which equal to 0.667.

Satisfaction in table 2; the highest mean of satisfaction is that "I was satisfied with staff services at stores or restaurants during COVID-19 under the new normal life", which equal to 4.21 and the lowest mean was "I was satisfied with the overall good experience in foods and daily products during COVID-19 under the new normal life" with 4.09. On the other hand, the highest standard deviation was of the same as the highest mean with 0.784 and the lowest standard deviation was "I was satisfied with staff services at stores or restaurants during COVID-19 under the new normal life", which equal to 0.697.

Purchase Intention in table 2; the highest mean of purchase intention is that "I intend to purchase foods and daily products at stores or restaurants during COVID-19 under the new normal life", which equal to 4.25 and the lowest mean was "I will recommend foods and daily products at stores or restaurants to friends and others during COVID-19 under the new normal life" with 4.18. On the other hand, the highest standard deviation was of the same as the highest mean with 0.702 and the lowest standard deviation was "I intend to purchase foods and daily products at stores or restaurants during COVID-19 under the new normal life", which equal to 0.696.

Table 2: Mean and Standard Deviation of Variables

Information Quality	Mean	Std. Dev.
IQ1: I can differentiate information quality of food during COVID-19 that is provided from stores and restaurants.	4.14	0.663
IQ2: I prefer to obtain quality food information to support my daily consumption habits when I want to buy food or everyday products during COVID-19.	4.48	0.671
IQ3: I can explain and share a good quality of food information with other people during COVID-19.	4.28	0.671
Service Quality	**Mean**	**Std. Dev.**
SQ1: Staff at stores or restaurants offer a good service quality to me whenever I buy a portion of food, a daily product with exactly as I ordered.	4.15	0.598
SQ2: Staff at stores or restaurants offer a good service quality to me with accurate and quick service.	4.21	0.655
SQ3: Staff at stores or restaurants offer a good service quality to me and are always willing to help me.	4.23	0.668
Convenience	**Mean**	**Std. Dev.**
C1: I can access foods and daily products at stores or restaurants with a convenience approach during COVID-19 under the new normal life.	4.13	0.647
C2: I can shop foods and daily products at stores or restaurants with a convenience approach during COVID-19 under the new normal life.	4.17	0.696
C3: The payment transactions at stores or restaurants that I buy food and daily products are convenient during COVID-19 under the new normal life.	4.27	0.679
Perceived Value	**Mean**	**Std. Dev.**
PV1: Foods and daily products during COVID-19 under the new normal life, I find they are of good quality as the same before COVID-19 pandemic.	4.06	0.733
PV2: Foods and daily products during COVID-19 under the new normal life, I find they are worth my pay as they have the same amount and price before COVID-19 pandemic.	4.07	0.820
PV3: Foods and daily products during COVID-19 under the new normal life, I find they provide a great variety before COVID-19 pandemic.	4.09	0.844
Perceived Risk	**Mean**	**Std. Dev.**
PR1: I perceived risk to prevent the spread of COVID-19, whenever I shop for foods and daily products.	4.33	0.640
PR2: I understand the perceived risk that COVID-19 is a dangerous and risky virus, whenever I purchase foods and daily products.	4.39	0.607

	Mean	Std. Dev.
PR 3: Whenever I decide upon purchasing foods and daily products, I accept perceived risk from COVID-19 under the new normal life.	4.31	0.605
Attitude	**Mean**	**Std. Dev.**
A1: Foods and daily products have attracted me to purchase via the design and package during COVID-19 under the new normal life.	4.19	0.667
A2: Foods and daily products have always attracted me to purchase through their presentation during COVID-19 under the new normal life.	4.22	0.707
A3: Foods and daily products have always attracted me to purchase through their good service offered during COVID-19 under the new normal life.	4.21	0.682
Satisfaction	**Mean**	**Std. Dev.**
S1: I was satisfied with the overall good experience in foods and daily products during COVID-19 under the new normal life.	4.09	0.741
S2: I was satisfied with purchasing foods and daily products at stores or restaurants during COVID-19 under the new normal life.	4.16	0.784
S3: I was satisfied with staff services at stores or restaurants during COVID-19 under the new normal life.	4.21	0.697
Purchase Intention	**Mean**	**Std. Dev.**
PI1: I will recommend foods and daily products at stores or restaurants to friends and others during COVID-19 under the new normal life.	4.18	0.697
PI2: I will say good things about foods and daily products at stores or restaurants to others during COVID-19 under the new normal life.	4.21	0.702
PI3: I intend to purchase foods and daily products at stores or restaurants during COVID-19 under the new normal life.	4.25	0.696

