



## CUSTOMER SATISFACTION TOWARDS FOODPANDA SERVICE DELIVERY IN KLANG VALLEY

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### Abstract:

The primary objective of this study is to examine the effect of service quality and food quality on customer satisfaction amongst users of Foodpanda in Klang Valley. In so doing, this study aims to investigate customers' satisfaction with service delivery provided by Foodpanda and also to identify critical factors that affect customers' experiences with online food delivery service. A quantitative approach was used to collect data from users of Foodpanda in Klang Valley through established measures for assessing service quality (SERVQUAL) and online food delivery services (OFD). Findings from the survey were analyzed to test hypotheses of the study. Results of the study revealed that food quality has more significant impact on customers' satisfaction than service quality. Key factors that affect customers' satisfaction with their experiences with Foodpanda were identified and discussed. Moreover, findings of the study revealed that service quality is relevant and has significant effect on customers' satisfaction with their experiences with online food delivery service. Specifically, findings revealed that aspects of service quality such as reliability and responsiveness have significant effect on customers' satisfaction with their experiences with Foodpanda. The study employed e-SERVQUAL and Expectancy Disconfirmation Theory to understand how customers judge service quality provided by Foodpanda in digital delivery ecosystem where customers judge service quality based on their expectations of services provided. Findings and contributions of the study identified critical factors that affect customers' experiences and thus, their satisfaction with online food delivery service and relative importance of food quality to service quality. The study also provided practical implications on how customers' experiences with Foodpanda

could be improved particularly with respect to delivery, handling of food and managing customers' experiences with online food delivery service.

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Customer Satisfaction, Food Quality, Online Food Delivery, Service Quality



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## Introduction

The Malaysian OFD market has continued to grow in the post-pandemic period with growth in platform-to-consumer services as well as the emergence of quick commerce or q commerce services, becoming part of daily urban life. Online Food Delivery revenue in Malaysia is projected to reach US\$3.22 billion by 2025 and will grow at a Compound Annual Growth Rate (CAGR) of 9.3% from 2025 to 2030 (Statista, 2025). Growth is attributed to increasing number of users as well as platform innovations such as meal delivery as well as grocery delivery services.

Besides providing consumers with meal options through restaurants, online food delivery platforms have also extended their services to provide consumers with access to a wide variety of products and services within quick commerce or q commerce. Foodpanda has for instance partnered with several stores, including supermarkets, retail stores, and hypermarkets to provide consumers with products that can be delivered to them within a short time frame. In 2023, Foodpanda for instance partnered with AEON to provide over 13,000 products from AEON MaxValu, AEON Wellness, and Daiso stores to be delivered to consumers within 30 minutes (Foodpanda Malaysia, 2023). The study was conducted in Klang Valley with an estimated population of 8.8 million in 2024 (World Population Review, 2024).

Research conducted from 2020 and onwards into the factors influencing customers' satisfaction towards OFD service indicated several changes, especially in relation to the variables that influenced customer satisfaction with Foodpanda's service. These changes are demonstrated in a systematic literature review conducted by Ahmad et al. (2024) where results indicated that customers were influenced by service quality, food variety, and promotions when assessing their overall satisfaction towards the online food delivery service provided by Foodpanda. The same observation was noted by Zahidi et al. (2022) in a study conducted in Klang Valley where

findings indicated that customers were influenced by ease of use, availability, and privacy when assessing their overall satisfaction towards OFD service.

## **Problem Statement**

While online food delivery (OFD) platforms have transitioned to meet increasing demand in the post-pandemic period, Foodpanda's service delivery remains to be inconsistent in terms of delivering satisfactory experience to users. Studies conducted on factors affecting customer satisfaction with Foodpanda service delivery in Klang Valley found mixed results on key factors that currently matter most. Recent studies conducted on food quality and service quality of Foodpanda service delivery found that other factors including perceived value, trust, pricing, and risk perceptions of using OFD during the MCO period affected users' Foodpanda usage intentions negatively (Poon & Tung, 2022). Some of the key service delivery issues faced by the company include ensuring safety of its riders and overcoming of various logistics-related issues that could affect timeliness and food condition during delivery. Furthermore, the practice of delivering at intersections posed risks to both timeliness and food condition (Malik, 2023; Daniels, 2023).

