



Customer Satisfaction Level in Online Food Delivery Services

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ABSTRACT:

The use of online food delivery services significantly increased, particularly in developing countries. This study aimed to examine the relationship between perceived severity, perceived ease of use, information quality, and customer satisfaction when using online food delivery apps in Malaysia during the pandemic. Data was collected through an online survey of 158 respondents who had experience using online food delivery apps. The findings indicated that perceived severity, perceived ease of use, and information quality positively influenced satisfaction with food delivery apps. This research provided a deeper understanding of the factors affecting satisfaction in using these apps. Two types of online meal delivery services, aggregators, and cloud kitchens, were identified. Aggregators allowed consumers to compare and order meals from multiple restaurants using a single app, while cloud kitchens, which are specialized facilities for meal production and delivery, were more prevalent in India. This study focused on the parameters influencing e-service quality in online food delivery services and customer satisfaction, specifically targeting customers who expressed dissatisfaction and had filed complaints. A total of 158 individuals were surveyed to ensure the validity and reliability of the questionnaire. Various elements, including security, accessibility, empathy, process, accuracy, availability, honesty, delivery assurance, responsiveness, and expectations, were found to affect customer satisfaction.

Key words - E-service quality, customer satisfaction, and online food delivery (OFD).

1. INTRODUCTION:

A mobile food online application refers to a smartphone app that allows users to conveniently access restaurants, view menus, place food orders, and make payments without face-to-face interaction with restaurant staff. By using these apps, customers can easily and efficiently order food from a variety of restaurants at their preferred times and locations. These apps also provide customers with detailed and accurate information about the restaurants and menu options, as well as order tracking capabilities. Furthermore, online food delivery apps now offer simplified purchasing steps by integrating digital payment methods. Especially during the COVID-19 pandemic, people have become more active in using online food ordering apps. In Malaysia, the use of online food delivery apps has increased significantly, with many residents avoiding dining out due to pandemic concerns and government-imposed movement restrictions. Cooking at home has also become challenging due to fear of crowded grocery stores. To promote the growth of food delivery through online services and apps, it is important to understand the factors that influence customer satisfaction. This research aims to explore the relationship between the dependent variable (customer satisfaction) and independent variables (perceived severity, perceived ease of use, and information quality) using the theory of planned behavior. The study seeks to examine the impact of perceived severity, perceived ease of use, and information quality on customer satisfaction in online food delivery apps. Prior to the COVID-19 pandemic, online food delivery in Malaysia was popular in urban areas, primarily among millennials but struggled to reach older demographics. However, during the pandemic, people's reluctance to eat out and the closure of restaurants due to movement control orders have led to a shift in customer behavior towards ordering food via online platforms. This study aims to understand customers' perspectives on how these mobile food delivery apps can be highly beneficial in satisfying their food cravings while minimizing exposure to COVID-19. It will address customers' concerns based on their experiences using these apps.

2. LITERATURE REVIEW:

E-service quality:

Caruana & Ewing (2010) The widely cited definition of e-service quality, put forth by Zeithaml and colleagues, refers to the degree to which a website facilitates convenient and successful shopping, ordering, and delivery of products and services. When engaging in online purchases, customers have high expectations regarding the level of service provided by the website.

Jeon and Jeong (2017) Ensuring the quality of a website is essential for retaining customers, convincing them to revisit the site, and ultimately earning their loyalty. Consequently, maintaining a website of superior quality is crucial for building customer loyalty.

Customer Satisfaction:

According to **KOTLER**, Satisfaction or dissatisfaction can result from an individual's evaluation of the alignment between their expectations and the perceived performance of a product or service.

Bagla and Khan (2017) A research study was carried out to identify the factors responsible for the increasing popularity of online food ordering platforms in India. Additionally, the study examined the expectations and satisfaction levels of customers with these leading apps.

