

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2022, Vol. 3, No. 11, 2215 – 2225

<http://dx.doi.org/10.11594/ijmaber.03.11.08>

Research Article

Level of Satisfaction of Customers on the Use of E-Commerce of Food Establishments

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Article history:

Submission August 2022

Revised November 2022

Accepted November 2022

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ABSTRACT

This study aimed to investigate the level of satisfaction on the use of e-commerce to customers of food establishments in Dipolog City amidst the CoVid19 pandemic this academic year 2021-2022. Specific questions were answered, namely: the profile of the respondents in terms of age, sex, educational attainment, civil status, occupation, and type of gadget used; the level of satisfaction of the respondents on the use of e-commerce in terms of e-marketing, platforms, and customers' feedback; test for the significant difference in the level of satisfaction of the respondents on the use of e-commerce when analyzed according to their profile; the problems met or challenges encountered in the use of e-commerce; and test for the significant relationship between the respondents' level of satisfaction and the problems met or encountered on the use of e-commerce.

This study used the descriptive quantitative correlational method of research utilizing questionnaire as its principal tool of gathering data. The study was conducted among 193 residents of different barangays in Dipolog City during the calendar year 2022. The researcher-made questionnaire was used. Items of the questionnaires were gathered from the readings of the literature on e-commerce. The questionnaire was subjected for content and construct validity using Cronbach's Alpha test to measure the internal consistency of the questionnaire. The statistical analysis of the data included the use of frequency counting and percentage, weighted average mean and standard deviation. Tests of inference were done using the t-test, Kruskal-Wallis test and the Spearman rho correlation coefficient. Statistical analyses were run using the SPSS and online data analysis calculators.

The majority of the respondents belonged to age brackets 33-47 years old with 102 or 52.85 percent from the 193 respondents, mostly females, college graduate, married, working in the government, and

How to cite:

Barrera, J. D., Samosa, B. B., & Barrios, M. R. (2022). Level of Satisfaction of Customers on the Use of E-Commerce of Food Establishments. *International Journal of Multidisciplinary: Applied Business and Education Research*, 3 (11), 2215 – 2225. doi: 10.11594/ijmaber.03.11.08

used cellular phones. Most of the respondents were highly satisfied on the use of applications and platforms as these lead to prompt and on-time food delivery. There is no significant difference in the level of satisfaction when grouped according to age, sex, educational attainment, civil status, occupation, and type of gadget used. The use of e-commerce may not be the crucial factor affecting their problems and challenges.

Concerned agencies may look into their policies of providing regulations. Future researches may be conducted to look into other factors that may have impact on the satisfaction level of the consumers in the food industry.

Keywords: E-Commerce, Food Establishments, Satisfaction

Introduction

An outbreak of COVID-19 causes enormous global impact due to its lethality. Due to limitations, curfews, stay-at-home and work-from-home rules, and quarantines, the COVID-19 epidemic has spread globally. The tourism industry was severely hit by the COVID-19 pandemic's health and economic catastrophe (Kumudumali, 2020). The current coronavirus pandemic (COVID-19) has caused tremendous economic and psychological anguish worldwide. It has harmed the economy, notably the service sector, particularly the hospitality business. It raises employees' feelings of uncertainty and unemployment, hurting their mental health (Khan, Niazi, Nasir, Hussain & Khan, 2021).

Even though many of them are small and medium-sized, the restaurant industry is vital to a country's economy. However, the recent health catastrophe created by COVID-19 swiftly converted into a financial disaster due to global pandemic control measures. This unanticipated crisis has hit the restaurant industry hard. Restaurants were compelled to stop or operate with significant restrictions, usually simply takeout and delivery. While many restaurateurs have survived numerous crises in recent decades, this current pandemic has severe implications on the global economy. To put it simply, the globe is facing a crisis that threatens the existence of all restaurants, putting enormous pressure on the global economy, particularly tourism and gourmet attractions, and the thousands of people who work in and

rely on this business to survive (Madeira, Palrao & Mendes, 2021).

Any firm that wants to thrive must learn to adapt. Restaurants have to adjust e-commerce and digital solutions to the pandemic. The pandemic has accelerated the adoption of e-commerce and e-marketing, especially through social media, and the emergence of e-commerce enterprises that distribute food (United Nations Conference on Trade and Development, 2020). E-marketing becomes popular and an immediate option for the restaurant's survival and the customer's satisfaction. In the midst of the epidemic, e-marketing is a new phenomenon that is rapidly spreading and growing. Thus, e-marketing is the process of using the internet and other reactive technologies to communicate with customers (Qashu & Saley, 2018).