The existing body of knowledge on the OFD service in Malaysia contains mixed findings and various studies were conducted using different sets of antecedents or predictors to explain customer satisfaction. This study therefore focuses on an updated and specific case study of Foodpanda in Klang Valley by identifying the determinants of customer satisfaction, specifically on service quality and food quality.

This study attempts to explore factors influencing customer satisfaction amongst Foodpanda users in Klang Valley. Specifically, this study aims to gauge the current levels of customer satisfaction experienced by users of Foodpanda's delivery service as well as outline the key positive and negative factors affecting the key quality elements of service and food delivery between the years of 2022 and 2025.

## **Literature Review**

### ***Service Quality***

In OFD, the service quality dimension extends the classical SERVQUAL dimensions of reliability, responsiveness, assurance, empathy and tangible to e-SERVQUAL dimensions of fulfillment, efficiency, privacy/security and system availability (Hasan, Mohammad Asri, Bashirun & Mustakim, 2024). Empirical evidence shows that factors such as trust, perceived usefulness and price fairness are more important than convenience in determining customer satisfaction with service quality in Foodpanda Malaysia (Ali et al., 2025). Thus, in hospitality research, service quality remains a critical variable, supported by recent hospitality-wide bibliometric study (Olawuyi & Kleynhans, 2025). The study of factors influencing customer satisfaction with Foodpanda in Malaysia identified service-related dimensions, food variety and promotions as crucial factors (Ahmad et al., 2024). Large sample studies of service quality also highlighted the importance of certain aspects of service quality, such as reliability/assurance, system operation, and traceability to improve satisfaction and reuse intention (Wu et al., 2024). In Malaysia, the studies on various services also pointed out that the perceived risk of consumers during MCO period negatively affected their intentions to use OFD services (Poon & Tung, 2022). Other studies showed that risky riding behaviors of

Foodpanda riders, especially during turning at intersections, and congested traffic also negatively affected the timeliness and reliability of service delivery (Malik, Rusli, Mohd Nusa, & Adinegoro, 2023; Daniels, 2023). A study on fast service or restaurant evidence underscored the importance of cleanliness, ambience and waiting time of restaurant in customers' reviews and overall evaluation of their experiences (Amoozegar et al., 2025; Norazha et al., 2022). In the recovery or communication in service systems, the study also concluded that hospitality research remains relevant (Abdulrab & Hezam, 2024). In sum, the study of service quality should focus on specific dimensions and incorporate the various predictors used in existing studies, such as facilitating conditions and social influence, to explain technology adoption in digital service environments (Yeap & Md Kassim, 2024). The study should also incorporate workforce capability and training as critical variables in ensuring consistent service quality (Almabrouk, Azam, Tham & Khatibi, 2024).

However, there are inconsistent evidence of the effect sizes for service quality in recent studies that included trust and value-related constructs in the models. Specifically, for Klang Valley OFD setting, items that measured fulfilment, reliability, responsiveness, assurance or security and system availability should be included to measure service quality. Additionally, there are also support for the inclusion of usability and trust in the models for app-based services (Hasan et al., 2024; Olawuyi & Kleynhans, 2025). A number of prior studies also highlighted the importance of workforce capability and training to ensure consistent service quality (Almabrouk et al., 2024). Finally, for the technology adoption in a facilitative condition in online food delivery setting, consumers' perception on ease of use and perceived usefulness of the use of OFD platform were significantly influenced by facilitating conditions (Yeap & Md Kassim, 2024).

Service quality in OFD context refers to a set of service quality dimensions that must be evaluated when measuring performance of online food delivery platforms. Given the mixed effects of service quality once trust and value-related constructs are included in a model (Ali et al., 2025), in the Klang Valley context, it is necessary to measure service quality dimensions, such as, fulfillment, reliability, responsiveness, assurance or security and system availability. Usability and trust pathways need to be modeled in app-based service ecosystems (Hasan et al., 2024; Olawuyi & Kleynhans, 2025). Moreover, in order to ensure consistent frontline execution, capability- and usability-related covariates such as training and development need to be included in the study (Almabrouk et al., 2024). Furthermore, factors that strengthen digital adoption behaviors, such as, users' perception of facilitating conditions and social influence need to be modeled as well (Yeap & Md Kassim, 2024).