3. OBJECTIVES OF THE STUDY:

1. The objective is to investigate how aware consumers are of online food ordering applications.
2. The aim is to examine consumers' preferences when it comes to online food ordering applications.
3. The goal is to assess the satisfaction level of consumers with regard to online food ordering applications.
4. The purpose is to identify the challenges encountered by consumers when using online food ordering applications.
5. The intention is to offer suggestions and recommendations based on the research findings.

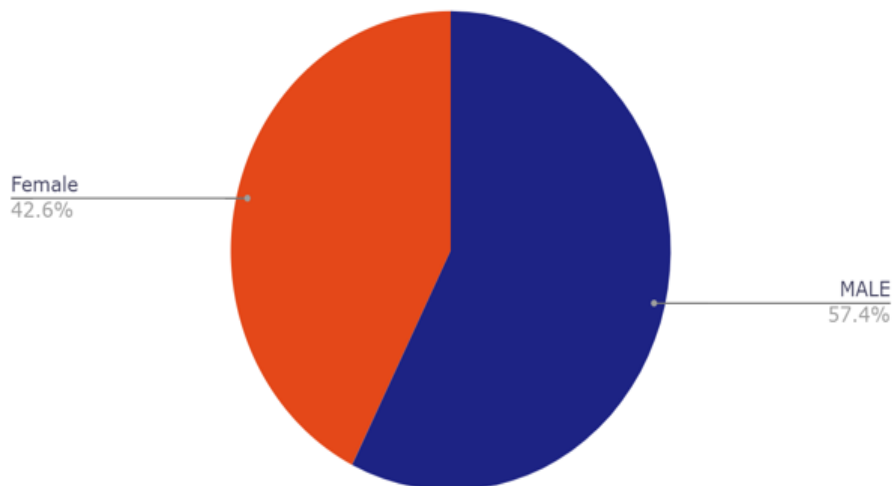
4. RESEARCH METHODOLOGY:

The main data obtained from the survey was utilized in this study. Questions from the E-S-Qual and customer satisfaction surveys were included in the customer satisfaction model for online food delivery services. Prior to distributing the questionnaire, a preliminary test was conducted with participants to confirm the clarity and consistency of each question.

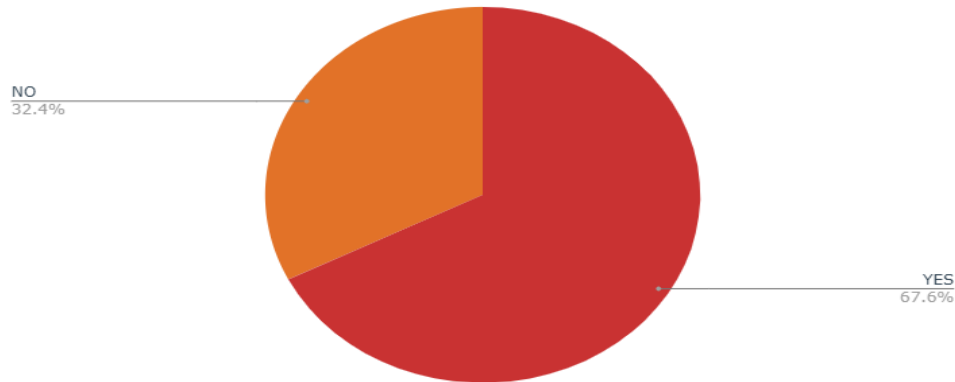
The limitations of the study: The research involved 158 individuals who were chosen as a representative group from different areas in Chennai, a city in the state of Tamil Nadu. Therefore, considering variations in social and cultural factors, the results of this study may not be significant or suitable for other regions in the country.

