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Switching Cost as a moderating Variable in the Effect of Service Quality on Users' Intention

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Abstract
This paper investigates the effect of service quality on users' intention toward using Talabat application, and the moderating role of switching cost. Data were collected from 374 user of talbat application. Path analysis and multiple regression analysis were employed to test the research hypotheses through using AMOS. The results found that there is a significant effect of service quality on users' intention toward Talabat application. Moreover, results reveal that switching cost moderates the relationship between service quality and users' intention toward using Talabat application. It clear from the above results that there is a strong positive significant correlation relationship between the independent variable "service quality" and the dependent variable "users' intention", which is a statistically significant value (0.01), while there is a moderate positive significant correlation relationship between the independent variable "service quality" and the moderating variable "Switching cost", which is a statistically significant value (0.01). Finally, research limitations, implications and future recommendations were stated.

Keywords: *Talabaat Application, Service quality, Users' intention, Switching Cost, Application& tangibility , Intention, Reliability, Responsiveness.*

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I. Introduction

Obviously, transportation is an important element in helping humanity to move from place and get their foods in order to make it easy for them to do their activities every day. Thus, it is important to be well organized and safely prepared to them. Transportation is used to facilitate shipping goods, foods, passengers …. etc. (Susilowati & Yasri, 2019)**.** Generally speaking, the privileges of transportation can help peoples to attain their goals on time.

Now a days, new development, technology of business require wide range of customers in achieving their satisfaction and intention.as we know to build or increase customers intention we need to give customers usefulness and profitability of a specific product or service (Ali at al., 2021)

Online food ordering nowadays not only satisfy customers' primary needs, they also satisfy more needs, because of there are newest way for the current generation especially with existence of the new technology and the easy online access. Thus, people can easily order their food from any restaurant through a web page or applications like Talabat or Otlob just with few taps. Thus, adopting Talabat application of transportation is very important in any country in helping people every day in getting their order from anywhere.

Moreover, Increasing competition and consumers who are more selective and expertise employing Talabat application as one of the most important providers of services field in order to improve the quality of its services. Therefore, we should first identify whether service provided to customers matching with their expectation to know if they satisfy or not and if they will repeat using this application or not (Susilowati & Yasri, 2019). Thus, service quality is an important element affecting user's intention to use or reuse Talabat

application.

In the highly competitive corporate environment, the most important factor which constitutes customer satisfaction and customer intention to purchase is the quality of goods or services. According to this study users tend to favor Talabat because it is more familiar, reputable and has better coverage on social media than other competitor applications, in addition to that it provides a high-quality service.

However, little has been written about the effect of service quality on users' intention toward using Talabat application. Particularly, Edward and Sahadev investigated that mediating role of switching cost benefits service firms in the relationship between the knowledge about customer retention, perceived value, perceived service quality, and customer satisfaction mobile services in India. We notice that service quality consist of two word named service and quality. It refers to the important features of service while quality states as "use of a user based approach". Also Faraj et al., (2020), Ali et al., (2021) and Ali (2021) outline quality as giving customers high value.

In fact, other researches in the intention did not pay enough attention to the important role of decreasing switching cost in order to increase users' intention to use orders application. Notably, switching cost pointed out that in order to reduce time, effort and money spending in picking up your order in order to increase your intention to use orders application to get what you need in any time.

Thus, the present study tries to prove that quality of service affects purchasing intention of users, which may cause some improvement in the quality of service of other online service companies. Using an online survey of service quality, intentions and switching cost dimensions to find the relationship between these variables.

Finally, the researchers show that it is vital to businesses to provide services that satisfy customers because satisfied customers develop trust in service provider, become loyal and then will repurchase or reuse the service again. So, no previous study has discussed the effect of service quality on users' intention to use Talabat application. Thus, this study seeks to identify the effects of service quality on users' intention toward using Talabat application on Egypt through employing SERVPERF scale to measure electronic service quality and explore how switching cost strength this relation.

Hence, the researchers fill these gaps by asking the following major questions:

1) What is the effect of service quality on user's intention to use Talabat application?
2) What is the effect of application &tangibility on users' intention to use Talabat application?
3) What is the effect of reliability on users' intention to use Talabat application?
4) What is the effect of responsiveness on users' intention to use Talabat application
5) What is the effect of assurance on users' intention to use Talabat application
6) What is the effect of empathy on users' intention to use Talabat application
7) What is the moderating role of switching cost in the relationship between service quality and user's intention to use Talabat application?

Therefore, the present research attempts to answer these questions by:

1) Testing the effect of service quality on users' intention to use Talabat application.
2) Identifying the effect of application &tangibility on users' intention to use Talabat application.
3) Determining the effect of reliability on users' intention to use Talabat application.
4) Analyzing the effect of responsiveness on users' intention to use Talabat application
5) Determining the effect of assurance on users' intention to use Talabat application
6) Examining the effect of empathy on users' intention to use Talabat application
7) Clarifying the moderating role of switching cost in the above relation.

II. Background on Talabat Application:

Significantly, Talabat is a service company that offers services to customers (B2C) and to businesses (B2B) in the fast-food business1. It is the home of takeaway in the GCC, a one-stop shop anytime you want to order your favorite food online. With just a few taps, you can easily order delicious food and get it delivered right to your doorstep. Consumers have various payment methods such as cash on delivery, credit card and application's credit.

Moreover, it offers the service of ordering food through smartphone without any human interference. The company was established by Abdelaziz Al-Loughani and Khaled Al-Otaibi in Kuwait in 2004 to offer the service of ordering food online (at a time when only 23% of Kuwait's population used the internet.2) and currently it's the biggest online fast food ordering application in the middle east with many competitors such as UberEats, Akelni, El-menus and others. Tomaso Rodriguez is the CEO of Talabat. Tomaso joined Talabat from one of the leading Asia's startups "Grab", where he headed up Grab Food division. Prior to that Tomaso held the post of the Head of Uber EATS Regional Operations in APAC, based in Singapore, and worked as General Manager for Italy and Greece of the global car hailing applications.

Obviously, Talabat was acquired once in 2015 and another time in 2016 by "Delivery Hero" which owns the company until now. Currently the company operates in Kuwait, Saudi Arabia, UAE, Bahrain, Oman, Qatar, Jordan, Iraq and Egypt employing thousands of delivery riders. In august 2020, it announced the rebranding of Otlob to Talabat. This is underlined by a 50,000-person job creation project in the Egyptian market, and an extensive expansion of its services in Egypt. Therefore, the main competitive advantage of talabat is reducing customers' effort exerting in waiting to pick up order form restaurant or any mall or what else.