### ***Food Quality***

Food quality is an important factor for customers' satisfaction towards OFD service. It is considered the most important factor for customers' satisfaction followed by other factors (Hasan, Ibrahim, & Koh, 2025). Customers' perception towards food quality delivered through OFD is influenced by various attributes of food. These attributes include taste, freshness, temperature, presentation, packaging and variety of food offered by restaurants and cafes (Ling et al., 2024). In post-pandemic period, food quality interacts with other factors that influence customers' continuance intention to use OFD platforms. For instance, health concerns of customers interact with food quality to influence customers' continuance intention to use OFD platforms. Gender also plays a moderating role in some of the relationships between service quality, food quality and customers' behavioral intentions (Teo, Liew, & Lim, 2024). In

Malaysia, food variety and promotions are two of the most important factors that influence customers' positive perception and satisfaction towards the service offered by Foodpanda in Malaysia (Ahmad et al., 2024).

Recent studies investigated into the local food experiences of Malaysian consumers. For example, Ibrahim and his team studied the food destination reputation and the perceived value for Melaka foods. They found that in addition to evaluating the sensory qualities of a food, consumers assess a food in terms of the experiential value or overall attractiveness that they get from the food consumption experience. Therefore, in addition to taste, freshness, presentation, variety and healthiness of food; consumers assess foods in terms of their overall attractiveness or value. This assessment is formed prior to the food consumption experience, influenced by images and advertising of food delivery platforms, the menu description of foods, branding used by restaurants and their reputation.

Packaging integrity during food delivery is crucial to protect the quality of food and to prevent any contamination during delivery (Wu et al., 2024; Malik et al., 2023). Innovative intelligent packaging, such as freshness indicators, time-temperature indicators, and active packaging including thermal stability indicators have been gaining increasing attention in recent years (Abekoon et al., 2024). Studies that explore consumers' perception towards packaging in Malaysia found that there are concerns on the structural quality of packaging as well as the level of cleanliness and hygiene practices pertaining to packaging throughout the delivery process (Noh Nik Wan et al., 2024). This concern is more pronounced especially among consumers who opt for food delivery services and reside in urban settings with high volume of traffic and frequently change in road conditions.

Therefore, in addition to the physical attributes of food and their sensory perceptions, food quality in the study also incorporates into the wider range of food experiences or perceptions that consumers perceive when they eat out at food destinations (Ibrahim et al., 2023).

### ***Customer Satisfaction***

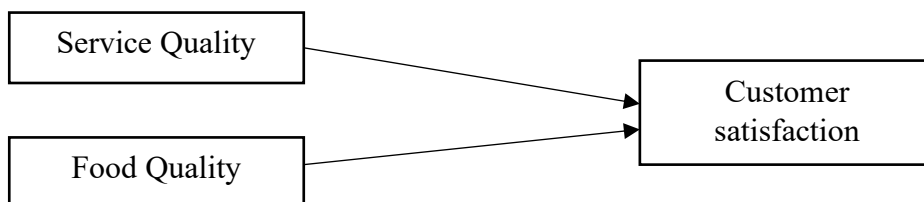
Studies which examined the determinants of customer satisfaction in OFD systems revealed that several factors affect customer satisfaction with online food delivery. These factors include service quality, food quality, customers' perceived value, customers' trust for platform, customers' perception on price fairness toward online food retailers and overall customers' satisfaction with and users' experience while using the online food delivery platform (or OFD system). The usability of usability of the platform also affects customer satisfaction with online food delivery (Ali et al., 2025; Ahmad et al., 2024). Large sample studies on OFD also found that reliability/assurance and system operation of the online food delivery platform significantly affect customers' satisfaction and customers' intention to reuse the online food delivery system (Wu et al., 2024). The findings of Hospitality studies that were reviewed using bibliometric approach revealed that service quality is a stable determinant of customers' satisfaction and loyalty (Olawuyi & Kleynhans, 2025).

The factors that influenced customers' health concerns, food quality, service quality, value perception and others integrated to determine customers' continuance intention in using OFD post-pandemic. On the other hand, customers' perception of social influence, promotional offers by Foodpanda and the time-saving benefits when using OFD determine their levels of satisfaction. Delivery-related risks negatively affected customers' satisfaction indirectly

through the factors of delivery timing and quality of food received by customers (Malik, Rusli, Mohd Nusa, & Adinegoro, 2023; Daniels, 2023).