5. ANALYSIS AND INTERPRETATION OF THE DATA:

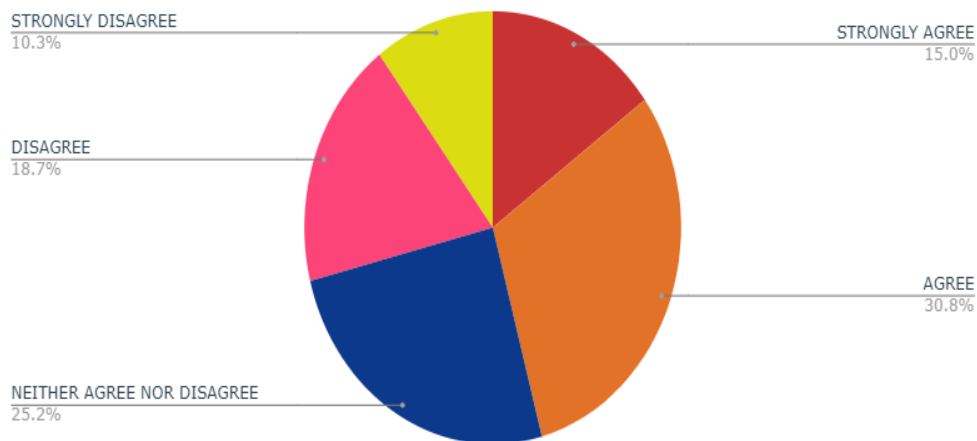
GRAPH NO 1. GENDER OF INDIVIDUAL WHO RESPONDENTS.



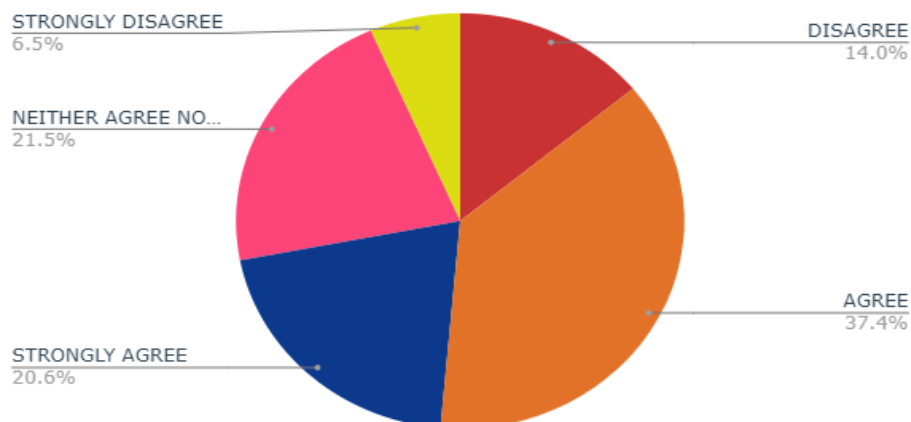
Based on the first graph, it can be observed that 57.4% of the participants belong to the male category, while the remaining 42.6% are categorized as female.

GRAPH NO 2. DO YOU PREFER ONLINE SERVICES OVER OFFLINE?

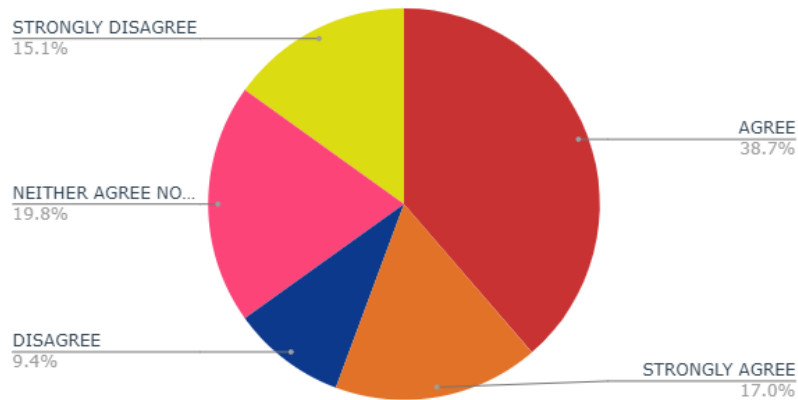
Based on the second graph provided, it is evident that 67.6% of the participants surveyed are presently using online channels, while 32.4% are not utilizing them.

