

# FOOD DELIVERY SERVICE NEW TRENDS AND ITS IMPACT ON CUSTOMER SATISFACTION IN PANGASINAN

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**Abstract** – *The study have utilized a descriptive quantitative design with the aim to assess customer satisfaction with specific online food delivery services in order to enhance standard operating procedures of food delivery services in Lingayen, Pangasinan. It was conducted from the standpoint of the participants' satisfaction with the chosen food aggregators' food delivery services. The sample size of 215 customers was computed based on the projected population using the Rao soft sample size calculator. The SERVQUAL Model questionnaire, a multi-item scale designed was used to gauge the degree of customer satisfaction in service, that served as a research instrument. The study have used an adapted questionnaire that was modified to fit the objectives of the study. The results revealed that Generation Z and single respondents have a more favorable opinion of and higher level of satisfaction with the effectiveness of food delivery services in Lingayen, Pangasinan. This suggests that the younger generation will likely make up the majority of the clients using the online food delivery services. It shows that customization to using online platforms and mobile apps for various purposes, including ordering food has significance to online food service delivery and level of satisfaction towards it. Their familiarity and comfort with technology make them more likely to embrace online food service delivery and have higher satisfaction with the convenience it offers. Interestingly, this study found that food quality factors related to food delivery services were not proven significant. This research may provide several theoretical advances to the body of knowledge already written about online food delivery services*

**Keywords** – *Online Food Delivery Services, Food Quality, System Availability, Perceived Value*

## INTRODUCTION

One of the most crucial predictors of loyalty and purchase intentions is customer satisfaction. According to its definition, it is a statistic that assesses how effectively a company's goods or services meet consumer expectations. Customers' opinions and feelings about the food can influence it positively or negatively (Szyndlr, 2021).

Because food delivery services are becoming more and more popular, consumers may now satisfy their needs by ordering online from the convenience of their homes. Contrarily, customers are reluctant to make purchases during the outbreak, even though many online food delivery services required PPE for their delivery partners and urged customers to make payments online to ensure contactless delivery

(Mehroli et al., 2020). Purchase cancellations and fake customers are both escalating, as is inevitable. Thankfully, HB 6958, the Food and Grocery Delivery Services Protection Act, was introduced in Congress to safeguard riders in such circumstances (Grecia, 2020).

Industries today must prioritize customer satisfaction due to the competitive nature of the market because it is well known to increase client loyalty and retention. Businesses can do this to boost their profits and maintain their lead over competitors in their sector. Customers play a significant influence in determining the level of service they received in the cutthroat service sector (Nunkoo, 2019). This SERVQUAL, or service quality, is a term that is frequently used to refer to this component in assessing customer satisfaction. 2018's Farooq. It has already been

adopted by a variety of service sectors, including mobile banking, health management, telecommunication, online education, hospitality, and tourism (Farooq, 2018).

Customers are likely to engage with posts on social media, making some lovely and admirable comments, whether they are happy or unhappy with the service. When a restaurant meets its patrons' expectations, it has achieved customer satisfaction. Surveys are one of the most effective ways to gather consumer feedback and raise customer satisfaction. You will obtain a greater understanding of your customers, which is one of the most significant benefits of doing customer surveys.

The purpose of this study was to assess consumer satisfaction with specific online food delivery services in order to enhance standard operating procedures of food delivery services in Lingayen. It was conducted from the standpoint of the participants' satisfaction with the chosen Taxikel, Delivreehub, and Undago food aggregators' food delivery services in Lingayen, Pangasinan.

#### **OBJECTIVES OF THE STUDY**

This study was conducted to propose a framework of customer satisfaction for food delivery services. Specifically, it sought to find answers to the following research questions:

1. What is the demographic profile of the hotel employees in terms of the following?

- A. Age
- B. Sex
- C. Marital Status
- D. Occupation
- E. Frequency on availing food service delivery

2. What is the level of food service delivery customer satisfaction in terms of the following?

- A. Efficiency
- B. System Availability
- C. Fulfilment
- D. Privacy
- E. Food Quality
- F. Perceived value

3. Is there a significant difference between the level of customer satisfaction towards food

delivery services in Lingayen, Pangasinan when grouped according to profile variables?

#### **MATERIALS AND METHODS**

The study have utilized a descriptive quantitative design. Due to geographical proximity and availability of respondents and their willingness to participate, a convenience sampling method was employed to gather the needed data from a sample size of online food delivery services customers in Lingayen. The SERVQUAL Model questionnaire, a multi-item scale designed was used to gauge the degree of customer satisfaction in service, that served as a research instrument.

