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**THE LEVEL OF CUSTOMER SATISFACTION
TOWARDS ONLINE FOOD DELIVERY SERVICE
AMONG STUDENTS IN UUM**

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ABSTRACT

Online food delivery service is a process where the customer can search for the available restaurants and their orders will be delivered based on their locations by the system in the online food delivery application. The usage of online food delivery service among the public has been increasing and it is getting common especially during the pandemic of Covid-19. The user of this online food delivery service included workers, specifically students who are seeking for the conveniences provided by the service because they are busy with their tasks and study most of the time which they are lacking time to dine in the restaurant. The objective of this research is to analyse the level of satisfaction towards online food delivery service, identify the main factors that influence the level of satisfaction and determine

the methods to improve the level of satisfaction towards online food delivery service among students in UUM. The population of this research is only concentrated on the students in UUM which contains around 5000 of students. Besides, 350 respondents will be chosen randomly to answer a designated questionnaire regarding online food delivery service. The researcher analysed the data collected using several analysing approaches such as descriptive statistics, Cronbach's alpha result, correlation analysis and others through Statistical Package Social Science (SPSS). Validity, Reliability and Normality Tests had also been conducted in order to ensure that the data is adequate to be used in the analysis. At the end of the research, the researcher concluded that the major factors are 'Security' and 'Promotion', and the respondents are mostly satisfied with the online food delivery service.

Keywords: Online food delivery, Customer Satisfaction, UUM students, Delivery service.

INTRODUCTION

In the era of globalization, online food delivery service has become a new type of business model. Online food delivery service is a process where the customer can search for the available restaurants and their orders will be delivered based on their locations by the system in the online food delivery application (Kalimuthu, 2020). The online food delivery service applications are made with the feature of digital payment to make the purchasing process to be more convenient and faster. There are many restaurants have been registered with the online food delivery service applications to increase their restaurants awareness and also to attract more customers in raising profit (Prasetyo et al., 2021). On the other hand, some of the applications indicated that their delivery services are not achieving the desired customer satisfaction (Hisam et al., 2020).

The problems occurred in the online food delivery service can decrease the customer satisfaction. The online food delivery service is a virtual buy-sell process which does not involve direct interaction between the restaurant and customer. This causes a critical problem during the business process where the customers are unable to have a good communication with restaurant about their requirements on the foods they ordered, and some online food delivery services did not provide

a slot or platform for customers to fill in their extra requirements. Therefore, some customers complaint that the foods received are not as expected as well as some are not following their requirements even though they have stated their needs clearly in the order.

The purpose of this study will be concentrated on the level of satisfaction towards online food delivery service among students in UUM. This study will analyse the factors that will bring impacts on the customer satisfaction. Since the number of users of the online food delivery service is increasing, thus, it is important to study on this topic so that the applications can identify the customer needs in order to get improvement on their delivery services. The objective of conducting the research is to analyse the level of satisfaction towards online food delivery service, identify the main factors that influence the level of satisfaction and determine the methods to improve the level of satisfaction towards online food delivery service among students in UUM.

The theoretical framework of the research includes five independent variables (Food Variety, Delivery Time, Security, Price and Promotion) and one dependent variable (Customer Satisfaction towards Online Food Delivery Service). Furthermore, quantitative research method will be applied in the research where the author used some statistical tests to make statements related to the data collected, which are descriptive statistics and inferential statistics. Moreover, a designated questionnaire was distributed to the chosen respondents through various social media platform such as Facebook and WhatsApp. The data collected for the completion of the study is mainly concentrated on secondary data, which includes journals, books and websites.

LITERATURE REVIEW

Online Food Delivery Service

Online food delivery service refers to an innovative business model in the current era of globalization (Kalimuthu, 2020). The online food delivery service is getting more attractive to the customers, specifically students and workers who are having a busy lifestyle. The online food delivery service is usually provided by a company application, where the customers can download the application directly on the mobile phone, then providing their personal information such as address and payment information for an account registration (Saxena, 2019).

