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FOOD DELIVERY SERVICE: THE EFFECTS OF PERCEIVED QUALITY, PERCEIVED EASE OF USE AND PERCEIVED VALUE TOWARDS CUSTOMER SATISFACTION

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Abstract:

Consumers and distributors have benefited from the food industry just as much as food producers have. Nowadays, an online food delivery system is essential due to recent advances in the industry and the increased internet usage. Understanding the key success factors that contribute to sustainable growth and profitability in this space is essential for businesses looking to succeed in this rapidly evolving market. While there are many benefits to ordering food online, there are also several issues that need to be addressed. The objective of this study is to determine the critical success factors of the online food delivery service towards customer satisfaction. Total of 306 people that have experienced using the online food delivery system were surveyed from January till May 2022, and questionnaire were analysed by using the SPSS. Findings show that perceived quality, perceived ease of use and perceived value have positive relationship towards customer satisfaction. It is seen as opportunities for service providers to reap the benefits of recurring earnings from consumers by providing fast delivery, good meals, and fair promotions.

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	Online Food Delivery, Customer Satisfaction, Perceived Quality, Perceived Ease Of Use, Perceived Value

Introduction

The Malaysian food service business has undergone a transformation due to an important movement towards online food services and an increase in reliance on digital technologies. Internet food delivery services are a desirable option for consumers who are busy since they provide a variety of advantages, such as convenience, accessibility, and flexibility. It has become crucial for businesses to comprehend the critical success criteria that contribute to sustained growth and profitability as the market for online food services in Malaysia expands (Allah Pitchay et. al, 2022)**.** In addition, due to its capacity to provide clients a variety of meal selections from various restaurants and the ease of being able to order food from their mobile devices or laptops, online food services have grown in popularity in Malaysia. These services also give customers flexibility in terms of delivery choices, letting them select between home delivery or pick-up options based on their preferences and availability (Myo, 2022). As the market for online food services in Malaysia continues to develop, businesses operating in this space must infer the key success factors that contribute to sustainable growth and profitability. These success factors may include factors such as efficient order processing, reliable delivery times, competitive pricing, a user-friendly website or app interface, and strong customer service. Focusing on these key factors can help businesses gain a competitive advantage and build a loyal customer base in the online food service industry (Dsouza & Sharma, 2021).

Kumar et al. (2020) also stated that the increasing reliance on digital technologies has led to a significant shift in the food service industry in Malaysia, with online food services becoming an increasingly important part of the market. Other than that, the COVID-19 Movement Control Order and numerous apps for food delivery services such as GrabFood and Foodpanda helped increase the number of various online food services in Malaysia (Kajandren et al., 2023). Understanding the key success factors that contribute to sustainable growth and profitability in this space is essential for businesses looking to succeed in this rapidly evolving market. While there are many benefits to ordering food online, there are also several issues that need to be addressed (Tucker, 2021). Many online food delivery services charge a delivery fee, which can make the overall cost of the meal more expensive. This can be a preventive for customers, especially those who are on a tight budget. Some customers also feel that the delivery fees are too high, considering that they are already paying for the food (See-Kwong et al., 2017). In addition, there have been instances where online food delivery services have been unable to deliver meals on time. This can be frustrating for customers who may have to wait longer than expected for their food to arrive. In some cases, the delay may be due to traffic or bad weather, but there have also been instances where the delivery person was unable to find the customer's location.

Furthermore, sometimes the quality of the food delivered may not meet the customer's expectations. This can be due to the food being prepared poorly or not being stored properly during delivery. Some customers have reported receiving cold or stale food, which can be disappointing. On the other hand, some customers may feel that online food delivery services do not offer enough variety when it comes to food options (Suhartanto et al., 2019). This can

be especially true for customers who have specific dietary requirements or preferences. While some online food delivery services offer a wide range of options, others may only have a limited selection. In some cases, customers may have issues with their orders or deliveries, and may need to contact customer service for assistance. However, some online food delivery services may not have adequate customer service support, which can be frustrating for customers who need help (Ahn & Kwon, 2021).