The study have used an adapted questionnaire, which would serve as the major variable. It was modified to fit the objectives of the study. After the validation of experts the instrument was then subjected to a reliability test following a pilot test. The result of reliability statistics showed that the computed Cronbach's alpha value for Efficiency (0.850), System Availability (0.825), Fulfilment (0.854), Privacy (0.766), Food Quality (0.811), and Responsiveness (0.838) all of the variables efficiency, system availability, fulfilment, food quality, an perceived value obtained Good internal consistency reliability, while privacy has an Acceptable reliability. This signifies that the instrument has good and acceptable internal consistency in the rule of thumb. Thus, this questionnaire is considered valid and reliable for use. A five-point Likert Scale was used in the variables of the instrument.

The survey questionnaire was administered online with the use of Google Forms. A qualifier questions was also included to the questionnaire to pre-qualify respondents of the study to have a more reliable set of data as results. The Data Privacy Act of 2012 was correctly followed for all study protocols including data collecting.

#### **RESULTS AND DISCUSSION**

Table 1. Profile of the Customers in Terms of Sex

Sex	Frequency	Percent
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Female	140	65.1
Male	75	34.9
<b>Total</b>	<b>215</b>	<b>100.0</b>

The data indicates that the majority of the respondents were female with 140 frequency or 65.1 percent of the total respondents. Relatively, males were 75 of the total respondents or 34.9 percent. The result suggests that the online survey response rate is higher among female than among male customers for online food delivery services.

Table 2. Profile of the Customers in Terms of Age

Age	Frequency	Percent
25 years and below (Gen Z)	154	71.6
26-45 years old (Gen Y)	47	21.9
46-56 years old (Gen X)	12	5.6
57 years old and above (Baby Boomers)	2	.9
<b>Total</b>	<b>215</b>	<b>100.0</b>

The data reveals that most of the respondents were from 25 years and below with 154 frequency or 71.6 percent of the total respondents. Relatively, the least of the respondents were 57 years and above with 2 frequency or .9 percent of the total respondents. This implies that convenience and speed are frequently valued by generation Z and millennials. They value an easy option to get food without having to drive to a restaurant, stand in line, or prepare it themselves .

Table 3. Profile of the Customers in Terms of Marital Status

Marital Status	Frequency	Percent
Married	39	18.1
Single	176	81.9

<b>Total</b>	<b>215</b>	<b>100.0</b>
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The shown data indicates that the majority of the respondents were single with 176 frequency or 81.9 percent of the respondents. Relatively, 39 were married or 18.1 percent of the total respondents.

The result is justified by the findings of a study conducted by Liu, C., and Chen, J. (2021), where some early-career persons who are single prefer to order meals and eat it alone in their room despite sharing a flat with other people. This practice has been attributed to the fact that many young people live independent and individualized lives and are reluctant to socialize.

The finding could also be attributed to the fact that most individuals who prefer to do online orders from food delivery services are those who are not eating with their family or who eats alone, which then makes them decide on just doing an online order of meals.

This is consistent with the findings of a study conducted by Roh, M., and Park, K. (2019), which found that people with a high moral obligation (or married people) are more reluctant to convert their basic convenience-seeking tendencies into actual adoption intention than those with a low moral obligation (or single people), leading them to consume more in an online food service delivery.

Table 4. Profile of the Customers in Terms of Occupation

Occupation	Frequency	Percent
Professional	108	50.2
Student	107	49.8
<b>Total</b>	<b>215</b>	<b>100.0</b>

The data reveals that 108 were professionals or 50.2 percent of the total respondents. Relatively, 107 were students or 49.8 percent of the total respondents. This could mean to a fact that when you order food online you have to

spend cash and thus, employed people are more often the ones who orders food online.

This is congruent with a study conducted by Li et al (2020), which found that as disposable income increases, the more customers use online food services. Consequently, when disposable income increases, it generally means that individuals have more money available to spend after meeting their basic needs and expenses. In such cases, people often seek ways to enhance their convenience and quality of life. Where online food services provide a convenient way to order meals and have them delivered to one's doorstep. With increased disposable income, people may be willing to pay a premium for the convenience of not having to cook or go out to eat.