Due to the epidemic, on-line to offline e-commerce was born. It combines the advantages of both online and offline marketing to assist firms increase customer reach, market share, and marketing skills (Shang & Yang, 2015). This e-commerce strategy was largely employed by SMEs like restaurants and other companies statewide and locally.

With the prospect of pandemic still lurking, restaurant/food establishment owners in Dipolog City turned to the internet and technology for promotion. E-commerce moves to the internet. Culinary delivery software and social media become the new means for restaurant owners to supply their food services to their clients. Thus, the researcher wants to analyze the level of satisfaction of the customers on the use of e-commerce of food enterprises in Dipolog

City during the CoVid19 epidemic in 2021-2022.

This study aimed to investigate the level of satisfaction on the use of e-commerce to customers of food establishments in Dipolog City amidst the CoVid19 pandemic this academic year 2021-2022. Specifically, this study discussed the following topics, namely: the level of satisfaction of the respondents on the use of e-commerce in the different food establishments in Dipolog City amidst the Covid19 pandemic in terms of E-Marketing; E-Commerce Platforms/Applications; and E-Commerce Customers' Feedback; significant difference in the level of satisfaction of the respondents on the use of e-commerce in the different food establishments in Dipolog City amidst Covid19 pandemic when analyzed according to their profile; the problems met or challenges encountered in the use of e-commerce; and significant relationship between the respondents' level of satisfaction and the problems met or encountered on the use of e-commerce.

The Department of Trade and Industry and the Department of Health. The results of the study may serve as bases and to serve as benchmarks in the formulation and amendments of existing policies of these departments to provide regulations and ensure safety delivery of food products and services. The Department of Communication and Information. The outcomes of the study may serve as references in the formulation of safety nets relevant to information cybersecurity not only among the constituents but as well as owners of food establishments or food providers in the industry. The findings would also provide them insights in the continuous improvements of cyber security measures and to avoid leaks of personal data information of users. The educational institutions offering food-relevant courses, the implications of the study may provide vital information in their continuous improvements and innovations of the curricular programs. Consumers and food establishments may gain crucial insights relevant to e-commerce, e-marketing, the use of platforms and applications as well as customer feedbacks. Future researchers. The findings of the study may provide additional database on the issue of e-commerce especially on the area of food industry.

Methods

This study used the descriptive quantitative correlational method of research utilizing questionnaire as its principal tool of gathering data. The study was conducted among 193 residents of different barangays in Dipolog City during the calendar year 2022. The respondents were chosen at randomly within the period of one month. The researcher-made questionnaire was used. Items of the questionnaires were gathered from the readings of the literature on e-commerce. The questionnaire was subjected to both validity and consistency measures. The face validity was done to determine if the questionnaire items appear to measure the constructs investigated in the study. The face validity was done by the review of the panel members who were considered as experts in the field of business management and administration. The consistency of the test items was done by measuring the Cronbach alpha coefficient. Items which revealed coefficients of greater than or equal to 0.70 percent were included in the final items of the questionnaire. The statistical analysis of the data included the use of frequency counting and percentage, weighted average mean and standard deviation. Tests of inference were done using the t-test, Kruskal-Wallis test and the Spearman rho correlation coefficient. Statistical analyses were run using the SPSS and online data analysis calculators.

Results and Discussion

Level of Satisfaction of the Respondents on the Use of E-Commerce

The use of e-commerce has been observed to be prevalent among restaurants and food establishments in Dipolog City. This research determined how the respondents or customers were satisfied with the use of e-commerce in terms of e-marketing, e-commerce platforms/applications, and e-commerce customers' feedback. Tables 1 to 3 display the level of satisfaction of the respondents on the use of e-commerce.

Use of E-Commerce in E-Marketing. Table 1 shows the level of satisfaction of the respondents in terms of e-marketing. The grand mean of 4.02 indicates that most of the respondents were highly satisfied with e-marketing as used

by food establishments and restaurants in Dipolog City. It appears from the responses that most of the respondents even have very high satisfaction on the attractive presentation of menus and reflect the image of food establishments. This has a weighted average mean of 4.31. The respondents were highly satisfied with the promotional offers, detailed information about the different menus offered, and detailed information about the food establishments or restaurants in the social media or application platforms.