GRAPH NO 3. ONLINE APPLICATIONS FEES ARE ACCEPTABLE/REALISTIC

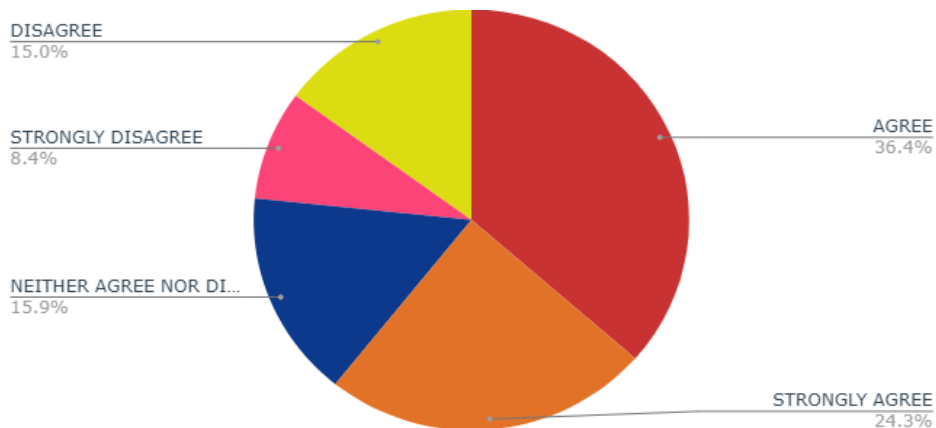
The graph number 3 presents data showing that 30.8% of the participants indicated their agreement with the reasonable and acceptable pricing of online channels, whereas 25.2% of the participants expressed neither agreement nor disagreement.

GRAPH NO 4. ONLINE DELIVERY PLATFORMS ENSURE TIMELY DELIVERY OF FOOD ORDERS

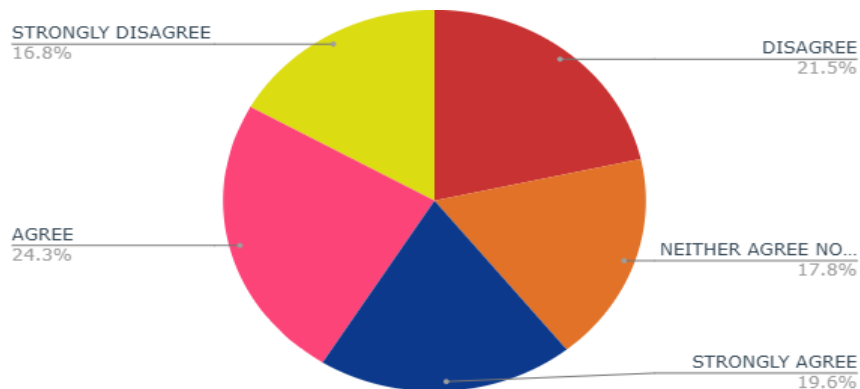
The analysis of Graph No.4 reveals that 37.4% of the respondents expressed their agreement with the statement that online delivery channels deliver food on time. Additionally, 21.5% of the respondents remained neutral, indicating neither agreement nor disagreement. Furthermore, 20.6% of the respondents strongly agreed with the notion that online channels excel in delivering food on time.

GRAPH NO 5: CUSTOMER SERVICES PROVIDE THROUGH ONLINE DELIVERY CHANNELS IT SATISFACTING.

According to the information presented in graph number 4, it can be observed that 38.7% of the respondents agree that online delivery channels have acceptable customer service. Additionally, 26% of the respondents strongly agree with this statement. On the other hand, 19.8% of the respondents neither agree nor disagree, indicating a neutral stance towards the acceptable customer service provided by online delivery channels. Finally, 15.1% of the respondents strongly disagree that online delivery channels have acceptable customer service.