Table 5. Profile of the Customers in Terms of the Frequency of Availing Online Food Service Delivery

How many times have you availed an online food service delivery?	Frequency	Percent
2-3 times	102	47.4
more than 3 times	64	29.8
once	49	22.8
<b>Total</b>	<b>215</b>	<b>100.0</b>

The data reveals that the majority of the respondents availed 2-3 times with 102 frequency or 47.4 percent of the total respondents. Relatively, the least of the respondents availed once with 49 frequency or 22.8 percent of the total respondents.

### Level of Customer Satisfaction in Online Food Service Delivery

Table 6. Mean and standard deviation on the efficiency of food service delivery

Efficiency of Food Service Delivery	M	SD	R	VI
I find it convenient to look for the food I like to order	4.62	.57	1	Strongly Agree
Easy to get anywhere on this site	4.45	.62	2	Strongly Agree
The process of the food service delivery is completed quickly	4.28	.72	6	Strongly Agree
Information provided is exactly what I need	4.39	.73	4	Strongly Agree
It is friendly to use	4.45	.73	3	Strongly Agree
Well organized system of application	4.32	.77	5	Strongly Agree
<b>Overall Mean</b>	<b>4.42</b>	<b>.69</b>		<b>Strongly Agree</b>

The result indicates that the highest in rank was “I find it convenient to look for the food I like to order” with mean and standard deviation of ( $WM=4.62$ ,  $SD=.57$ ) which was being interpreted as “Strongly Agree”. Relatively, the lowest in rank was “The process of the food service delivery is completed quickly” with mean and standard deviation of ( $WM=4.28$ ,  $SD=.72$ ) which was being interpreted as “Strongly Agree”. The overall mean was 4.42 had a standard deviation of .69 and was being interpreted as “Strongly Agree”.

This finding implies that survey participants found it convenient to search for the food they wish to purchase via online food delivery services in Lingayen, Pangasinan. This may be achievable because there are already a number of applications that have been created to address client concerns and give them a more simple method to search for what they want when ordering food via an online food delivery service.

Table 7. Mean and standard deviation on the system availability of food service delivery

System Availability of Food Service Delivery	M	SD	R	VI
Always available for business	4.37	.63	1	Strongly Agree
It launches and runs right away	4.28	.70	2	Strongly Agree
System do not crash while browsing	4.14	.75	4	Agree
No buffering after ordering	4.26	.70	3	Strongly Agree
<b>Overall Mean</b>	<b>4.27</b>	<b>.70</b>		<b>Strongly Agree</b>

The data reveals that the highest in rank was “Always available for business” with mean and standard deviation of ( $WM=4.37$ ,  $SD=.63$ ) which was being interpreted as “Strongly Agree”. Relatively, the lowest in rank was “System do not crash while browsing” with mean and standard deviation of ( $WM=4.14$ ,  $SD=.75$ ) which was being interpreted as “Agree”. The overall mean was 4.27 had a standard deviation of .70 and was being interpreted as “Strongly Agree”.

This suggests that Lingayen, Pangasinan's online food delivery providers are open for business constantly. This may be achievable as a result of their clients' ongoing growth, which makes it necessary for them to meet commercial expectations. Being accessible at all times increases the likelihood of making more revenue.

Online food delivery businesses can serve a bigger client base and take orders both during busy times and off-peak times by expanding their business hours. By doing this, sales and profitability are maximized. With this online food delivery businesses can increase client

loyalty and satisfaction by offering constant availability.

Clients are more likely to become repeat clients and refer other people to the service if they know they can count on it whenever they need it. This may result in better word-of-mouth advertising and higher client retention.

Table 8. Mean and Standard Deviation on the Fulfilment

Fulfilment	M	SD	R	VI
Delivers orders when promised	4.57	.58	1	Strongly Agree
Delivers in suitable time frame	4.44	.61	6	Strongly Agree
Delivers quickly an order	4.41	.67	7	Strongly Agree
Delivers the correct size and items of food order	4.50	.65	2	Strongly Agree
Honest online food service offerings (ex. Promotions/Discounts)	4.48	.69	3	Strongly Agree
Accurate promise about delivery	4.48	.62	4	Strongly Agree
Delivers food with complete condiments	4.46	.68	5	Strongly Agree
<b>Overall Mean</b>	<b>4.48</b>	<b>.64</b>		<b>Strongly Agree</b>

The result indicates that the highest in rank was “Delivers orders when promised” with mean and standard deviation of ( $WM=4.57$ ,  $SD=.58$ ) which was being interpreted as “Strongly Agree”. Relatively, the lowest in rank was “Delivers quickly an order” with mean and standard deviation of ( $WM=4.41$ ,  $SD=.67$ ) which was being interpreted as “Strongly Agree”. The overall mean was 4.48 had a standard deviation of .64 and was being interpreted as “Strongly Agree”.