The food industry has continuously revolutionized most especially with the recent pandemic which prompted and compelled people to stay inside and avoid dining out for their safety. Dining and food consumption experiences have become more technologically

advanced. With the consumers accessing the food services through applications and websites, food establishments and restaurants need to provide all information in detail so to give consumers the opportunities to choose the best offers that they get from the food establishments.

Along this line, Christie et al., (2014) expressed that the main reason behind the success of tourism companies is that they are adopting e-marketing strategies. A careful analysis and observations were made among the customers to identify their needs and thus increase their satisfaction level. Additionally, Akamavi and et al (2015), stated that the Web is a much more flexible marketing medium where customers have many options to choose according to their budget plans.

Table 1. Level of Satisfaction of the Respondents on the Use of E-Commerce in the Different Food Establishments in Dipolog City in Terms of E-Marketing

Statements	WAM	SD	I
1. Information about the menu are clear and unambiguous.	3.94	0.96	H
2. Variety of menu with vivid pictures were presented in the social media/application platform.	3.95	0.94	H
3. Food establishments/Restaurant information were clearly listed in the social media/application platform.	3.94	0.96	H
4. Promos were clearly detailed in the social media/application platform.	3.96	0.89	H
5. The menu is attractive and reflects the image of the food establishment.	4.31	0.93	VH
Grand Mean	4.02	0.94	H

Legend: 4.20 – 5.00 Very High (VH) 3.40 – 4.19 High (H) 2.60 – 3.39 Fair (F)
 1.80 – 2.59 Low (L) 1.00 – 1.79 Very Low (VL)

Platforms/Applications. The grand mean of 3.91 denotes that most of the respondents were highly satisfied with the use of e-commerce in terms of platforms/applications by the food establishments and restaurants in Dipolog City. The respondents were highly satisfied because through the use of applications and platforms, food delivery were prompt and on-time, of appropriate packaging, temperature and observing sanitary practices. With food establishments handling digital ordering, delivery of food comes in different ways. While some do it themselves through independent platforms, there has been a significant increase in third-party platforms like Toktok and Food Panda.

These delivery types are transforming how ordered food is delivered.

It can also be noted that most of the respondents were satisfied of the manner they are paying for their orders due to its flexibility. Consumers pay either online through some applications or cash on delivery. This provides added convenience on the side of consumers or the respondents.

The rise of digital technology has transformed the food delivery process and reshaped the market. Instead of going to the restaurant, customers are now placing their orders via restaurant apps and websites. For their part, restaurant’s assure transparency and convenience

in their services. Once the order had been placed online, the restaurant fulfills it by ensuring the food is delivered to the customer's home.

Table 2. Level of Satisfaction of the Respondents on the Use of E-Commerce in the Different Food Establishments in Dipolog City in Terms of E-Commerce Platforms/Application

Statements	WAM	SD	I
1. Delivery were prompt and on-time.	4.02	0.87	H
2. Payment is flexible, which can be made offline (COD) or online (G-CASH, etc.)	3.87	0.96	H
3. Food were delivered in the appropriate temperature.	3.86	0.98	H
4. Food were delivered paramountly observing sanitary practices.	3.75	1.02	H
5. Food were delivered in appropriate packaging.	4.03	0.98	H
Grand Mean	3.91	0.96	H

E-Commerce Customer Feedback. In Table 3, the level of satisfaction of the respondents on the use of e-commerce in terms of customer feedback is presented. Generally, the respondents have high level of satisfaction as denoted by the grand mean of 3.84. The respondents noted that the food establishments or restaurants have the customers' best interests at heart. This implies that food providers have considered the highest preferences of the consumers. The consumers' prime interests are in the forefront of their priorities in terms of specializing menus and food choices.

The quality of food services even online is also observed by most food providers. Service quality is important in the restaurant industry since eating out is a social experience (An-

daleeb and Conway, 2006). In some tests, service quality trumped food quality in terms of dining satisfaction. According to Yuksel and Yuksel (2002), service quality affects overall market satisfaction, especially for adventurous or healthy food searchers.