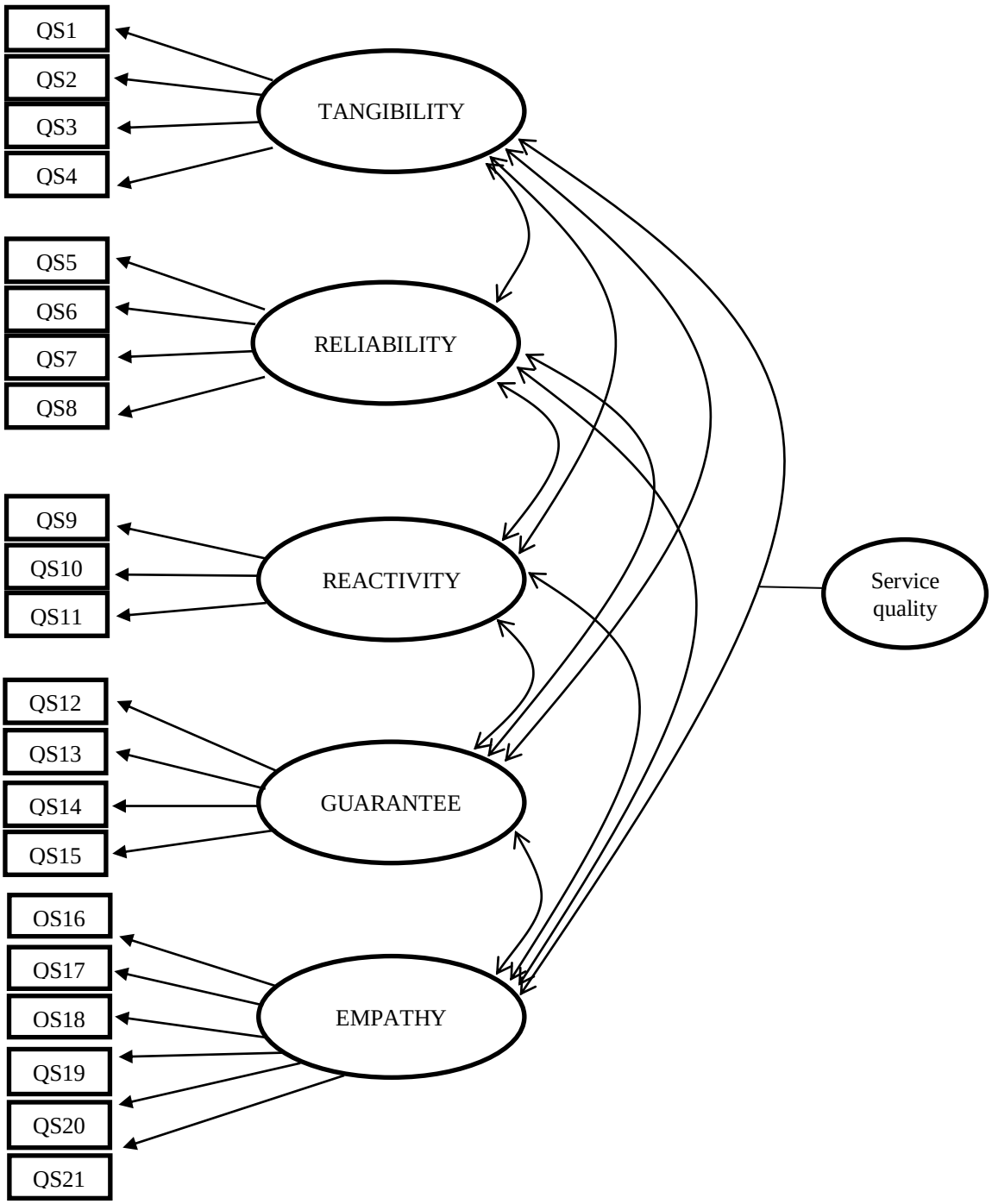
III. Literature Review

3.1. Service quality

Indeed, food service industry represents one of the most important elements affecting our economy (Andaleeb & Caskey, 2007). As we know, there is an increase in food service on Egypt. Almost 3 billion spent on it in 2018 comparing to 2017 that spent only 1.7 billion. Obviously, more than half of adult brought foods outside home like restaurants, hotels … etc. In marketing literature, Kotler (1997) outlined service as an activity that can be provided by someone to another. Also, service can be tangible or intangible (Kotler, 1997). Additionally, Wirtz (2018) confirmed the same definition of Koltler (1997). While this definition is narrow, Zeithaml and Bitner (2003) defined it as an evaluation of service provided to customers that affect their perception toward using service through employing or adopting 5 dimensions of service namely reliability, responsiveness, assurance, empathy, tangibles. This dimensions employed in order to identify the problem and improve service provided to customers. Also, Zeithaml (2017) defined services as economic activities whose output is in tangible product that is consumed at the same time it is produced.

So, the definitions above suggest that there is no constant definition of services, but they all agree on what Palmer (1994) which defined service as intangible product that have a number of characteristics namely intangibility, inseparability, heterogeneity and perishability which differentiate it from other physical goods. The provision of service quality also should relate and interact with consumer property (Payne, 1993). Moreover, service added value to customers such as convenience, health, timeliness or comfort (Zeithaml, 2017).

Obviously, Importance of service quality can be explained in many points that differentiate a firm from another. Sherman (2019) illustrated that some of its main importance that it increases sales as a happy customer will come back again, saves money because retaining customers is cheaper that attracting new customers, furthermore it decreases complaints, returns and compensating unsatisfied customers. Thus, Parasuraman (1985) measured the service quality using 5 gaps namely knowledge, standards, communication, delivery and service gap. Moreover, prior studies have noticed that the service quality plays an important role in affecting customers' perception that affects their intention and behavior in return according to theory of reasoned behavior. Therefore, Muhammed and Yusuf (2017) revealed that service quality is an important tool in maintaining, bringing and building ongoing and good relationship with customers.



3.1.1: Service quality dimensions:

A common model of measuring service quality is the **SERVQUAL**, designed by (Parasuraman,1988) based on the gap model for service companies to measure customers' expectations and perceptions, it is consistent of five dimensions, namely: tangibles, reliability, responsiveness, assurance and empathy as follows:

- ***Tangibles dimension*** is the physical environment at which the service is provided.
- ***Reliability dimension*** compares customers' expectations and a company's performance to consistency and reliability.
- ***Responsiveness dimension*** refers to the ability of the company to deliver the service in the time expected or less.
- ***Assurance dimension*** refers to the customer's trust that the service will be delivered and any problems will be resolved.

- ***Empathy dimension*** reflects a company's ability to provide all their customers' easy access, good communications, and customer understanding.