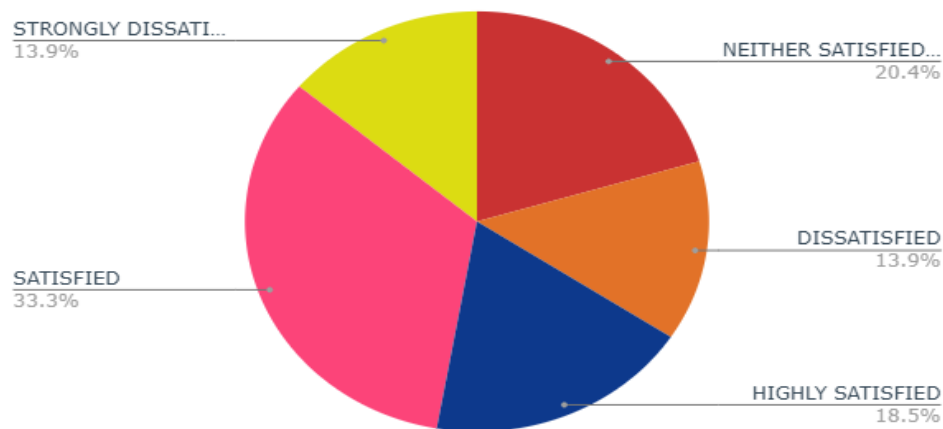
GRAPH NO 6: THE PAYMENT OPTION PROVIDE BY THE ONLINE DELIVERY PLATFORMS ENSURES A HIGH LEVEL OF SECURITY AND SAFETY.

Based on the information presented in Graph 6, it is evident that a significant portion of the respondents expressed agreement regarding the security and safety of the payment method employed by online channels. Specifically, 43.5% of the respondents agreed that the payment method is secure and safe, while an additional 24.3% also expressed agreement on this matter.

GRAPH NO 7: THE ONLINE PLATFORM PROVIDES APPEALING DEALS AND DISCOUNTS ON FOOD ITEMS.

Based on the analysis of graph number 7, it can be observed that 24.3% of the respondents agree that online channels offer attractive promotional meal offers. Conversely, 21.5% of the respondents disagree with this statement.

GRAPH NO 8: SATISFACTION LEVEL OF PACKING QUALITY AND SAFETY OF THE FOOD



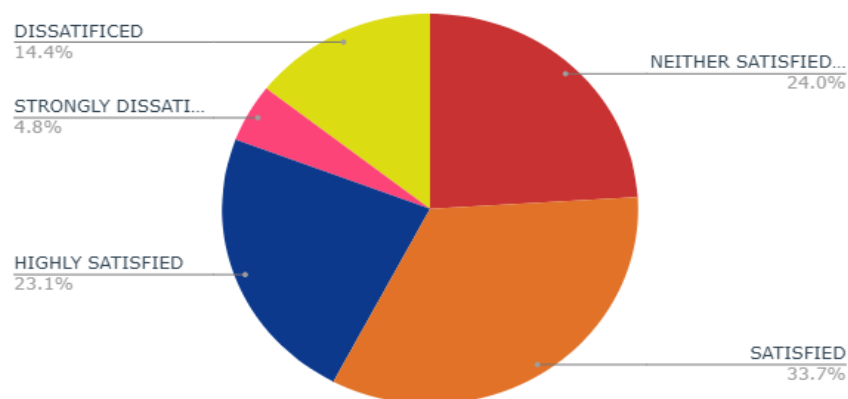
Based on the analysis of Graph No. 8, it is evident that the satisfaction levels regarding the packing quality and safety of the food vary among the respondents. Specifically, 33.3% of the respondents expressed satisfaction with the packing quality and safety, indicating a positive perception of these aspects.

Additionally, 20.4% of the respondents indicated that they neither felt satisfied nor dissatisfied with the packing quality and safety of the food. This group may have a neutral or ambivalent stance regarding these factors.