Overall, while online food delivery services have many benefits, there are also several issues that need to be addressed in ensuring the sustainability of this services (Galati et al., 2020; Belanche et al., 2020). Food providers can work to improve delivery times, ensure food quality, offer a wider variety of options, provide better customer service, and prioritize sustainability to address these concerns. Thus, the objective of this study is to determine the critical success factors of the online food service towards customer satisfaction. This study focuses on the factor such as perceived quality, perceived ease of use and perceived value in measuring the customer satisfaction of an online food delivery service. The theoretical framework is shown in Figure 1.
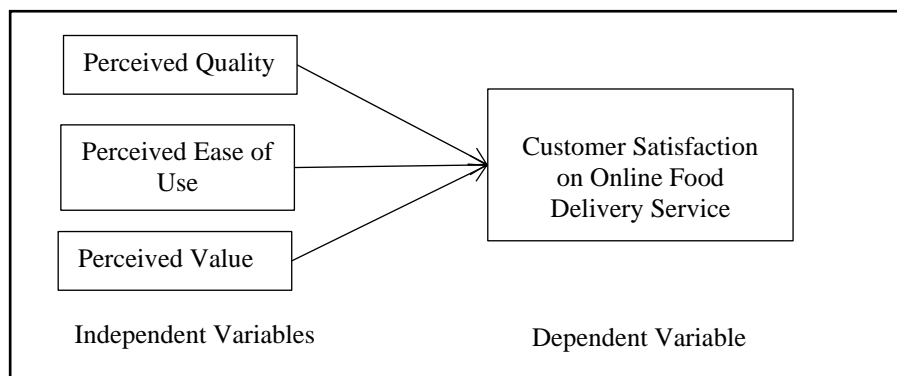

Figure 1: Theoretical Framework
Source: Adapted from Barnes and Vidgen (2002), Lee and Lin (2005), Alreck and Settle (2002), and Escobar-Rodriguez and Carvajal-Trujillo (2014)

Literature Review

Online Food Delivery
Online to offline (O2O) refers to a form of online food delivery service, where the consumers see and are interested in a product online and move forward to complete the transactions offline. Online food delivery platforms are one of the systems which have significantly been influenced by e-commerce and the use of the internet to conduct online transactions (Muang et al., 2021). Radon (2015) mentioned that a world of digitalization may enable customers to browse the net whether to do online shopping, online banking, remote working even online food ordering at any time and any anywhere. Mobile phone is seen as one of the devices that can be used to do online food ordering conveniently (Sata, 2013) and it is considered as a common platform to order food in 2020 (Kapoor & Vij, 2018). Having said that, the satisfaction of using the online ordering platform would differ by its perceived control which is demonstrated in a mature food ordering system that enables customer to monitor the status of their food and notify customers after completing the order (Lim, 2018).

Online food delivery service (OFDS) can be defined as any food delivery transaction with monetary value that is done through mobile handheld devices, such as smartphones or personal

digital assistants (Ngai & Gunasekaran, 2007) or else; the preparation and delivery of online-ordered meals to customers (Ahmad Nizar & Zainal Abidin, 2021). Due to improvements in people's ability to access a broader range of food options via online, it is possible that people are less concerned about purchasing food in the traditional offline fashion (Chong et al., 2022). Furthermore, most of the food delivery apps nowadays have been equipped with digital payment instruments to make purchasing even easier thus, attracting more restaurant operators to join the online route in order to satisfy customers better and increase brand awareness (Chai & Yat, 2019). Apart from that, Pigatto et al., (2017) stated that, the online meal delivery apps will track and oversee the system, but they are not involved in the actual production of the food thus help to reduce wait times and overcrowding at restaurants, minimizing environmental damage (Koay et al., 2022).