This suggests that trust with on time delivery of online food delivery services is a



factor to consider to satisfy customers. The service will satisfy the customer and result in a positive overall experience if it is delivered on time and meets or exceeds their expectations.

Additionally, it enables consumers to enjoy their food without interruptions or delays, adding to a seamless and easy experience as prompt delivery exemplifies the expertise and dependability of the delivery service. Customers gain trust from seeing how structured and effective the business is and how their orders will be carefully handled and delivered on schedule. This may increase patronage and foster loyalty to the delivery service.

This is in line with the study of Johnson and Karlay (2018) which suggest that one of the fundamental aspects of service quality that affects customer satisfaction is assurance. Reliability is demonstrated by the organization's ability to consistently fulfill customer expectations, handle customer service issues, deliver the right services the first time, deliver services on schedule, and maintain a flawless track record. 2016 (Iberahim et al.). This increases the possibility that word-of-mouth advertising will occur by giving customers trust that the service delivery person will carry out his or her duties in a professional and ethical manner.

**Table 9. Mean and Standard Deviation on the Privacy**

<b>Privacy</b>	<b>M</b>	<b>SD</b>	<b>R</b>	<b>VI</b>
Protects online food service delivery behavior	4.47	.65	2	Strongly Agree
Do not share customers' personal information	4.50	.64	1	Strongly Agree
I feel safe when I give my personal Information	4.39	.70	5	Strongly Agree
Promotes a privacy notice	4.42	.70	4	Strongly Agree

Informs customers about being discreet on giving out personal information	4.43	.74	3	Strongly Agree
<b>Overall Mean</b>	<b>4.44</b>	<b>.69</b>		<b>Strongly Agree</b>

The result indicates that the highest in rank was "Do not share customers' personal information" with mean and standard deviation of ( $WM=4.50, SD=.64$ ) which was being interpreted as "Strongly Agree". Relatively, the lowest in rank was "I feel safe when I give my personal Information" with mean and standard deviation of ( $WM=4.39, SD=.70$ ) which was being interpreted as "Strongly Agree". The overall mean was 4.44 had a standard deviation of .69 and was being interpreted as "Strongly Agree".

This suggest that customers value their privacy and believe that their personal information will be handled with care. Online food delivery services gain customers' trust and confidence when they show a dedication to protecting their personal information. When customers are certain that their personal information, including name, address, and payment information, will be kept private, they are more comfortable submitting it.

**Table 10. Mean and standard deviation on food quality**

<b>Food Quality</b>	<b>M</b>	<b>SD</b>	<b>R</b>	<b>VI</b>
Delivers food in a quality standard	4.51	.64	2	Strongly Agree
Delivers a tasty food	4.53	.63	1	Strongly Agree
Food delivered are in proper temperature	4.36	.68	5	Strongly Agree
Delivers fresh food	4.39	.67	4	Strongly Agree
Food delivered is in good form	4.44	.71	3	Strongly Agree

<b>Overall Mean</b>	<b>4.45</b>	<b>.66</b>		<b>Strongly Agree</b>
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The data reveals that the highest in rank was “Delivers a tasty food” with mean and standard deviation of ( $WM=4.53, SD=.63$ ) which was being interpreted as “Strongly Agree”. Relatively, the lowest in rank was “Food delivered are in proper temperature” with mean and standard deviation of ( $WM=4.36, SD=.68$ ) which was being interpreted as “Strongly Agree”. The overall mean was 4.45 had a standard deviation of .66 and was being interpreted as “Strongly Agree”.

This result suggest that customers' overall contentment with online food delivery services could be influenced by how satisfied they are with the food's quality. Customers frequently repurchase and promote high-quality meals in the future as a symbol of their contentment. Their habit of consuming food continuously is another indication of this.