Moreover, the service quality is now judged by the consumers' expectations and perceptions of the service. According to Inkumsah (2011), food service quality affects customer happiness. Similarly, Garg (2014) noted that food service affects customers' opinions of a restaurant. Various clients can judge the same culinary service differently. The perceived service quality will be low if the supplied service does not meet or exceed the consumers' expectations.

Table 3. Level of Satisfaction of the Respondents on the Use of E-Commerce in the Different Food Establishments in Dipolog City in Terms of E-Commerce Customer Feedback

Statements	WAM	SD	I
1. The food establishment/restaurant values customers' feedback online.	3.81	1.04	H
2. The food establishment/restaurant owners find time to give attention to their customers' online or even offline.	3.85	0.96	H
3. Service quality was paramountly observed by the food establishment/restaurant even online.	3.88	1.03	H
4. The food establishment/restaurant has the customers' best interests at heart.	3.90	0.91	H
5. Complaints were dealt with swiftly.	3.78	0.91	H
Grand Mean	3.84	0.97	H

Tests for Significant Difference on the Level of Satisfaction on the Use of E-Commerce in the Different Food Establishments in Dipolog City When Analyzed According to Profile

The t-test and Kruskal-Wallis tools were used to identify the significance of the difference in the level of satisfaction of respondents

on the use of e-commerce in the different food establishments in Dipolog City when they were grouped according to profile.

Shown in Tables 4 to 9 are the data analyses using the t-test and Kruskal-Wallis test which were run using SPSS and online data analyses calculators.

Table 4. Summary of the Tests for Significant Difference in the Level of Satisfaction of Respondents on the Use of E-Commerce in the Different Food Establishments in Dipolog City When Grouped According to Age

Variables	Kruskal – Wallis test	p-value	Decision
E-Marketing When Respondents are Grouped According to Age	0.113	0.945	Not Significant
E-Commerce Platforms/Applications When Respondents are Grouped According to Age	0.0883	0.957	Not Significant
E-Commerce Customers’ Feedback When Respondents are Grouped According to Age	0.718	0.699	Not Significant
CV = 1.653	df = 171	p = 0.05	

Table 4 used the Kruskal-Wallis test to determine the significance of the difference in the level of satisfaction of the respondents on the use of e-commerce in the different food establishments in Dipolog City when they are grouped according to age.

The Kruskal-Wallis test H-value of 0.113 is not significant at p-value of 0.945; H-value of 0.0883 is not significant at 0.957; and H-value of 0.718 is not significant at p-value of

0.699. These analyses imply that the null hypothesis is not rejected. Thus, there is no significant difference in the level of satisfaction of the respondents on the use of e-commerce in the different food establishments in Dipolog City when they are grouped according to age. The respondents were highly satisfied on the use of e-commerce whether in e-marketing, using platforms or applications and customer feedback regardless of their age differences.

Table 5. Summary of the Tests for Significant Difference in the Level of Satisfaction of Respondents on the Use of E-Commerce in the Different Food Establishments in Dipolog City When Grouped According to Sex

Variables	t – Test	p-value	Decision
E-Marketing When Respondents are Grouped According to Sex	1.133	0.259	Not Significant
E-Commerce Platforms/Applications When Respondents are Grouped According to Sex	0.720	0.472	Not Significant
E-Commerce Customers’ Feedback When Respondents are Grouped According to Sex	0.865	0.388	Not Significant

Table 5 shows the results of the data analysis using t-test tool. As revealed by the table entries, the t-test of 1.133 was not significant at p-value of 0.259; t-value of 0.720 was not significant at 0.472; and t-value of 0.865 at p-value of 0.388 were not significant. The null hypothesis

was not rejected. It can safe to say that there is no significant difference in the level of satisfaction of the respondents on the use of e-commerce in the different food establishments in Dipolog City when they are grouped according to sex. Male and female consumers did not

have distinct preferences and choices which could attribute to their level of satisfaction in terms of e-marketing, using platforms or applications and customer feedbacks. Male and

female consumers were highly satisfied on the use of e-commerce especially when the restrictions are still heightened due to the pandemic.