The online food delivery service has a very high competition because there are many new competitors are entering into the market. This business is popular among the customers due to the factors of conveniences, prices, time and others. However, it is important for the companies to increase the customer satisfaction on the online food delivery service that they provided for the purpose of getting competitive advantage. The online food delivery service providers must have a clear understanding about the customers perception, increasing their satisfactions to be sustainable in the competitive market (Tech, 2019).

Additionally, many users of the online food delivery service are attracted by the benefits provided. This is because the online food delivery service is able to satisfy the customers with several types of conveniences in terms of ordering meals which can be done quickly and easily by touching a button, thus, the customers are not required to go outside or calling the restaurants to make their orders, but they can be just making orders regardless of time and locations (Prasetyo et al., 2021).

Customers Satisfaction on Online Food Delivery Service

Customer satisfaction refers to a measurement which analyze the feelings and perceptions of customers towards a particular product or service provided by the company. The information of customer satisfaction can be collected by distributing surveys, comments or reviews related to the company. This can help the company to get improvements on their products or services so that the customer satisfaction can be increased (Bowen & Chen, 2001).

Besides, the customer satisfaction can also be defined as the most significant factor that indicate the loyalty and intention of customers to purchase a specific product and service. The customer satisfaction on services is hard and difficult to be determined since it is intangible where it is untouchable and cannot be seen. Unlike product that acquired physical features which can be identified based on its specifications. Customer satisfaction is about the ability of a product or service to reach the expectations of the customers (Hisam et al., 2020).

Furthermore, there several factors that can effectively influence the customer satisfaction towards online food delivery service. These factors include restaurant availability, navigational design and other

factors (Prasetyo et al., 2021). The customer satisfaction is mainly depending on the customer perceptions. The previous studies showed that customers are mostly preferring the uniqueness features in the online food delivery service, which including the delivery, price and also quality. The consumer perceptions play an important role to examine several types of factors that will influence the customer satisfaction towards online food delivery service such as customer preference and reliability (Chandrasekhar et al., 2019).

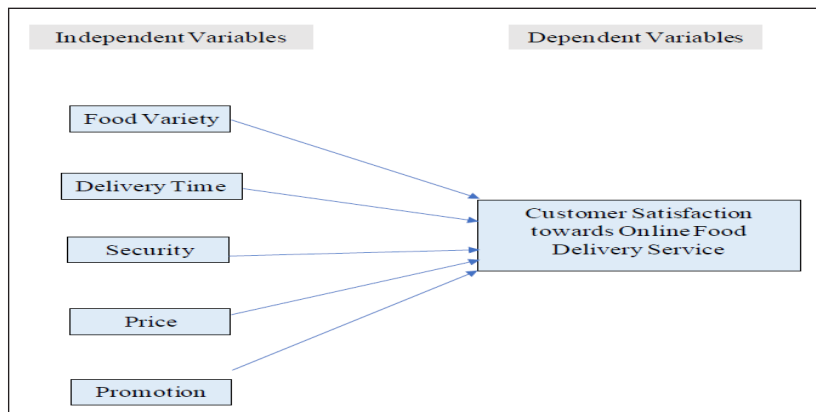
Moreover, the factors that influence the customer satisfaction on online food delivery service can be divided into two groups which are direct and indirect factors. Direct factors have a directly relationship with the delivery service such as the service quality, price and delivery time, while the indirect factors are more related to the operation of the online food delivery service, for instance, the availability of restaurants, deliverers' attitudes, menu as well as delivery tracking service (Saad, 2020).

RESEARCH METHODOLOGY

Figure 1 shows that this paper examines the factors contributing to customer satisfaction towards online food delivery. In other words, the dependent variable in this paper is customer satisfaction and the independent variable is the food variety, delivery time, security, price and promotion.

Figure 1

Theoretical Framework



This study has utilized a quantitative research method to collect the data and information related to the study of the level of customer satisfaction towards online food delivery service.

The questionnaire distributes to the students who have experience in using online food delivery service in UUM. The distribution platform of the questionnaire will be used, social media application such as Facebook, Instagram, WhatsApp and others. These platforms are used because it is common that the students in UUM using the stated applications, so that the questionnaire can be easier and more convenient to reach to the respondents. The online questionnaire allows the researcher to gather the data in a short period, which can save a lot of time in the data collection process.

