

The Influence of Service Quality, Platform Performance, and Menu Diversity on Trust Formation, User Satisfaction, And Sustained Usage: An Examination Using Structural Equation Modeling

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Abstract

In the digital era, online platforms play a vital role in our daily lives, offering a multitude of services, products, and experiences. This research employs structural equation modeling (SEM) to unravel the intricate web of connections among essential factors influencing user behavior on these platforms. We delve into the influence of service quality, platform performance, and menu diversity on trust formation, user satisfaction, and the continuity of platform usage. Our analysis, founded on data collected from platform users, reveals that perceived service quality significantly impacts the level of trust users have in the platform, with positive experiences related to platform performance and menu diversity also fostering trust formation. Furthermore, we find that trust and satisfaction serve as crucial mediators in predicting sustained platform engagement, highlighting their pivotal roles in shaping user behavior. These findings hold important implications for platform providers seeking to enhance user engagement and retention, offering insights into strategies for creating user-centric digital ecosystems. Moreover, this study contributes to the theoretical understanding of user behavior on digital platforms, charting a course for future research in this dynamic field.

Keywords: menu diversity, online platforms, platform performance, service quality