Source: Constructed by the authors

4.3 Hypothesis Testing

H1: Information Quality → Perceived Risk in table 3; the significant level was at <0.001, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that information quality has a significant impact on perceived risk. It has a standardized coefficient of 0.418 which can be implied that if information quality increases by 1%, perceived risk can be raised by 41.8%.

Table 3: Simple Linear Regression for hypothesis 1

	Std. Error	Beta	Significance
H1: Information Quality → Perceived Risk	0.053	0.418	0.000*

*Note: R square = 0.175, Adjusted R square = 0.173, *p<0.05*

H2: Service Quality → Perceived Risk in table 4; the significant level was at <0.001, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that service quality has a significant impact on perceived risk. It has a standardized coefficient of 0.165 which can be implied that if service quality increases by 1%, perceived risk can be raised by 16.5%.

Table 4: Simple Linear Regression for hypothesis 2

	Std. Error	Beta	Significance
H2: Service Quality → Perceived Risk	0.053	0.165	0.001*

*Note: R square = 0.027, Adjusted R square = 0.025, *p<0.05*

H3: Service Quality → Attitude in table 5, the significant level was at <0.001, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that service quality has a significant impact on attitude. It has a standardized coefficient of 0.354 which can be implied that if service quality increases by 1%, attitude can be raised by 35.4%.

Table 5: Simple Linear Regression for hypothesis 3

	Std. Error	Beta	Significance
H3: Service Quality → Attitude	0.041	0.354	0.000*

*Note: R square = 0.125, Adjusted R square = 0.123, *p<0.05*

H4: Service Quality → Satisfaction in table 6; the significant level was at <0.001, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that service quality has a significant impact on satisfaction. It has a standardized coefficient of 0.458 which can be implied that if service quality increases by 1%, satisfaction can be raised by 45.8%.

Table 6: Simple Linear Regression for hypothesis 4

	Std. Error	Beta	Significance
H4: Service Quality → Satisfaction	0.035	0.458	0.000*

*Note: R square = 0.210, Adjusted R square = 0.208, *p<0.05*

H5: Convenience → Satisfaction in table 7; the significant level was at <0.001, which is less than 0.05. The null hypothesis was rejected. As a result, it can be concluded that convenience has a significant impact on satisfaction. It

has a standardized coefficient of 0.445 which can be implied that if convenience increases by 1%, satisfaction can be raised by 44.5%.

Table 7: Simple Linear Regression for hypothesis 5

	Std. Error	Beta	Significance
H5: Convenience → Satisfaction	0.037	0.445	0.000*

Note: *R square = 0.198, Adjusted R square = 0.196, *p<0.05*

The results of Multiple Linear Regression for hypothesis 6, 7 and 8 are shown in table 8, purchase intention regarding the new normal service quality and behavior of food purchase intention during COVID-19 can be explain by perceived value, perceived risk and attitude for 36.8% at 95% confidence level as shown by R square value of 0.368. Hypothesis 6 and 8 were supported since p-values were less than 0.05. However, hypothesis 7 was resulted in non-significant which indicated perceived risk had not support purchase intention. For hypothesis 6 and 8 were significant at (P-value = <0.001) which indicates that perceived value and attitude have a positive effect on the purchase intention. There was also no multicollinearity problem.