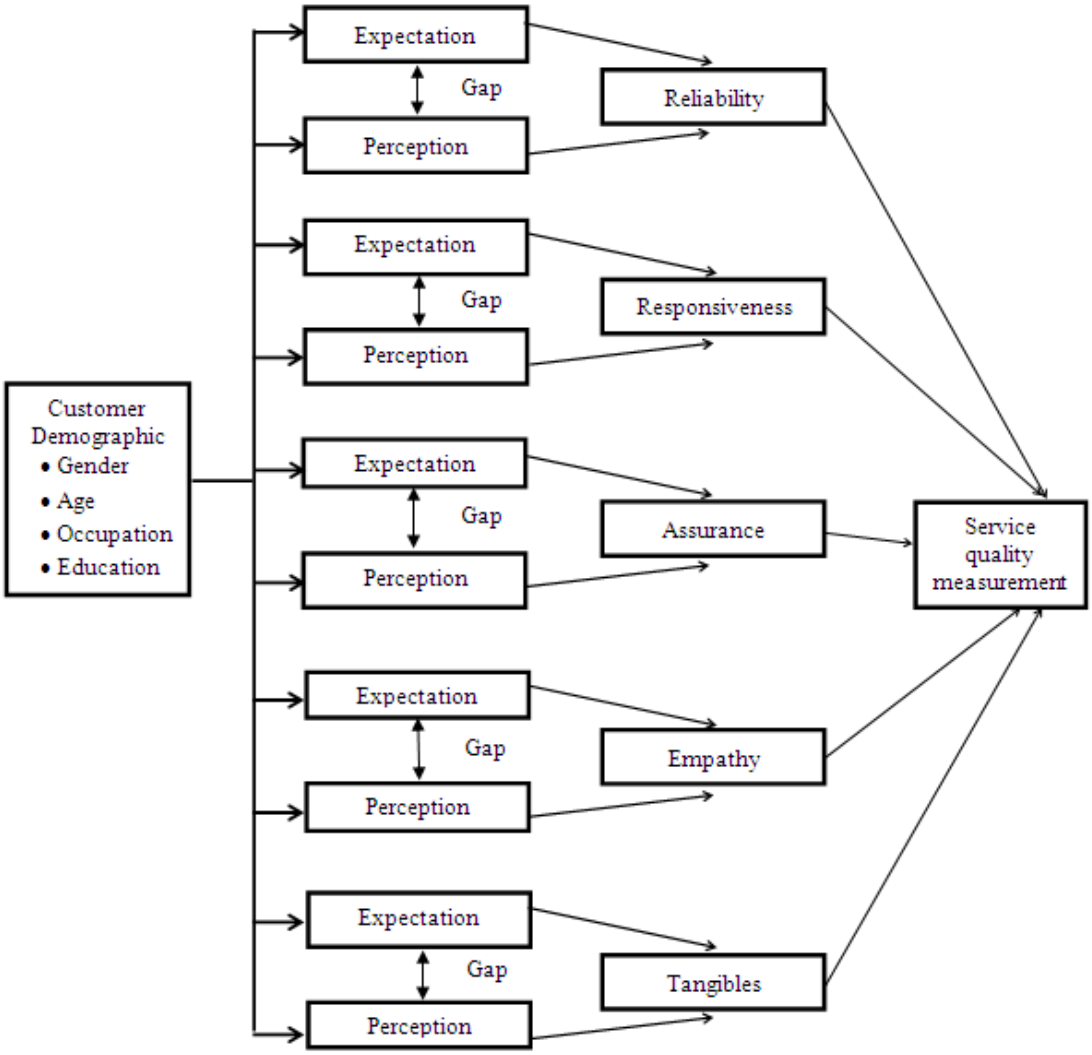


Figure 2: *SERVQUAL conceptual model (A. Parasuraman, 1985)*

However, there is another similar model for measuring service quality, that is the SERVPERF model, the main difference between the 2 models is the measurement technique, as the SERVPERF is a performance only scale, meaning that it only measures the perceived quality, unlike the SERVEQUAL model which is a" disconfirmation in the consumer satisfaction" (A. Parasuraman, 1985) meaning that it measures the difference between the customers expected and perceived quality. (J. Joseph Cronin & Taylor, 1994) suggest that SERVPERF model is superior as it measures based on performance and not disconfirmation based. Ali (2021) and Ali and Anwar (2021) reveal that there are eight types of service quality named reliability, responsiveness, empathy, diligence & competences, consistency, environment, security& safety and user interfaces.

Ali et al., (2021) and Pakurar et al., (2019) outline assurance as an operational control to increase interested outcome. In any business, their goal is to keep customers happy through increasing their profitability through giving them high quality.

Specifically, a review of the past research explains a fundamental distinction between service quality and consumer satisfaction: Service quality is a long-term attitude, whereas consumer satisfaction is a judgment made on the basis of using a specific service (cf. Bitner 1990; Bolton and Drew 1991; Cronin and Taylor 1992; Oliver 1993; Patterson and Johnson 1993).

The SERVPERF model has the same 5-dimensional and 22-item structure as the SERVQUAL, but the expectation components are excluded. This makes data collection for SERVPERF relatively less intensive. This has been said to be one of the advantages of SERVPERF over SERVQUAL.

The problem with both scales is that they measure service quality for typical business that are not online based,

as the scales were developed before the rise of e-commerce and mobile application stores. This study will use a revised SERVQUAL scale developed by (Lee & Lin, 2006) to measure dimensions of e-service quality. The researchers will adopt a revised model of this to use the SERVPERF scale and "application design and tangibles" instead of Tangibles dimension.

3.2 Users' intention:

Intention outlined as an effort extended by customer in order to affect customers' behavior and control the purchasing decision process (Eagly &Chaiken, 1993).

This obviously differentiates intention from motivation and action. In this study intention is described as customer's decision to order food using Talabat. Thus, one's intention to order food from Talabat at the end of the day may be recalled by the sight of notification on his phone about good offer from his/ her favorite restaurant.

Obviously, it might lead to action directly or after a gap in time. A simple role for intentions is to build and maintain customers' desire (Bagozzi, 2006). Schiffman, & Kanuk, (2007) recommended that if customer has a good experience, he/she will decide to purchase a guaranteed product or service. Also, revealed that chance of buying a product is affected by customer's intention to purchase a certain product or service. More likely individuals settle on purchasing decision based on brand image (Akaah & Korgaonkar, 1988).Thus, the researchers of this study adopted the definition suggested by Fishbein and Ajzen (1975); Eagly and Chaiken (1993), Ghosh (1990) and Huda et al. (2012).

3.3 Switching Cost:

Porter (1980) was the first who introduces the concept into marketing management field. Also, switching costs are a cost that is paid only once (Porter, 1980). While early literature classified switching costs as being either monetary or psychological. Other work suggests that switching costs are multi-dimensional (Rosenthal, 1982).

Moreover, switching cost defined as the cost of changing a provider of service to another (Porter, 1998). Researchers view switching costs concept either at a very broad or a specific level. Broad definitions include categorizing costs as (Gremler, 1995) real or perceived costs, economic costs and non-economic costs (Molina-Castillo et al., 2011), and monetary and non-monetary expenses (Lam et al., 2004). In contrast, specific definitions include categories as transaction costs, learning costs, and artificial switching costs (Klemperer, 1995); financial, social, and psychological risks (Fornell, 1992); and monetary, behavioral, search, and learning-related costs (Yang &Peterson, 2004). Switching costs will only happen if a customer repeats a purchase, thus switching cost is not easily calculated.