Many previous studies globally have highlighted on the food quality attributes that influenced customers' overall satisfaction and also their intention to revisit and recommend a particular restaurant or food outlet to other customers. A study conducted locally by researchers, Ibrahim et al. (2023) investigated Malaysian consumers' perception and experiences of local and tourist destinations' food. The findings of the study revealed that customers' perception of local food destinations were highly influenced by food quality attributes. In addition, the study highlighted that customers' overall satisfaction with their experience of eating out at local food destinations were also influenced by the perceived experiential value and the overall attractiveness of local food. The findings of this local study are deemed to be applicable to the study of OFD as customers who ordered food online would form expectations and perception of the food based on the platform's image, menu description, brand name and other related cues prior to ordering the food (Ahmad et al., 2024).

The study by Ibrahim and his team (2023) highlighted the importance of perceived value by consumers in food consumption settings. Their study found that the perceived value of a food destination and its attractiveness to consumers played significant roles in determining the satisfaction and behavioral intention of consumers in a Malaysian food consumption context. Thus, this study defines customer satisfaction with OFD services from an operational service (service quality) perspective as well as from a psychological value-based perspective (food quality and overall value received by customers from using the OFD services).



H1: There is a relationship between Service Quality and Customer Satisfaction

H2: There is a relationship between Food Quality and Customer Satisfaction

## Methodology

This study used questionnaire to collect data from respondents. The questionnaire consists of four sections namely, respondents' profile, service quality, food quality and customers' satisfaction. The indicators to measure service quality and food quality were adapted from the previous studies on SERVQUAL and OFD. These studies include works of Hasan, Mohammad Asri, Bashirun, & Mustakim (2024) and Ahmad et al. (2024). Cronbach's Alpha was used to test the reliability of the questionnaire. The result showed that the values of Cronbach's Alpha for the indicators of service quality and food quality were 0.846 and 0.823 respectively. All the values were higher than 0.7 (Mat Hasan et al., 2025, p. 12).

The study participants consisted of office workers, students, and housewives in Klang Valley. The area of Klang Valley was chosen because OFD is very popular in urban area such as Klang Valley. The study area has a huge population of approximately 7.5 million people (Department of Statistics Malaysia, DOSM, 2023). The population of Klang Valley provided the diversity

of demographics of the study's participants which was very important for generalization of the research findings (Mansor, Ali, & Wan Mahiyuddin, 2025).

A total of 295 respondents were selected in this study. The random sampling used in this study was of non-probability type. The respondents were users of Foodpanda services. They had to be users of OFD services in the past six months. The respondents with no experience of using OFD services were not included in this study. This method of approach was suitable for research of bachelor degree as it was a balance between the two issues of a research, that is, of the feasibility of approach and of the representativeness of the results of the study.

### **Data Analysis & Discussion**

The mean scores for Service Quality, Food Quality and Customer Satisfaction were above the midpoint of the scale ( $M = 2.802$ ,  $SD = 0.330$ ;  $M = 3.010$ ,  $SD = 0.403$ ;  $M = 3.056$ ,  $SD = 0.426$ , respectively). It seems that customers were generally satisfied with their experience of using Foodpanda delivery service in Klang Valley. The scores indicated that customers judge overall satisfaction by combining the speed of delivery, convenience of using the service and the final experience of eating the delivered food. Thus, even though there are some negative experiences with the service, these would not necessarily decrease overall satisfaction.

In addition to high mean score of 3.010 ( $SD: .403$ ), findings revealed that food quality affected customers' experiences in terms of favorable conditions. These were important because customers were the final determinants of a product's quality. For instance, customers evaluate the food delivered through OFD services based on several criteria including taste, freshness, temperature and packaging among others. Thus, customers were concerned whether the food delivered was unacceptable condition which affected their overall experiences of Foodpanda delivery service in the Klang Valley. Thus, customers who received good quality of food had favorable experiences with Foodpanda delivery service in the Klang Valley.

On the other hand, the service quality recorded the lowest average rating which is  $M = 2.802$  with  $SD = 0.330$ . This is due to several reasons. Some factors that affect service quality are less controllable such as delivery time during peak hours, availability of Foodpanda riders, traffic, order coordination between Foodpanda and restaurants and other service providers and many more. In general, the rating for service quality is lower compared to the food quality rating. Although the average rating for service quality is lower compared to food quality, the rating for service quality is more consistent amongst customers. This means that although there are scope for improvement, service quality issues faced by customers are more of consistent and not so dissatisfying.