Table 11. Mean and standard deviation on the perceived value

<b>Perceived Value</b>	<b>M</b>	<b>SD</b>	<b>R</b>	<b>VI</b>
Offers reasonable price for the delivery service fee	4.45	.65	3	Strongly Agree
Delivers food at the exact location	4.45	.66	2	Strongly Agree
Experience as expected	4.42	.68	5	Strongly Agree
Delivers food on time	4.32	.73	6	Strongly Agree
Delivers complete item/order	4.44	.73	4	Strongly Agree
Overall satisfied	4.51	.63	1	Strongly Agree

<b>Overall Mean</b>	<b>4.43</b>	<b>.68</b>		<b>Strongly Agree</b>
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The data shows the highest in rank was “Overall satisfied” with mean and standard deviation of ( $WM=4.51, SD=.63$ ) which was being interpreted as “Strongly Agree”. Relatively, the lowest in rank was “Delivers food on time” with mean and standard deviation of ( $WM=4.32, SD=.73$ ) which was being interpreted as “Strongly Agree”. The overall mean was 4.43 had a standard deviation of .68 and was being interpreted as “Strongly Agree”.

This finding suggests that online food delivery services could create a strong perceived value that meets their customers' expectations and adds to their overall satisfaction by offering convenience, affordability, choice, customization, and a positive customer experience.

This is in line with the study of Wirtz and Lovelock (2016) which found that the literature generally agrees that perceived value, customer satisfaction, and the quality of the product or service are the foundations of loyalty while research on restaurants.

This findings was supported by Kedah et al., (2015) and Yeo et al., (2017) which states that the quality of the food and the e-service have a significant impact on the customer experience. People typically order meals to sate their cravings and enjoy a delectable meal. It improves the entire flavor and enjoyment of the meal when the food from online delivery services is of excellent quality, made with fresh ingredients, and presented in well-prepared dishes. There is a higher chance that patrons will be pleased and have a satisfying dining experience.

Accordingly, the demand for food purchased through OFD services is based on a combination of online processing, food preparation, and rapid delivery service (Kedah et al., 2015; Yeo et al., 2017), and it necessitates that the food and its

services are well-designed and go above and beyond the expectations of the client.

**Table 3.**  
Significant difference on the status of food service delivery customer satisfaction in terms of demographic profile

<i>The status of food service delivery customer satisfaction</i>	<i>Demographic Profile</i>	<i>f value</i>	<i>p value</i>	<i>Interpretation</i>
Efficiency of Food Service Delivery	Sex	.361	.548	Not Significant
	Age	3.573	.015	Significant
	Marital Status	6.059	.015	Significant
	Occupation	1.700	.194	Not Significant
	Frequency of availing food delivery services	1.755	.175	Not Significant
System Availability of Food Service Delivery	Sex	2.949	.087	Not Significant
	Age	2.877	.037	Significant
	Marital Status	2.338	.128	Not Significant
	Occupation	.543	.462	Not Significant
	Frequency of availing food delivery services	.371	.690	Not Significant
Fulfilment	Sex	5.671	.018	Significant
	Age	1.023	.383	Not Significant
	Marital Status	5.883	.016	Significant
	Occupation	.056	.813	Not Significant
	Frequency of availing food delivery services	.570	.566	Not Significant
Privacy	Sex	2.316	.130	Not Significant
	Age	1.454	.228	Not Significant
	Marital Status	3.154	.077	Not Significant
	Occupation	.039	.845	Not Significant
	Frequency of availing food delivery services	.039	.962	Not Significant



Food Quality	Sex	2.775	.097	Not Significant
	Age	1.166	.324	Not Significant
	Marital Status	2.064	.152	Not Significant
	Occupation	.016	.900	Not Significant
	Frequency of availing food delivery services	.480	.619	Not Significant
Perceived Value	Sex	2.466	.118	Not Significant
	Age	1.624	.185	Not Significant
	Marital Status	3.752	.054	Not Significant
	Occupation	.145	.704	Not Significant
	Frequency of availing food delivery services	.248	.781	Not Significant

The data reveals that using Analysis of variance, in terms of efficiency of food delivery services there is a significant difference when grouped according to age and marital status with f value and p value of ( $f=3.573;6.059, p=.015;.015$ ). Additionally, in terms of system availability of food service delivery there is a significant difference when grouped according to age with f value and p value of ( $f=2.877, p=.037$ ). And lastly, in terms of fulfillment there is a significant difference when grouped according to sex and marital status with f value and p value of ( $f=5.671;5.883, p=.018;.016$ ). For the p value computed among these variables were less than 0.05 level of significance.