Burnham et al. (2003) and bhattacharya (2013) developed a classification of switching costs and identify three major types of switching cost, each with some sub categories: procedural (transactional cost, learning and uncertainty cost), financial (financial losses) and relational costs(psychological and emotional cost). On the other side, Jones et al. (2002) also adopt six dimensions to measure switching cost namely lost performance cost, uncertainty cost, pre-switching search and evaluation cost, post switching behavioral and cognitive cost, setup cost and sunk cost. But, Chang and Chen (2009); Dick and Basu (1994); Frels and Mahajan (2003) and Guiltinan (1989) classify switching cost into three components named time, money and effort.

On other side, Jones (2000) categorized switching barriers into three types called interpersonal relationships, perceived switching costs and attractiveness of alternatives. Study found that each type of switching cost have a different effect on customers' repurchasing intention (Jones, 2000). Finally, switching cost definitions can be summarized into monetary costs (money cost, customer discounts, transaction costs) and non-monetary costs (time cost, relationship cost, customer habit, learning cost, effort cost, and search cost). Thus, the researchers adopted the dimensions mentioned by Frels and Mahajan (2003); Chang and Chen (2009).

4.1. Service quality and users' intention to use Talabat application:

Mensah and Mensah (2018) investigated the impact of service quality and customer satisfaction on the repurchase intentions of customers of restaurants on university of cape coast campus through using questionnaire in order to measure this relation. The researchers adopt question on 200 customers of 10 restaurants, the results found that there is a significant positive impact of service quality and customer satisfaction on the repurchase intentions of customers (Mensah & Mensah, 2018).

Moreover, Cronin and Taylor (1992) demonstrated that service quality result in positive customer satisfaction that in return affect positively on user's intention to repurchase. Also, Ladhari et al. (2008) and Lee & Lin (2005) confirmed that service quality positively affects both customer satisfaction and intention to repurchase through positive and negative emotions. Maharasi et al., (2021) intend to determine the effect of service quality on petrol buying intention through mediating satisfaction. They find that service quality does not affect purchasing intention but satisfaction positively affects service quality. Moreover, results reveal that

satisfaction mediate the effect of service quality on purchasing intention to buy petrol Also, Zhou et al., (2021) aims at identifying the dimension affecting mobile banking intention and the effects on service quality and loyalty. The results reveal the importance of service quality in affecting customers' intention and loyalty toward mobile banking. Also, Tuncer et al., (2021) examine the effect of service quality, perceived value and customer satisfaction on behavioral intention in restaurants. The result shows that service quality positively effect on customers satisfaction, while customer satisfaction and perceived value affects customers intention. But, Qalati et al., (2021) find that trust mediates the relationship between perceived service quality, quality reputation and online purchase intention. Also yang et al., (2021) find that emotional factors like hope and feel moderate the relationship between service quality dimensions and customers behavioral intention. Moreover, Seo & Lee (2021) reveal that food quality strongly influences utilitarian value among low risk perception than higher depending on customers' awareness toward food safety

Additionally, Phuong and Trang (2018) adopt DeLone and McLean's information system success model in order to measure the effect of system, service and information quality on Vietnams' repurchasing intention toward smartphone-based ride hailing service through using questionnaire applied on 425 customers using Grab and Uber services. They found that service quality is a strong determinant of Vietnams' repurchasing intention toward smartphone-based ride hailing service. Also, there is a significant positive effect of service quality on user's intention and customers repurchasing intention toward smartphone-based ride hailing service (Phuong & Trang, 2018). Thus, this study proposes the following hypothesis;

H1: Service quality has a significant direct effect on user's intention to use Talabat application

This hypothesis is divided into the following sub-hypotheses;

H1a: Application& tangibility has a significant direct effect on user's intention to use Talabat application

H1b: reliability has a significant direct effect on user's intention to use Talabat application

H1c: responsiveness has a significant direct effect on user's intention to use Talabat application

H1d: assurance has a significant direct effect on user's intention to use Talabat application

H1e: empathy has a significant direct effect on user's intention to use Talabat application

4.5. Switching cost as a moderator

As illustrated above in section 3.3, switching cost is outlined as a cost come from employing a new service rather than the old one (Jones et al., 2002), and consists of three dimensions called time, money, and effort to measure the effect of switching cost on customers' perception, attitude, intention and behaviour toward a product or service (Chang and Chen, 2008). Some studies illustrated the moderating role of switching cost. For instance, Chang and Chen (2008) indicated that switching cost can moderates the Effect of Service Quality on Users' Intention . When switching cost decrease, the relationship between Service Quality and purchasing intention increase. However, brand equity has a non-significant effect on intention to purchase a specific product or service when switching cost moderated this relation. Moreover, there are other examples the reveal this impact of switching cost on users' intention. For instance, Wu et al., (2015) found that increasing festival quality will decrease users' switching intention toward going to another.

From discussion discussed above, clearly switching costs affects individuals' intentions to adopt new system (products, services, idea, etc.). Moreover, this study, since we supposed that service quality and its dimensions (Application & tangibles, Reliability, Assurance, Empathy and responsiveness) affects users' intention toward using Talbat Application, we hypnotize that switching costs would further stimulate the relationship between of service quality and users' intentions toward using Talbat Application even more. For example, regarding the Application and tangibility dimension, making it easy for use, visually appeals and easily paying could perform as a switching cost and affects users to use the application than going by themselves to get order. Additionally, concerning the reliability dimension, promising to get order in time from first time could motivate users to switch from going to pick up orders into using Talabt Application. Likewise, concerning to the responsiveness dimension, quickly responding to users at any time could enhance users to switch. Also, focusing on assurance dimensions, instilling confidence, securing your payment, being polite and good customer service supporting could support users to switch. Finally, concerning the empathy dimension, conducting customers' interests as a priority, providing a confidence working hours and satisfying customers need would influence and switch users from the original way of getting order into using their phone to download Talabt Application to get order from anywhere. Therefore, we suggest the moderating role of switching cost in the relationship between service quality and users' intention toward using Talabat application, this is shown in the following hypothesis;

H2: Switching cost moderates the relationship between service quality and users' intention toward using Talabat application.