Table 8: Multiple Linear Regression for hypothesis 6, 7 and 8

	Std. Error	Beta	Significance
(Constant)	**0.274**		**0.000***
H6: Perceived Value → Purchase Intention	0.041	0.448	0.000*
H7: Perceived Risk → Purchase Intention	0.051	0.066	0.102
H8: Attitude → Purchase Intention	0.048	0.222	0.000*

Note: *R square = 0.368, Adjusted R square = 0.364, *p<0.05*

5. Discussion

The hypothesis testing shown a significant positive relationship between the variables, i.e., information quality, service quality, convenience, perceived value, perceived risk, attitude, satisfaction, and purchase intention. The results of this research indicate there is a positive relationship between the measured dimensions.

5.1 Information Quality

The findings from this study can be used to make customers understand the information quality. Interestingly, our findings prove that information quality was the most important aspect during the new normal of COVID-19 that customers need to consider before ordering their food.

According to Alshikhi and Abdullah (2018), significance of quality data's effects on decision-making. Due to the new normal quality of service, customers pay attention to the details of the information to ensure food quality. Kim and Niehm (2009) indicated that consumers' perceptions of the website being interactive and allowing them to conduct searches might be favorable to the customer's overall assessment of its information quality.

5.2 Service Quality

The data retrieved from the results provide significant insights into service quality with current global trends on COVID-19. The research study that perceived value was the most important aspect during the new normal of COVID-19. According to the survey, Parasuraman et al. (1985) as the difference between consumers' expectations and their perceptions of the actually experienced services and service quality may be determined by comparing consumers' expectations with their views of the actual service experience (Parasuraman et al., 1994).

5.3 Convenience

The most important on the issue of COVID-19's impact on convenience of food satisfaction. The researcher findings from this study can be used to make customers understand the convenience. Convenience is defined as the capacity to do a task with the least amount of human effort and time (Morganosky, 1986). Chan et al. (2007) defined service convenience as the gain advantage in the service delivery process compared to the necessary sacrifice required to pay for the services.

5.4 Perceived Value

The findings from this study can be used to make customers understand the perceived value. Interestingly, our findings prove that perceived value was the most important aspect during the new normal of COVID-19 that customers decided to purchase food intention and consumer items during COVID-19 under the new normal. Existence, delivering a wide range of products before the pandemic, since clients' value quick delivery. Pihlström et al. (2008) explained that it is common knowledge that perceived value plays a significant role in customer decision-making.

5.5 Perceived Risk

The most important on the issue of COVID-19's impact on perceived risk of food. The researcher findings from this study can be used to make customers understand the perceived risk. Consumers must accept the quality and

quantity of food. They were living with the COVID-19 pandemic for a period of time. Perceived risk can also be seen to add value to products in some circumstances (Mitchell, 1999). Consumers still want to buy but want to reduce the risks associated with living outside the home.

5.6 Attitude

The findings from this study can be used to make customers understand the attitude. Interestingly, our findings prove that during the COVID-19 outbreak, many people may change their behavior and daily life as the new normal, such as food health. Ryan and Deci (2000) indicated that satisfaction is an internal rather than an extrinsic good cognition. Customers have an attitude towards brand credibility, and consumers can make decisions where hygiene has become an essential routine for consumers.

5.7 Satisfaction

The most important on the issue of COVID-19's impact on satisfaction of food. The researcher findings from this study can be used to make customers understand the satisfaction. Consumer concern with promotion motivation with food standards cleanliness and packages that affect the environment. Pettijohn et al. (1997) investigated customer satisfaction in fast-food restaurants and discovered that meal quality had the highest mean of all the factors.

5.8 Purchase Intention

The purchase intention is to improve the quality of food service. In the era of COVID-19 found that customers pay more attention to whether the food purchase intention. The COVID-19 situation is affecting everyone in the world. Make the behavior of consumers change for sure. The purchase intention can be analyzed for loyalty consumers are willing to pay the right price for the product or that service can respond with satisfaction (Cristina et al., 2017). Most consumers have a brand in mind for their purchasing decisions.

6. Conclusion and Suggestions

In conclusion, this study shows the significance of the new normal service quality and behavior of food purchase intention during COVID-19 on different variables. This exploration dissected analysis among people aged under 18 years old, 19 - 29 years old, 30 - 39 years old, and 40 years old or above, they found that those who care about their health was a group that had good access to comfortable spending on food. Consequently, Thailand has a policy from the government, 'Pao Tang,' an app that everyone must have on their phone. There is more to it than just receiving compensation. Money transmission is simple and convenient. There are still a few stages to go. You may be sure that your data is secure whenever you transfer.