Furthermore, quantitative research method will be applied in the research where the author used some statistical tests to make statements related to the data collected, which are descriptive statistics and inferential statistics.

RESULTS ANALYSIS AND DISCUSSIONS

The main results are based on the research objectives, which concentrates on the scopes of the level of satisfaction, the main factors and the improvement methods regarding online food delivery service. Firstly, the author could consider that the respondents from UUM were having a high level of satisfaction towards online food delivery service that can be observed from the analysis of descriptive statistics, which acquired a total agreement percentage of 78% with the mean score of 4.035 that was at the rate of agree. As the level of customer satisfaction is 78 percent, which is much more than 50 percent, thus, the author will take this information as a support to the assumption that the respondents were mostly satisfied with the online food delivery service.

Moreover, the main factors that influence the level of customer satisfaction towards online food delivery service among students in UUM were 'Security' and 'Promotion'. The outcome could be seen from the correlation analysis where both of the variables had the correlation coefficient that were the closest to 1.0 as compared to other variables applied in the research. The correlation coefficient

for ‘Security’ and ‘Promotion’ were 0.713 and 0.635 respectively. Therefore, the online food delivery service providers could concentrate to get improvement in terms of the area of ‘Security’ and ‘Promotion’ for the purpose of increasing customer satisfaction as well as exceeding their expectation. The result of correlation analysis could be referred to Table 1 below.

Table 1

Correlation Analysis

Variable	Customer Satisfactions
Food Variety	0.472
Delivery Time	0.507
Security	0.713
Price	0.524
Promotion	0.635

Table 1 presented the summary of correlation analysis, which showing the strength of relationship between the variables with the determination of Pearson Correlation. According to the outcome of the correlation analysis, it could be observed that there is a strong relationship between ‘Security’ and the customer satisfaction towards online food delivery service with the correlation coefficient of 0.713. The independent variable of ‘Promotion’ was also strongly correlated with the customer satisfaction which is supported by the correlation coefficient of 0.635. Besides, the ‘Price’ is correlated with the customer satisfaction in a strong positive relationship with the correlation coefficient of 0.524. Furthermore, the table also illustrated that the ‘Delivery Time’ was having a moderate positive relationship with the customer satisfaction at a correlation coefficient of 0.507.

Moreover, there was a positive relationship between the ‘Food Variety’ and the customer satisfaction which is indicated by the correlation coefficient of 0.472. Due to the facts that all of the independent variables are correlated with the dependent variable in a positive relationship, hence, all the hypotheses stated by the researcher are considered accepted, where the factors of ‘Food Variety’, ‘Delivery Time’, ‘Security’, ‘Price’ and ‘Promotion’ will influence the customer satisfaction towards online food delivery service among students in UUM.

On the other hand, as mentioned that the major influencer were 'Security' and 'Promotion', the online food delivery service provider could focus their efforts to get improvement on both of these sectors. According to the results shown in the data analysis, there were still some respondents are not being aware of the deals promoted on the social media platforms and they were feeling unsafe while using the services due to the lack of security features. Hence, in order to improve the online food delivery service efficiently and effectively, the online food delivery service provider should focus their collaboration on more popular social media platforms other than Facebook, Instagram and YouTube, such as Twitter and Telegram.

Besides, they could also launch their advertisement on television, or even conduct Business-to-Business (B2B) collaboration in order to increase its promotion accessibility to the users. Furthermore, the online food delivery service providers can feature a guaranteed function which to secure the customer payment whenever there is a payment flowing in the application. This means that the payment will only be released to the sellers after the buyers has received their orders, otherwise the payment will be holding by application. This approach could be effective in getting rid of the issues of fraud or scams, also to increase the confidence of the customers when using the delivery service.

CONCLUSION

It is obvious that the level of customer satisfaction towards online food delivery service is depended on some factors. The authors recommended that the government to put more efforts on the development of this sector by launching some training and education programs as well as to release more financial supports to improve its operating system. Besides, the future research could include more variables and expand the sample size so that the research could be more interesting and attractive.

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