This hypothesis is divided into the following sub-hypotheses;

H2a: Switching cost moderates the relationship between Application& tangibility and users' intention to use Talabat application

H2b: Switching cost moderates the relationship between reliability and users' intention to use Talabat application
H2c: Switching cost moderates the relationship between responsiveness and users' intention to use Talabat application
H2d: Switching cost moderates the relationship between assurance and users' intention to use Talabat application
H2e: Switching cost moderates the relationship between empathy and users' intention to use Talabat application

IV. Methodology

4.1 Questionnaires Development:

The researchers adopt a self-administrative in order to collect primary data. Also, five Likert scale ranging from 1(strongly disagree) to 5 (strongly agree) adapt to measure service quality and intention as well as switching cost. Thus, our questionnaire is divided into four parts namely socio demographic variables, service quality and its dimensions, users' intention and switching cost. According to literature review discussed above about dimensions. A number of measurements were employed to measure service quality. Firstly, Parasuraman (1988) designed the original model of service quality called SERVQUAL consisting of 5 dimensions to measure service quality namely Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Indeed, the SERVPERF model has the same 5-dimensional and 22-item structure as the SERVQUAL, but the expectation components are excluded. This makes data collection for SERVPERF relatively less intensive. This has been said to be one of the advantages of SERVPERF over SERVQUAL. However, there is another similar model for measuring service quality, that is the SERVPERF model, the main difference between the two models is the measurement technique, as the SERVPERF is a performance only scale, meaning that it only measures the perceived quality, unlike the SERVEQUAL model which is a "disconfirmation in the consumer satisfaction" meaning that it measures the difference between the customers expected and perceived quality. Cronin and Taylor (1994) suggested that SERVPERF model is superior as it measures based on performance and not disconfirmation based.

Therefore, the problem with both scales is that the two scales model measure service quality for typical business that are not online based, as there developed before the rise of e-commerce and mobile application stores. Thus, this study adopted a revised SERVQUAL scale developed by Lee and Lin (2006) to measure e-service quality of online application. Thus, the researchers adopted a revising model suggested by Cronin and Taylor (1994) to use the SERVPERF scale.

Part one, which were the customers' socio-demographic characteristics like age, income and gender. Part two, service quality measures according to SERVPERF scale consisting of 22 items. Part three, switching costs were measured Jones et al. (2000) involving of four items. Final part, consisting of five statement developed by Lee and Lin (2005) in order to measure users' intention. Thus, 31 items were used to measure the whole study. The measurement scale was reshaped to be suitable to this study. The questionnaire is divided into four parts as shown in appendix (A).

V. Results

5.1. Sample and procedures

According to Saunders et al. (2016), the researchers employed a post positivism philosophy, deductive approach, and quantitative method. Also, a convenience sampling was employed to test research hypotheses. Thus, the research population contained all users of Talabat application in Egypt. The sampling unit is the users (male or female with different income and ages) of Talabat application on Egypt. Importantly, users of fast foods were chosen in this study because it affect Egypt's econonmy. So, the manger of a shoops does his/her best to protect their trade from damange through providing customers with application to order what they want at any time and any place. Interestingly, this study was applied on Talabat application. Moreover, Saunders et al. (2016) stated a sampling frame as the full list of all users' cases (age, gender, income and marital status) to determine the sample. The sample size was determined at a confidence level of 95%, with a standard deviation of 5% that is mostly used in marketing research (Saunders et al., 2016). Also, Saunders et al. (2016) confirmed that the required size for the sample was 384 if the size of the population is more than 10,000,000, and also researchers should distribute more than 384 respondents. Thus, the researchers distributed 400 questionnaires. Only 374 questionnaires out of 400 returned to the researchers (Response rate = 80.2 %). Cronbach alpha for all variables were more than 0.7. The questionnaires were used to get 401 responses from users of Talabat application and were allocated online. Furthermore, the researchers employed an English questionnaire which was translated into an Arabic one in order to check the accuracy of the questionnaire. But, the researchers employed the Arabic questionnaire to give the best meaning of measurement variables. Table (1) illustrates demographic characteristics of the sample.

Table (1)
Demographic characteristics of the sample

Demographic characteristics		Count	Table N %	Mean	Standard Deviation
sex	1.00	178	47.6%		
	2.00	196	52.4%		
	Total	374		1.52	.50
Monthly income	1.00	286	76.5%		
	2.00	54	14.4%		
	3.00	8	2.1%		
	4.00	4	1.1%		
	5.00	22	5.9%		
	Total	374		1.45	1.03
Age group	1.00	120	32.1%		
	2.00	196	52.4%		
	3.00	50	13.4%		
	4.00	8	2.1%		
	Total	374		1.86	.72

It is clear from Table No. (1) That:

- The number of females is higher than the number of males for those dealing with Talabaat Application .
- The monthly income category less than 5000 pounds is the highest for the monthly income of those dealing with Talabaat Application, followed by the income group from 5000 to less than 10000 pounds.
- The age group from 30 years to less than 40 years is the highest for the age of Talabaat Application users , followed by the age group from 20 years to less than 30 years.

VI. Data analysis and results

6.1 Descriptive statistical analysis of the study variables:

Firstly, the researchers assessed the quality of research constructs in terms of internal discriminant and consistency validity. Table (2) showed cronbach alpha (α) and composite reliability (CR) for each variable to measure its reliability (Hair, 2010). Moreover, to estimate convergent validity, Fornell & Larcker (1981) reveal that average variance extracted (AVE) should be = or greater than 0.50. Thus, the researchers calculate AVE square to measure discriminant validity. Results found that there was a significant correlation (P <0.001) between variables through using correlation matrix (See Table 3).

Table (2) Validity and reliability

Dimensions	Qu.	Component	AVE	CR	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Application & tangibles	Q1.1	0.8060	0.5707	0.8411	0.7460	0.6040	0.6520
	Q1.2	0.7520				0.5383	0.6904
	Q1.3	0.7840				0.5787	0.6681
	Q1.4	0.6730				0.4558	0.7329
Reliability	Q2.1	0.8094	0.6626	0.8870	0.8290	0.6515	0.7862
	Q2.2	0.7854				0.6198	0.8015
	Q2.3	0.8428				0.6971	0.7663
	Q2.4	0.8172				0.6584	0.7830
Responsiveness	Q3.1	0.7927	0.6864	0.8973	0.8460	0.6436	0.8224
	Q3.2	0.7887				0.6370	0.8250
	Q3.3	0.8576				0.7151	0.7913
	Q3.4	0.8716				0.7410	0.7808

Assurance	Q4.1	0.8413	0.6766	0.8926	0.8390	0.6967	0.7857
	Q4.2	0.8461				0.7020	0.7832
	Q4.3	0.7087				0.5340	0.8521
	Q4.4	0.8834				0.7634	0.7546
Empathy	Q5.1	0.7752	0.643	0.899	0.858	0.6461	0.8371
	Q5.2	0.6722				0.5326	0.8633
	Q5.3	0.8735				0.7703	0.8040
	Q5.4	0.8503				0.7309	0.8139
	Q5.5	0.8231				0.7027	0.8219
Switching cost	Q6.1	0.8230	0.6140	0.8639	0.7870	0.6511	0.7054
	Q6.2	0.7256				0.5253	0.7680
	Q6.3	0.7594				0.5670	0.7504
	Q6.4	0.8223				0.6507	0.7114
Intention	Q7.1	0.8000	0.650	0.902	0.862	0.6794	0.8342
	Q7.2	0.7750				0.6362	0.8435
	Q7.3	0.7120				0.5773	0.8593
	Q7.4	0.8590				0.7466	0.8172
	Q7.5	0.8750				0.7794	0.8075