Customers can link the app and get the right to the government's half-person project during the COVID-19 situation and to the bank's prompt app for the convenience of purchasing products and food during the new normal life. It helps encourage people to live in the coronavirus situation to feel safe and reduce the risk of touching banknotes of the Thai baht to make food purchase decisions. Consumers who want to order have access to food purchasing decisions and make customers access the store's quality of service. In the new normal situation, many shops are not registered to turn offline to be online because they need to understand the system, and it's still challenging to decide how to change your lifestyle in the COVID era. However, they will be able to adapt to the current situation.

Most consumers need the User Interface (UI) and User Experience (UX) because UI refers to the visual components through which people interact with a product. In contrast, UX relates to the user's experience with a product or service. To provide consumers with access to user-friendly applications that will enable consumers to make informed purchasing decisions during the COVID-19 pandemic that is convenient, quick, and easy to understand, including universal design to support understanding, not just teenagers or adults also to the elderly. Suppose there is a need to access the data. In that case, there must be a tool that makes the customer feel they have a more easy-to-use, positive attitude and are more satisfied with a more comfortable lifestyle than or equal before the coronavirus situation.

There are transactions in service management with peak hours in the matter of food preparation and driver insufficient. Customers have the capacity to meet the demand in terms of support, which may be due to COVID-19 and wasting time going out to buy food in the COVID-19. Consumers are preparing to get dressed, travel, drive, shop, and wait while the younger generation stays active at home and can order food from trusted stores and price promotion that influences their purchasing decisions. There should be more critical consumer protection rules in the era of COVID-19. It could be a quality-checked design in food sales. There is a food standard that tells the level one to five cleanliness and tidiness and packages that affect consumers worldwide. People can be seen from a ranking of the care reflected in the product to make customers trust. Moreover, creating an image, posting the application's details, and making a purchase decision quickly, not complicated,

convenient, can update the price ordering and food during business hours.

Therefore, all the analysis conducted was successful in information quality, service quality, Convenience, perceived value, perceived risk, attitude, satisfaction, and purchase intention. The consumer was the new normal service quality and behavior of food purchase intention during COVID-19. Customers were likely to order access to food purchase decisions and make customers access the store's quality of service through user-friendly applications that allow them to make informed purchasing selections. Consumers want to build confidence, and universal design might be a quality-checked design in food sales based on grading the product's care.

7. Further Study

This study emphasizes the consumers of Bangkok, Thailand. This paper has argued the significance of information quality, service quality, convenience, perceived value, perceived risk, attitude, satisfaction, and purchase intention. With all the results, it can be concluded that People are able to adjust to a more normal lifestyle with research and surveys of food purchasing satisfaction during the COVID-19 pandemic.

Despite the study's significant contribution, the researcher would like to acknowledge the study's limitations. First, the internet survey could have excluded people that participate in an online survey. In the future, click and collect may be used to pick up products without paying cash that has already been scanned and cut money through Near Field Communication (NFC). It is a contactless payment and has an intelligent interface for safer shopping during the coronavirus and also get to know the behavior of using shopping or food.

Second, further studies need to be done on food purchasing decisions without an intermediary like a bank, consumers may buy, trade, and exchange decentralized digital money directly. The digital currency has a chance to make many people shop, including the new generation, and the old group looks at the areas where they are non-tech-savvy. People can use and access more services, such as station design that can make the payment access to use step by step by creating a channel to exchange information with the products that customers are interested in.

Furthermore, some other factors or variables are not taken into consideration, like customers needing a QR code to create the visions to access like a checked point. For example, if the application gives access to convenience

stores that allow consumers to order by using AR in a video call style. It can use direct real-time online for quality service, delivery, expanding the scope, and using more helpful technology. Quality of life is better and will follow in the matter of understanding the process of making food purchase decisions in the environment that has changed according to society now.

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