The average score for customers' overall experience of using Foodpanda delivery service in Klang Valley was highly positive as reflected in their high average scores for Customer Satisfaction. This average score for Customer Satisfaction of 3.056 on a 5-point Likert scale indicates that customers were very satisfied with their experience of using Foodpanda delivery service in Klang Valley. Their very positive perception of their experience of using Foodpanda delivery service could be largely attributed to their highly positive perception of food quality delivered via Foodpanda service in Klang Valley as their average score for food quality of 3.010 on a 5-point Likert scale also supports this assertion.

**Table 1 – Descriptive Statistics**

	Mean	Std. Deviation
Service Quality	2.802	0.330
Food Quality	3.010	0.403
Customer Satisfaction	3.056	0.426

N=295

Table 2 reports the correlation results between the independent variables and the dependent variable. There were positive correlations between service quality and customer satisfaction ( $r = .599$ ,  $p < .01$ ) and between food quality and customer satisfaction ( $r = .722$ ,  $p < .01$ ). These results support the findings of previous studies on app-mediated services (Wu et al., 2024; Hasan et al., 2024). Dependable delivery execution, and responsiveness and assurance/security contribute to high satisfaction levels.

The correlation coefficient for food quality and customer satisfaction recorded the highest value of .722 followed by service quality at .599. The correlation for service quality and food quality recorded the highest value of .684 among the three correlations. This finding supported earlier Malaysian research on the outcomes-based judgments used by consumers in their evaluation of OFD services. The major criteria used by them were whether the food was delivered in good and acceptable condition (Teo et al., 2024; Hasan et al., 2025).

The correlation between service quality and food quality is also high and significant. As reported in the previous studies, last mile delivery factors affect the quality of food delivered and hence the food quality perceived by consumers. Therefore, the higher the service quality, the higher the food quality perceived by consumers.

**Table 2 – Pearson Correlation**

Variables	1	2	3
Service Quality	--	.684**	.599**
Food Quality		--	.722**
Customer Satisfaction			--

\*\* . Correlation is significant at the 0.01 level (2-tailed)

In terms of prediction, both independent variables together provided a strong explanation of the customers' satisfaction. The two variables in the study explained approximately 54% of the variance in the customers' satisfaction with their last Foodpanda orders. Studies in OFD settings similar to the current behavioral study reported similar results. The results of similar behavioral studies reported that a combination of service-related variables and product-related variables explained a substantial amount of variance in customers' satisfaction and their intentions to reuse a service such as reuse intention (Wu et al., 2024; Teo et al., 2024).

The results for both independent variables are significant in determining customer satisfaction. Service quality and food quality respectively had t-values of 3.650 and 10.813 with both p-values equal to .000. Thus both H1 and H2 are rejected and both service quality and food quality affect customer satisfaction. In addition, the effect of food quality on customer

satisfaction is greater than service quality. These results support findings from Malaysian studies of OFD including the current study (Hasan et al., 2025; Ahmad et al., 2024).

This remainder of variance of customer satisfaction could be explained by other variables. Many studies conducted on Foodpanda customers in Malaysia have identified other variables that could determine the satisfaction of the customers towards online food delivery service providers. For instance, the study conducted by Ahmad et al. (2024) identified the variables that could affect customers' satisfaction towards online food delivery service provided by Foodpanda in Malaysia. The variables identified include consumers' trust towards online food delivery service providers, perceived usefulness of using mobile applications to place food orders, promotions, and price fairness. Similar studies were conducted by Ali et al. (2025) and Teo et al. (2024) and both studies were conducted on Foodpanda customers in Malaysia. The variables identified by the two studies were typical of app-based service ecosystem. Therefore, these variables could be included as additional variables in future study to further enhance the explanatory power of the model.

**Table 3 – Multiple Regression**

Statistic	Value
R	.736
R <sup>2</sup>	.542
Adjusted R <sup>2</sup>	.539
Std. Error of the Estimate	.28933

The findings of this study support previous studies which have identified the important key aspects of service quality in OFD settings, which are reliability and assurance/security (Wu et al., 2024; Hasan et al., 2024). In addition, the findings also revealed that the findings of this study support previous studies conducted on OFD in Malaysia which found that food quality is the dominant factor that affects customers' satisfaction in OFD (Teo et al., 2024; Hasan et al., 2025).