From the previous table, it is clear that:
The values of the alpha reliability coefficients for the dimensions of the independent variable (Service Quality) ranged between 0.746 as a minimum and 0.858 as a maximum. The values of the composite reliability (CR) ranged between (0.841 and 0.899). The values of the average variance extracted (AVE) ranged between (0.570 and 0.686).
The values of the alpha reliability coefficients for the dependent variable (Users' Intention) was (0.862). The values of the composite reliability (CR) was (0.902). The values of the average variance extracted (AVE) was (0.650).
The values of the alpha reliability coefficients for the moderating variable (switching cost) was (0.787). The values of the composite reliability (CR) was (0.864). The values of the average variance extracted (AVE) was (0.614).
From the above, we conclude that the validity and reliability coefficients are high for the dimensions and variables of the study, and this indicates a high degree of reliability and validity, which indicates a high degree of reliability on the measures used later in the statistical analysis.

Table (3)
Correlation matrix between the variables of the study

		Application & tangibles	Reliability	Responsiveness	Assurance	Empathy	Switching cost	Intention
Application & tangibles	Pearson Correlation	1	.692**	.711**	.743**	.763**	.661**	.704**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
Reliability	Pearson Correlation	.692**	1	.879**	.851**	.764**	.469**	.738**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
Responsiveness	Pearson Correlation	.711**	.879**	1	.845**	.759**	.469**	.717**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
Assurance	Pearson Correlation	.743**	.851**	.845**	1	.802**	.548**	.709**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
Empathy	Pearson Correlation	.763**	.764**	.759**	.802**	1	.655**	.739**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000

Switching cost	Pearson Correlation	.661**	.469**	.469**	.548**	.655**	1	.627**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
Intention	Pearson Correlation	.704**	.738**	.717**	.709**	.739**	.627**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).								

The correlation coefficients shown in Table (3) indicate:
The existence of a strong positive significant correlation relationship between the independent variable "service quality" and the dependent variable "users' intention", where the value of the correlation coefficient was 0.627 as a minimum and 0.739 as a maximum which is a statistically significant value (0.01).
There is a positive significant correlation between the dimension "Application & tangibles "and the dependent variable "users' intention". The correlation relationship was strong, where the values of correlation coefficients reached (0.704), where this value of correlation coefficients is statistically significant at (0.01) level.
There is a positive significant correlation between the dimension "Reliability "and the dependent variable "users' intention". The correlation relationship was strong, where the values of correlation coefficients reached (0.738), where this value of correlation coefficients is statistically significant at (0.01) level.
There is a positive significant correlation between the dimension "Responsiveness" and the dependent variable "users' intention". The correlation relationship was strong, where the values of correlation coefficients reached (0.717), where this value of correlation coefficients is statistically significant at (0.01) level.
There is a positive significant correlation between the dimension "Assurance "and the dependent variable "users' intention". The correlation relationship was strong, where the values of correlation coefficients reached (0.709), where this value of correlation coefficients is statistically significant at (0.01) level.
There is a positive significant correlation between the dimension "Empathy "and the dependent variable "users' intention". The correlation relationship was strong, where the values of correlation coefficients reached (0.739), where this value of correlation coefficients is statistically significant at (0.01) level.
The existence of a moderate positive significant correlation relationship between the independent variable "service quality" and the moderating variable "Switching cost", where the value of the correlation coefficient was 0.469 as a minimum and 0.661 as a maximum which is a statistically significant value (0.01).
There is a positive significant correlation between the dimension "Application & tangibles "and the moderating variable " Switching cost ". The correlation relationship was moderate, where the values of correlation coefficients reached (0.661), where this value of correlation coefficients is statistically significant at (0.01) level.
There is a positive significant correlation between the dimension "Reliability "and the moderating variable " Switching cost ". The correlation relationship was moderate, where the values of correlation coefficients reached (0.469), where this value of correlation coefficients is statistically significant at (0.01) level.
There is a positive significant correlation between the dimension "Responsiveness" and the moderating variable " Switching cost ". The correlation relationship was moderate, where the values of correlation coefficients reached (0.469), where this value of correlation coefficients is statistically significant at (0.01) level.
There is a positive significant correlation between the dimension "Assurance "and the moderating variable " Switching cost ". The correlation relationship was moderate, where the values of correlation coefficients reached (0.548), where this value of correlation coefficients is statistically significant at (0.01) level.
There is a positive significant correlation between the dimension "Empathy "and the moderating variable " Switching cost ". The correlation relationship was moderate, where the values of correlation coefficients reached (0.655), where this value of correlation coefficients is statistically significant at (0.01) level.
It clear from the above results that there is a strong positive significant correlation relationship between the independent variable "service quality" and the dependent variable "users' intention", which is a statistically significant value (0.01), while there is a moderate positive significant correlation relationship between the independent variable "service quality" and the moderating variable "Switching cost", which is a statistically significant value (0.01).

6.2 Regression Analysis

For determining the effect of service quality dimensions to users' intention toward using Talabat application (β=0.234, 0.299,0..278, $p<0.001$), but responsiveness and empathy non-significant related to users' intention (β= 1.342,-0.346) . Also reveal that service quality are significantly affect users' intention ($R2=64.3$, $p<0.001$).

Table (4)
Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Before	Application & tangibles	0.234***	0.052	0.234	4.529	0
	Reliability	0.299***	0.073	0.299	4.098	0
	Responsiveness	0.097	0.072	0.097	1.342	0.181
	Assurance	-.024-	0.071	-.024-	-.346-	0.73
	Empathy	0.278***	0.059	0.278	4.719	0
	Statistics F	132.72***				
	R Square	64.3				
After	Application & tangibles	0.128**	0.053	0.128	2.413	0.016
	Reliability	0.33***	0.07	0.33	4.689	0
	Responsiveness	0.137**	0.07	0.137	1.963	0.05
	Assurance	-.048-	0.068	-.048-	-.702-	0.483
	Empathy	0.166***	0.06	0.166	2.774	0.006
	Switching cost	0.24***	0.043	0.24	5.611	0
	Statistics F	125.007***				
	R Square	67.1				