Customer Satisfaction

There are factors which affect customer experience when it comes to online food delivery namely availability of food, customer ratings, payment methods and human interaction (Kwong & Shiun-Yi, 2017). Moreover, the fundamental objective of food delivery services should be to have maximum customer satisfaction and not merely to make a profit. Thus, it is crucial for most food operators to concentrate on the quality of service in order to achieve this (Nicolaides, 2008). Not only that, the aspect of making the service tangible as well as taking into account the food quality and cost of foods purchased are all going to affect satisfaction (Ha & Jang, 2010; Nicolaides, 2012). Lee et al., (2019) mentioned that the habit, followed by performance certainty and social impact, becomes the most influential factor in the intention to use something indefinitely. This also endorses the significance of information quality, performance expectations, customer behaviour, system operation and security fulfilment as well as social impact as variables in motivating consumers to consistently have positive intentions to use food delivery applications (Nicolaides, 2012; Koay et al., 2022; Annaraud & Berezina, 2020; Tavitiyaman et al., 2022). Furthermore, a study done by Kajandren et al. (2023) mentioned that users of online food delivery services in Malaysia expected some satisfaction, such as enjoyment of online ordering systems and discount or point systems for every order.

Perceived Quality

Researchers and experts generally agree that determining the proper quality attributes of mobile applications should be entirely based on customer feedback, and they have begun to look into which qualities of mobile applications would be most important to promote, support appropriation, and increase customer loyalty. Suhartanto et al., (2019) found that food quality, e-service quality and perceived value significantly affect customer satisfaction when using online food delivery services which concurred to the finding of a different study which stated customer satisfaction and mobile app quality are somewhat related (Azizul et al., 2019).

In addition, accessing and replicating, using and erasing personal security information are all considered as a violation of privacy. They turn into the danger, which raises the possibility of problems involving the safety of payments and the storing of information during online transactions (Prasetyo et al., 2021). A study done by Kolotylo-Kulkarni, Perumal et al., (2021) also found out that threats to the security of online transactions and the storage of personal data are the source of these potential incidents. As a result, people will be more attracted to use online food delivery services if they feel confident doing so.

Furthermore, customers must be aware of the restaurants' brands online food delivery service for internet meal delivery services to succeed. Because well-known brands offer consistent food quality and convenient outlet locations, people tend to purchase from them. Online food delivery service consumers also pay attention to the number of reviews provided to a particular eatery to complete their brand awareness (Prasetyo et al., 2021). The outcome of the study done by Elvandari et al., (2018) also demonstrates that the top five features of consumer satisfaction on the quality of online food delivery services are order conformance, politeness and friendliness of messengers and administrative staff, cleanliness of food box, a good condition of received ordered food, and inexpensive delivery charges.

Perceived Ease of Use
According to Zeithaml et al., (2002), perceived ease of use (PEOU) refers to how easy it is to comprehend and apply an innovation. Apps for online meal delivery services allow clients to order food and beverages at the press of a button. Customers do not need to walk out on their own or phone the restaurant to order food. Customers can use these apps to find nearby restaurants, view their menus, and select the desired meal or drink.

Over the past decade, the restaurant industry has increasingly focused on the food delivery arena (Kimes, 2011). Online food delivery service apps now provide digital payment options to make things even easier for customers. As a result of this new trend, numerous restaurants have made themselves available on food delivery apps to attract consumers and raise brand awareness. However, customer happiness is not solely influenced by the availability of restaurants while utilizing the online food delivery apps. It is also essential to consider how satisfied customers are with the simplicity of use, navigation, and overall performance (Hult et al., 2019) due to the fact that behavioural aspects that influence user satisfaction and loyalty to online food delivery apps due to the hedonic appeal, cost to purchase and time savings (Yeo et al., 2017; Prabowo & Nugroho, 2019).