Overall, the findings of the current study indicate that both service quality and food quality are significant predictors of customer satisfaction with Foodpanda's service delivery in Klang Valley. However, findings also indicate that while both predictors are significant, results also show that food quality is the stronger predictor of customer satisfaction with Foodpanda's service delivery followed by service quality. Indeed, findings from the current study also indicate that while service quality is significant, it has the lowest mean score of all predictors and, thus, appears to be a bottleneck for further service improvement. Thus, improving delivery service's operational reliability especially during peak hours and implementing effective service recovery processes would thus be instrumental in increasing customer satisfaction with Foodpanda's service delivery in the densely populated urban areas of OFD operations (Wu et al., 2024; Ali et al., 2025).

**Table 4 - Hypothesis testing**

Hypothesis	Result
H1: There is a relationship between Service Quality and Customer Satisfaction.	<b>Accepted</b>

H2: There is a relationship between Food Quality and Customer Satisfaction.	<b>Accepted</b>
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## Conclusion

The study's findings have support from a few recent local studies on the online food delivery services offered by various companies in Malaysia, by Effendi et al. (2025) and Hasan et al. (2025). They highlighted on major food-related attributes which influenced customers' positive perception and high level of overall satisfaction towards online food delivery service offered by various food delivery companies. In this study, the core service quality dimensions which greatly influenced customers' positive perception and high level of overall satisfaction towards online food delivery service offered by Foodpanda in Klang Valley, Malaysia were evaluated. The core service quality dimensions which greatly influenced customers' positive perception and high level of overall satisfaction were delivered by the delivery personnel and the system used by the company to manage customers' online food orders and delivered to customers' doorsteps. Thus, findings of this study also supported the use of SERVQUAL and its digital adaptation, e-SERVQUAL to measure service quality dimensions of OFD services offered in Malaysia.

The findings of the study also support the application of SERVQUAL and e-SERVQUAL in measuring the service quality provided by online food delivery companies. In the case of Foodpanda delivery service, all of the service quality dimensions measured in the study are found to be influential in determining customers' satisfaction. The study however finds that customers are more concerned with the food delivered to them, therefore, the reliability of the food delivery service is the most influential factor in this study. In other words, customers are more concerned if their orders are delivered on time and in good condition. Based on the findings of the study, there are some areas that need to be improved in order to enhance customers' satisfaction with Foodpanda delivery service.

This study further supports the application of Expectancy Disconfirmation Theory (EDT) in digital service delivery systems. In Foodpanda's case, as well as other online food delivery platforms, focus should be placed on improving last-mile delivery strategies to ensure that food quality is upheld and delivered in the best possible condition by using appropriate temperature-preserving food packaging. Furthermore, improving the service delivery skills of delivery riders and the use of real-time delivery tracking system are crucial. Service recovery and communication are also important in winning back customers' trust and creating customer loyalty in a highly competitive marketplace of online food delivery.

Our results can be used to inform frameworks for the safety of delivery personnel and the quality of delivery developed by the industry and government (e.g. Sunway University, 2023). The study further highlighted the need for the OFD industry to receive greater support from policies that could promote improved service quality in a busy and densely populated city like Klang Valley where the majority of online ordering take place in gig-economy practices.

This study, however, has several limitations. Firstly, the sampling used in this study was non-probability sampling. It would be beneficial for future studies to test the effects of trust, perceived value and usability as moderators that could affect the relationships between service quality, food quality and customer satisfaction. Secondly, it would also be beneficial for future studies to carry out comparative study of the relationships between service quality, food quality

and customer satisfaction in different regions and online food delivery platforms (Teo et al., 2024; Mansor et al., 2025). Lastly, future studies should also carry out qualitative study on the same topic in order to explore in-depth into the aspects of consumers' expectations and behaviors in the online food delivery market in Malaysia.

This study attempts to identify the extent of influence of food quality and service quality on customer experience in the emerging online food delivery industry and provide a guide towards improving customer experience and gain competitive advantage.

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**Ethics Statement:** This study involved a survey of human participants and was conducted in accordance with ethical research standards. Participation was voluntary, and informed consent was obtained from all respondents prior to data collection. All responses were collected anonymously and used solely for academic research purposes.

**Author Contribution Statement:** All authors contributed significantly to the development of this manuscript. Muhammad Hakim Hamdan conceptualized the study, designed the research framework, conducted the data analysis, interpreted the findings, and prepared the manuscript. Noraihan Mohamad contributed her scholarly expertise by providing professional guidance on research structure, manuscript formatting, and publication standards to ensure alignment with academic and conference requirements. Both authors reviewed and approved the final version of the manuscript.

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