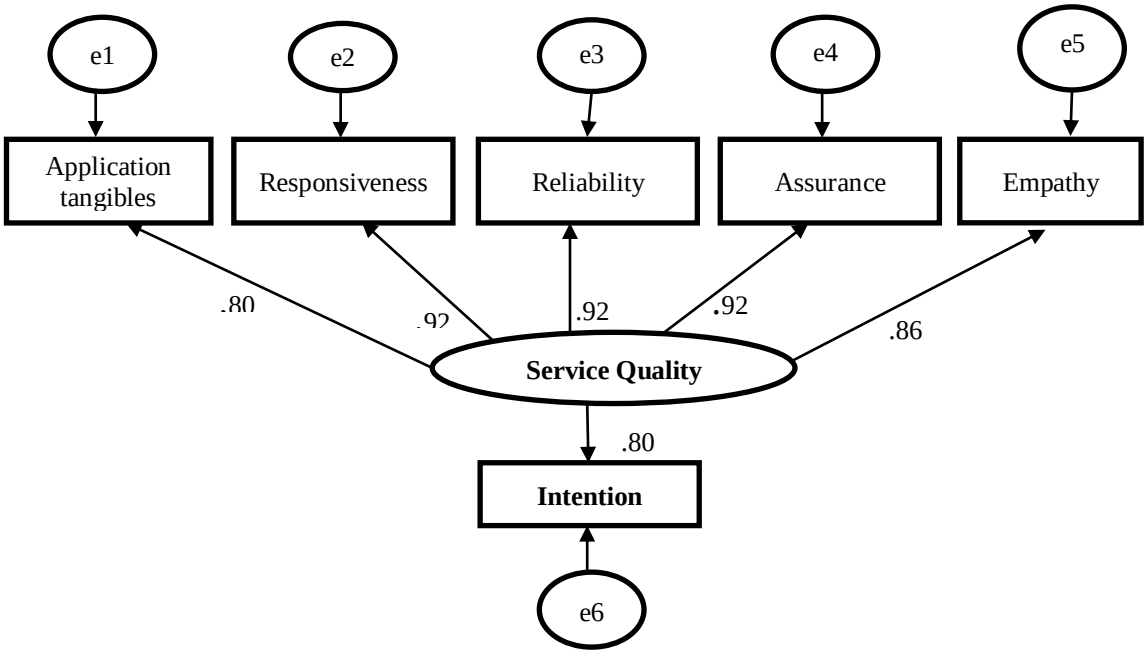


Fig (1)
The effect of independent variable on dependent variable of the study

As shown in Table (4) and fig (1), the results indicates that service quality dimensions named application, reliability, empathy are significantly affected to users' intention toward using Talabat application(β=0.234, 0.299,0..278, p<0.001), but responsiveness and empathy non-significant related to users' intention (β= 1.342,-0.346) . Also reveal that service quality are significantly affect users' intention (R2=64.3, p<0.001). It demonstrates that hypothesis H2 is supported.

6.3. The moderating analysis

The moderating variable is a variable used in strengthening the relationship between independent and dependent variable (Namazia & Namazi, 2016). Thus, the researchers aimed at identifying the moderating role

of switching costs in the effect of service quality (Application & tangibles, Reliability, Responsiveness, Assurance, Empathy) on users' intention toward using Talabat application. So in order to reach the objectives of the study, the researchers first determine the: Service quality has a significant direct effect on user's intention to use Talabat application as shown in the following table:

Table (5)
The effect of independent variable (service quality) on dependent variable (users' intention toward using Talabat application) .

			Before Modification			After Modification		
			Estimate	S.E.	C.R.	Estimate	S.E.	C.R.
Responsiveness	<---	Service quality	0.918***	0.053	21.719	0.849***	0.052	19.192
Reliability	<---	Service quality	0.923***	0.053	21.876	0.864***	0.054	18.807
Assurance	<---	Service quality	0.92***	0.053	21.776	0.88***	0.051	20.283
Intention	<---	Service quality	0.802***	0.056	17.83	0.829***	0.051	19.111
Application & tangibles	<---	Service quality	0.8***	0.01986	31.5486	0.846***	0.0498	21.568
Empathy	<---	Service quality	0.859***	0.055	19.654	0.897***	0.047	22.617
CFI			0.962			0.997		
IFI			0.963			0.997		
NFI			0.959			0.995		
GFI			0.914			0.99		
RMR			0.03			0.008		
RMSEA			0.159			0.072		

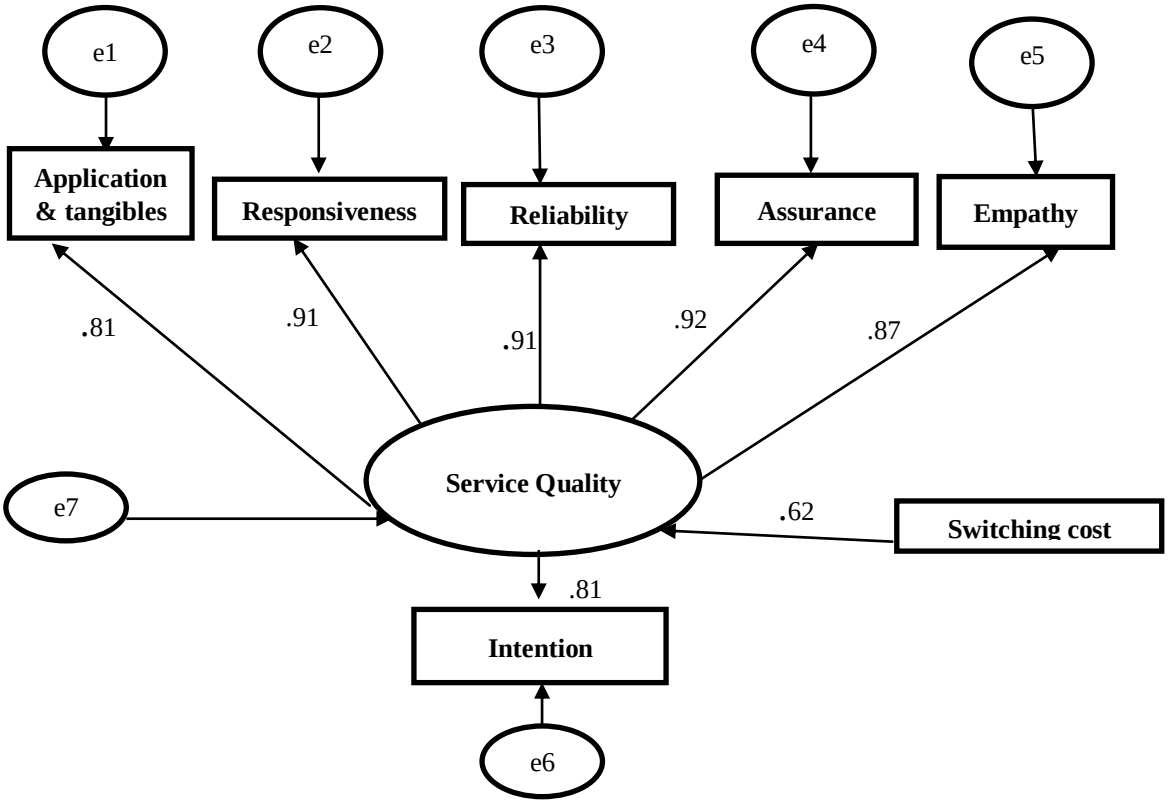


Fig (2)
The effect of independent variable on dependent variable of the study

From table (5) and figure (2) it is clear that the dimensions (Responsiveness, Reliability and Assurance) significantly influenced user's intention (0.91, 0.91, 0.92, $p < 0.01$), but the dimensions (Application & tangibles and Empathy) non-significantly affected user's intention (0.81, 0.87), respectively. Also, switching cost has non-significantly affected on Service quality (0.62).