The data shows that Generation Z and single respondents have a more favorable opinion of and higher level of satisfaction with the effectiveness of meal delivery services in Lingayen, Pangasinan. This suggests that the younger generation will likely make up the majority of the clients using the online food delivery services. It shows that customization to using online platforms and mobile apps for various purposes, including ordering food has significance to online food service delivery and level of satisfaction towards it. Their familiarity and comfort with technology make them more likely to embrace online food service delivery and have higher satisfaction with the convenience it offers.

The results of this study are in line with Nguyen's (2019) research, which asserts that the market for online meal delivery services is growing and that Millennials and Generation Z make up the majority of its clients. Additionally, Millennials and Gen Z, or students, are in responsible of fostering the growth of internet food delivery and ensuring that eateries stay open during a pandemic, according to data from the Cowen and Company Consumer Tracker poll (2020) in the US. The results of a research by Liu, C., and Chen, J. (2021), which found that some early-career singles prefer to order meals and eat them alone in their room despite sharing a flat with others, further support the conclusion. Many young people have independent, separate lives and are unwilling to socialize, which has been linked to this habit. The finding may also be explained by the fact that those who prefer to order food online from delivery services are typically those who dine alone or without their family, which leads them to choose to make a meal order online.

Also, this is in line with research done by Jayadevan et al. (2019), which brought up the subject and discovered that digital applications have turned into one of the fastest-growing trends in food delivery because customers now have the option to select from a variety of cuisines from a range of food providers listed in

the e-commerce space at any time and from anywhere. In order to bring more attention to their business and the services they provide, it is imperative that they advertise their items, particularly when the clients want it. Given a high priority should be service quality that puts the needs of the customer first (Chen et al., 2011). This is in accordance with the findings of a study by Yeo et al. (2017), which found that few studies adequately explain the issues customers have with online meal delivery services and that convenience-related variables can influence a customer's decision to use an online food delivery service. Hasanov et al. (2015) state that it has been proven that the effectiveness of an online system has a positive effect on customer satisfaction. Prior studies by Sina et al. (2011) and Saputra et al. (2014) that found that website quality is a significant predictor of customer contentment supported this finding.

#### CONCLUSION AND RECOMMENDATION

The following are the conclusions based on the summary of findings:

1. In terms of demographic profile, most of the respondents are female, belongs to Generation Z age group 25 years to 18 years old, single and professional which at least have availed 2-3 times of online food service delivery.

2. The results revealed that Generation Z and respondents whom are single, have a more favorable opinion of and higher level of satisfaction with the effectiveness of food delivery services in Lingayen, Pangasinan. According to the study's findings, the younger demographic will probably make up the bulk of customers using online meal delivery services in Lingayen, Pangasinan.

3. Most of the respondents finds the efficiency, fulfilment, food quality and perceived value of food delivery services in Lingayen, Pangasinan with a high level of satisfaction.

4. Interestingly, there is only one indicator (System do not crash while browsing) among all,

which have received a verbal interpretation of agree and have the lowest weighted mean with 3.14.

5. The results reveal that the customization of using online platforms and mobile apps for ordering food, has an impact on the level of satisfaction with online food service delivery.

6. Findings from this study may provide several theoretical advances to the body of knowledge already written about online food delivery services.

Based on the findings of the study, here are some recommendations that can help improve the level of customer satisfaction of food delivery services in Lingayen, Pangasinan:

This study suggests that having great e-service quality is crucial. Food is not palpable in the online environment, like other things advertised through online media. Customers using the online food delivery services are unable to taste, touch, smell, or see the food being served, in contrast to regular restaurants. Instead, buyers evaluate the quality of the meal by depending on the image and description of the products or services on the website. As a result, the mobile app should provide clear and intelligible information to enhance the level of client confidence that would further enhance their satisfaction level towards the online food delivery services.

Since the generation Z has been identified in this study as having the largest market share, any improvements made to the e-service quality of online food delivery services must take this demographic into account. Promotions that can be related to Korean fandom, such gifting them a collector item, could increase their marketability. But, There needs to be research done on this marketing strategy.

Demonstrations of virtual food or services could also be required to help customers visualize the offer and to motivate them to choose sensibly.

Developing a website or social media page with a feature that allows for customer feedback. This could be an excellent strategy to swiftly respond to customers who have had an unpleasant experience.

Customization of using online platforms and mobile apps for ordering food needs to get full attention from the business owners and managers.

Thus, online food delivery services managers must constantly adapt their client experiences to meet the ever-changing demands of their customers in order to compete in this competitive market.

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