The majority of online users most likely have a lot of experience browsing and are extremely familiar with it. Thus, the likelihood of them applying the website without much difficulty would increase (Chai & Yat, 2019). Moreover, interaction between users and business suppliers produces experiential value. This interaction takes place when consumers use or consume the goods or services directly; in the case of the current study, this involves the actual use of online food delivery service which is crucial in attracting devoted consumers to use the services more frequently in the future thus, eminently resulting in client loyalty and satisfaction (Gavilan et al., 2021).

Perceived Value
Aslam et al. (2021) acknowledged that the perceived value of food delivery applications include convenience, design, trustworthiness, price, and a wide range of food options. Yen (2023) recommends that food delivery service practitioners create innovative services and activities that are value-driven by integrating numerous channels for customers. In order to offer various tactics for boosting the intention to utilise the service, they need segment consumers based on the various degrees of personal innovation and experience.

According to Azizul et al., (2019), food delivery apps must honour their commitments to complete tasks by the time they say they will so that consumers are not let down after looking

forward to them. Other than that, if online food delivery service offers lower prices than eateries, people will prefer to use it. In addition, a study by Prasetyo et al., (2021) showed that when presenting any of its promotions, online food delivery apps must take into account the terms and restrictions such as the minimum payment and expiration date which would encourage people to use regular delivery services rather than one due to their high minimum prices.

As online food providers must split their profits with their delivery service partners; prices for food bought through apps is more expensive than offline food (Novita & Husna, 2020). Thus, promotions could therefore be a useful tactic for raising public interest in online food delivery; and campaigns that encourage people to purchase food online should be permitted and encouraged (e.g., long expiration dates, low minimum payments).

Methodology

In this study, researchers have conducted this study by using quantitative methods. The questionnaire survey has been distributed to the customer that have experienced using the online food delivery system via Facebook page, email and WhatsApp from January till May 2022. Data were collected from the customers and the unit of analysis is the individuals. Due to the scale of the affected population in Malaysia, using the Google Forms application to collect data is both practical and safe.

Close ended questions were used in collecting data for this research with 5 points of Likert scale. In order to adapt the instruments for this study to the context of an online food delivery service, minor wording changes were made to those used in relevant earlier studies by Barnes and Vidgen (2002), Lee and Lin (2005), Alreck and Settle (2002), and Escobar-Rodriguez and Carvajal-Trujillo (2014). Pretesting was used to improve the questionnaire after the determination of content validity. 15 users of an online food delivery service were chosen as subjects for the pretesting and asked for feedback on the questions and wordings. The outcomes of the pilot study were used to professionally assess the questionnaire's reliability and validity. According to Nunnally's research (1978), a Cronbach's alpha range of 0.70 or higher is regarded as appropriate. All of the data from the 30 pilot research samples have a 0.7 or higher. This demonstrates that all of the data have reached the level of acceptance for reliability.

The Malaysian citizens that make up the sample for this study's target group are those who regularly use online FDS. 33.80 million people live in Malaysia as a whole. However, the actual numbers of the population have experience using the online food delivery system cannot be determined at this time. A power analysis was used to calculate a minimum sample size of 138 is required to yield a statistical power of at least .95 with an alpha of .05 and medium effect size (d = 0.5). However, the researchers were able to get 306 respondents to answer the questionnaires. Due to the lack of a sample frame for the analysis, non-probability sampling was performed. In order to select the respondents who are qualified for the study and to exclude those who do not, a purposeful sampling technique is used. Screening question on whether the potential respondents have experience using the online food delivery system were conducted to eliminate samples who does not fit the sampling frame.

Quantitative analysis is used as statistical tool for this research. Descriptive analysis and Pearson correlation were used to identify the relationship between perceived ease of use, perceived value and perceived quality towards customer satisfaction. The statistical package

for the social sciences (SPSS) programme was used to analyse all of the data.