Table (6)
The moderating role of switching cost for the effect of service quality on users' intention toward using Talabat application

			Estimate	S.E.	C.R.	Estimate	S.E.	C.R.
Service quality	<---	Switching cost	0.617	0.039	12.924	0.703	0.038	15.807
Responsiveness	<---	Service quality	0.909	0.05	22.113	0.824	0.048	19.999
Reliability	<---	Service quality	0.913	0.05	22.267	0.834	0.05	19.531
Assurance	<---	Service quality	0.919	0.05	22.526	0.863	0.046	21.702
Intention	<---	Service quality	0.812	0.054	18.574	0.834	0.047	20.533
Application & tangibles	<---	Service quality	0.814	0.051	22.059	0.857	0.049	19.689
Empathy	<---	Service quality	0.871	0.052	20.655	0.906	0.045	23.739
CFI			0.917			0.971		
IFI			0.917			0.971		
NFI			0.912			0.967		
GFI			0..822			0.948		
RMR			0.056			0.037		
RMSEA			0.201			0.141		

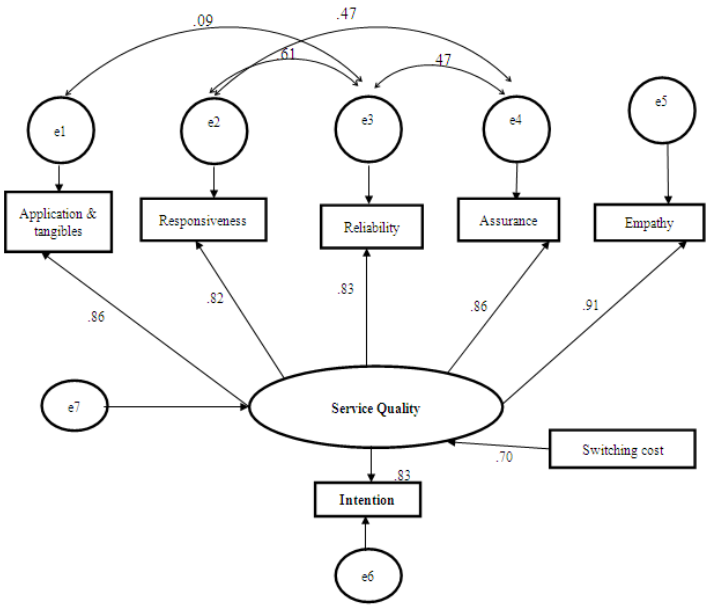


Fig (3) : The moderating role of switching cost for the effect of service quality on users' intention toward using Talabat application

From table (6) and figure (3) it is clear that The moderating role of switching cost appears in the interaction of the dimensions of service quality (Application & tangibles, Responsible, Reliability and assurance) with (0.9, 0.61, 0.47, 047, $p < 0.01$) respectively, but the dimension (Empathy) is non-significantly affected role of switching cost)

VII. Discussion

This study's results explained the effect of service quality on users' intention toward using Talabat application, and the moderating role of switching cost. The first hypothesis stated that Service quality has a significant direct effect on user's intention to use Talabat application. The research results revealed that product has a significant positive impact on user's intention to reduce repeating Purchasing products via Talabat application. Therefore, H1a is accepted. This result is consistent with the study of Mensah and Mensah (2018) which found that there is a significant positive impact of service quality and customer satisfaction on the repurchase intentions of customers. Also, this result is consistent with the study of Cronin and Taylor (1992) which demonstrated that service quality result in positive customer satisfaction that in return affect positively on user's intention to repurchase. Also, Ladhari et al. (2008) and Lee & Lin (2005) confirmed that service quality positively affects both customer satisfaction and intention to repurchase through positive and negative emotions.

Also, the current results didn't consistent with the study of Maharasi et al., (2021) which found that service quality does not affect purchasing intention but satisfaction positively affects service quality. Moreover, results reveal that satisfaction mediate the effect of service quality on purchasing intention to buy petrol.

Moreover, this research found that Application& tangibility has a significant direct effect on user's intention to use Talabat application. Therefore, H1b is supported which indicated that reliability has a significant direct effect on user's intention to use Talabat application. This finding is consistent with Lowe (2010) and Shirai (2017). They proved that responsiveness discount has a significant direct effect on user's intention toward reducing customers' demand. Mensah& Mensah (2018) investigate the impact of service quality and customer satisfaction on the repurchase intentions of customers of restaurants on university of cape coast campus. Through using questionnaire in order to measure this relation. The researchers adopt question on 200 customers of 10 restaurants, the results found that there is a significant positive impact of service quality and customer satisfaction on the repurchase intentions of customers. Furthermore, assurance has a significant direct effect on user's intention to use Talabat application.

The existence of a strong positive significant correlation relationship between the independent variable "service quality" and the dependent variable "users' intention", where the value of the correlation coefficient was 0.627 as a minimum and 0.739 as a maximum which is a statistically significant value (0.01).

There is a positive significant correlation between the dimension "Application & tangibles "and the dependent variable "users' intention". The correlation relationship was strong, where the values of correlation coefficients reached (0.704), where this value of correlation coefficients is statistically significant at (0.01) level.

There is a positive significant correlation between the dimension "Reliability "and the dependent variable "users' intention". The correlation relationship was strong, where the values of correlation coefficients reached (0.738), where this value of correlation coefficients is statistically significant at (0.01) level. This is consistent with the studies of Qalati et al., (2021) study which found that trust & Reliability mediates the relationship between perceived service quality, quality reputation and online purchase intention. Also yang et al., (2021) find that emotional factors like hope, reliability and feel moderate the relationship between service quality dimensions and customers behavioral intention.

There is a positive significant correlation between the dimension "Responsiveness" and the dependent variable "users' intention". The correlation relationship was strong, where the values of correlation coefficients reached (0.717), where this value of correlation coefficients is statistically significant at (0.01) level. Also There is a positive significant correlation between the dimension "Assurance "and the dependent variable "users' intention". The correlation relationship was strong, where the values of correlation coefficients reached (0.709), where this value of correlation coefficients is statistically significant at (0.01) level.

It clear from the above results that there is a strong positive significant correlation relationship between the independent variable "service quality" and the dependent variable "users' intention", which is a statistically significant value (0.01), while there is a moderate positive significant correlation relationship between the independent variable "service quality" and the moderating variable "Switching cost", which is a statistically significant value (0.01).

Implications

This study provided an academic research with new theoretical contributions about service quality , user's intentions , switching costs through integrating these variables together. Also, previous literature review found a gap. So, this study tried to solve this gap.

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