Furthermore, 18.5% of the respondents expressed satisfaction with the packing quality and safety of the food. This indicates that a notable proportion of the participants have a positive perception of these attributes.

Overall, the graph illustrates the distribution of satisfaction levels among respondents regarding the packing quality and safety of the food, with 33.3% satisfied, 20.4% neither satisfied nor dissatisfied, and 18.5% satisfied.

GRAPH NO 9: THE LEVEL OF SATISFACTION REGARDING THE MOBILE APPLICATIONS FOR ONLINE CHANNELS



The data presented in graph number 9 illustrates the levels of satisfaction among respondents with regard to online channels. According to the graph, it is evident that 33.7% of the respondents expressed their satisfaction with online channels. Additionally, 24% of the respondents indicated that they neither felt satisfied nor dissatisfied. Furthermore, a considerable portion of the respondents, 19.6%, reported being highly satisfied with online channels.

Google form: <https://forms.gle/wg4rob9PAHdBDZ9w9>

6. FINDINGS:

Differences in the behavior of males and females when using online food ordering websites or apps.

Null Hypothesis (H₀): The behavior of males and females in using online food services shows no significant distinction.

Alternate Hypothesis (H1): There exists a noteworthy distinction in the way males and females utilize online food ordering websites or apps.

The ANOVA test was conducted with a 95% confidence level and 1% degree of freedom. The calculated p-value (Sig. 2-tailed) was 0.247, and the F-Statistical value was 1.356, which is lower than the critical value of 3.95. Therefore, based on these results, we accept the null hypothesis.

The ANOVA test, also known as the analysis of variance test, is used to ascertain if there exists a statistically significant distinction between the means of two separate groups. In this context, it determines whether there is a noteworthy difference in the behavior of males and females concerning their usage of online food ordering websites.

7. SUGGESTIONS OF THE STUDY

1. The study proposes that restaurant operators should enhance their online ordering system by introducing new distribution channels to attract more customers.
2. While online orders are encouraged, the study emphasizes the importance of maintaining high standards in terms of quality and quantity of services.
3. Since many customers prefer ordering through telephone and mobile phones, the study suggests that restaurant operators should actively engage and provide effective human interaction to customers placing orders this way. Additionally, addressing technical issues like slow website loading times would be beneficial to improve the overall ordering experience.
4. The study also advises retail stores to establish online platforms to remain competitive in the market and prepare for future benefits.
5. Restaurants are advised to prioritize offering their customers high-quality food options and a wide variety of choices to encourage more online orders. This is particularly crucial as modern lifestyles make it challenging for individuals to visit restaurants in person, and some customers may feel uneasy with new technology.
6. To further facilitate customers, the study proposes integrating the online ordering app with popular social media platforms such as Facebook, Instagram and Twitter.
7. While the current app is user-friendly and time-saving, the study suggests that further development is needed to accommodate a higher volume of orders effectively.

8. CONCLUSION

The online food ordering application system serves as a valuable tool for hotels and restaurants to expand their business by allowing users to conveniently place orders online. This study aimed to assess consumers' awareness levels, preferences, and overall satisfaction when using the app. Additionally, it sought to identify the factors influencing customers to opt for online food ordering through the app.

The primary objective of the online food ordering system is to save customers' time, especially when arranging gatherings or events. Convenience stands out as the most significant advantage of electronic ordering, ensuring accuracy in the process. Customers who base their evaluation of service quality on interactions with employees might not prefer self-service ordering. Likewise, individuals uncomfortable with technology might hesitate to use an electronic self-service platform due to concerns about navigating the technology.

Perceived control and convenience play vital roles in encouraging customers to utilize online ordering, leading to higher satisfaction levels. Notably, younger customers exhibit a stronger inclination towards online, mobile, or text ordering, prioritizing convenience and speed. However, the majority of users express a sense of security when making online payments. Ultimately, the success of the food ordering app largely relies on the quality of service it provides to customers.

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