Findings

Demographic Statistics
In demographic profile statistics, result showed that, out of the 306 responses, in term of respondents age, 76.1% are age from 18 to 25, whereas 14.8% falls in the age 26 until 30, then 2.9% on age from 31 to 40, 4.9% are 41 until 50, the other age is only 1.6%. In terms of gender 53.4% were the male respondent, and 46.6% were female respondents. 24.3% are educational level for SPM, 27.5% are respondent from diploma/matriculation/STPM, 47.9% are from degree, and 0.3% are from Master educational level. Below 1 year working experience were 53.8%, 1 year working experience is 21.6%, 2 until 5 years are 6.6%, for 6 until 10 year working experience 3%, above 10 years were 1.6%, and other that responses as no working experience are 13.3%.

Descriptive Statistics
Descriptive statistics standard deviation and mean derived from 306 responses, as shown in the Table 1. SPSS Statistic Software was used in conducting this analysis. This indicates that the composition for all constructs in this study which encompasses variables of customer satisfaction, perceived quality, perceived ease of use and perceived value. The previous study found that if the mean value is lower than three, it is defined as low, between 3 and 5 is contemplated moderated and more than five is considered high (Sekaran and Bougie, 2013). In this study, the mean values are more than three. Customer satisfaction is 4.1065 (SD = .138), perceived quality stated the lowest mean which is 3.3533 (SD = .201), perceived ease of use is 4.0418 (SD = .152) and perceived value is 4.1007 (SD = .205). If the mean is more than the mode, the distribution is positively skewed.

Table 1: Descriptive Statistics

Item	Mean	Std. Deviation
Customer Satisfaction	4.1065	.13782
Perceived Quality	3.3533	.20083
Perceived Ease of Use	4.0418	.15210
Perceived Value	4.1007	.20454

Pearson Correlation Analysis
Pearson correlation analysis was conducted to see if there was any relationship between perceived quality, perceived ease of use and perceived value towards customer satisfaction. Referring to Table 2, analysis of 306 respondents shows that there was a low positive relation between perceived quality and customer satisfaction, $r(304) = .355, p<.001$. Perceived ease of use and customer satisfaction was moderately positively correlated, $r(304) = .416, p<.001$. perceived value and customer satisfaction was also moderately positively correlated, $r(304) = .573, p<.001$.

Table 2: Correlations between Variables

	Customer Satisfaction
Perceived Quality	.355**
Perceived ease of use	.416**
Perceived Value	.573**

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

Discussion

The study examines the key success factor of online food services in Malaysia whereas the data analysis showed that there is a positive relationship between perceived quality, perceived ease of use and perceived value towards customer satisfaction. The findings suggested towards the success of the online food services by harnessing those factors examined and put into context where marketers will be able to seize new opportunities owing to the shifting of client preferences. Consumers that are looking into online FDS can be entertained by adding options to services offered apart from ease of use. In this sense, potential users will have a much enjoyable experience rather than the common online transaction and web browsing. As the food delivery market is likely to develop at a rapid pace; which in hand allowing businesses to expand rapidly; convenience might be a factor to consider highly as potential users will be expecting to be able to use the interface at any time and from any location to make an order. On that note; the service provider needs to ensure that there are many options for online transaction and a wider coverage of eatery options for the potential consumers to choose from.

Conclusion and Recommendations

As the paper addresses the key important issues to the success of online delivery services; it can be an added value to the readily vast body of knowledge on food delivery segment. Marketers and home entrepreneurs can be benefited by using the information to add to their marketing plan thus helping online meal delivery businesses to sustain in the future by paying more attention to their website/app quality, security/privacy, service quality, promotions, and payment method. It is possible for service providers to reap the benefits of recurring earnings from loyal consumers by providing fast delivery, good meals, and fair promotions. As it continues to expand at an exponential rate, more changes and new technology in this industry are expected. Hence, future studies on online FDS should broaden their focus to include additional variables, a new online FDS market niche, and the impact of the post-Covid-19 environment on the continuation of online FDS.

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