Table 6. Summary of the Tests for Significant Difference in the Level of Satisfaction of Respondents on the Use of E-Commerce in the Different Food Establishments in Dipolog City When Grouped According to Educational Attainment

Variables	Kruskal – Wallis test	p-value	Decision
E-Marketing When Respondents are Grouped According to Educational Attainment	1.229	0.541	Not Significant
E-Commerce Platforms/Applications When Respondents are Grouped According to Educational Attainment	0.098	0.952	Not Significant
E-Commerce Customers' Feedback When Respondents are Grouped According to Educational Attainment	0.553	0.759	Not Significant

Table 6 shows that the Kruskal-Wallis test H-value of 1.229 is not significant at p-value of 0.541; H-value of 0.098 is not significant at 0.952; and H-value of 0.553 is not significant at p-value of 0.759. This suggests that the null hypothesis is not rejected. Hence, there is no significant difference in the level of satisfaction of the respondents on the use of e-commerce in the different food establishments in Dipolog City when they are grouped according to educational attainment. The level of education of the consumers could be attributed to how they are satisfied with the use of e-commerce in the

food industry. Consumers nowadays are cognizant of the ways they could evaluate and express their opinions as regards their satisfaction level of in this case the use of e-commerce in the food industry. With the exposure of social media across consumers of different educational backgrounds, everybody are aware of the ratings, reviews and referrals, their trust and satisfaction with the food services especially with the e-marketing strategies, the use of platforms or applications and the feedbacks of the customers.

Table 7. Summary of the Tests for Significant Difference in the Level of Satisfaction of Respondents on the Use of E-Commerce in the Different Food Establishments in Dipolog City When Grouped According to Civil Status

Variables	Kruskal – Wallis test	p-value	Decision
E-Marketing When Respondents are Grouped According to Civil Status	1.853	0.603	Not Significant
E-Commerce Platforms/Applications When Respondents are Grouped According to Civil Status	0.805	0.848	Not Significant
E-Commerce Customers' Feedback When Respondents are Grouped According to Civil Status	3.259	0.353	Not Significant

The use of Kruskal-Wallis test to determine the significance of the difference in the level of satisfaction of the respondents on the use of e-commerce in the different food establishments in Dipolog City when they are grouped according to civil status is shown in Table 7.

As reflected in Table 8, the Kruskal-Wallis test H-value of 1.853 is not significant at p-value of 0.603; H-value of 0.805 is not significant at 0.848; and H-value of 3.259 is not significant at p-value of 0.353. These analyses imply that the null hypothesis is not rejected. Thus,

there is no significant difference in the level of satisfaction of the respondents on the use of e-commerce in the different food establishments in Dipolog City when they are grouped according to civil status. Single and married

customers manifested almost the same level of satisfaction in using e-commerce to buy and have their orders delivered by the different food establishments in Dipolog City.

Table 8. Summary of the Tests for Significant Difference in the Level of Satisfaction of Respondents on the Use of E-Commerce in the Different Food Establishments in Dipolog City When Grouped According to Occupation

Variables	Kruskal – Wallis test	p-value	Decision
E-Marketing When Respondents are Grouped According to Occupation	1.446	0.836	Not Significant
E-Commerce Platforms/Applications When Respondents are Grouped According to Occupation	1.090	0.896	Not Significant
E-Commerce Customers' Feedback When Respondents are Grouped According to Occupation	4.312	0.365	Not Significant

There is no significant difference in the level of satisfaction of the respondents on the use of e-commerce in the different food establishments in Dipolog City when they are grouped according to occupation. This conclusion is based on the comparison between the computed value and the critical value when of H was calculated. Using the Kruskal-Wallis test, the data were analyzed and yielded H-values of 1.446, 1.090, and 4.312 which were not significant at the different probability values (0.836, 0.896, and 0.365). Food ordered online and

deliveries have become common nowadays most especially during the pandemic when there was a very high restrictions of mobility and socialization among the people. With these, consumers are left with no options than to avail of online order and delivery which were made possible using e-commerce through e-marketing strategies, using platforms and applications and feedbacks from customers. This further implies that consumers regardless of their occupation were satisfied with e-commerce used in the food industry.

Table 9. Summary of the Tests for Significant Difference in the Level of Satisfaction of Respondents on the Use of E-Commerce in the Different Food Establishments in Dipolog City When Grouped According to Gadget

Variables	Kruskal – Wallis test	p-value	Decision
E-Marketing When Respondents are Grouped According to Gadget	0.883	0.643	Not Significant
E-Commerce Platforms/Applications When Respondents are Grouped According to Gadget	0.694	0.707	Not Significant
E-Commerce Customers' Feedback When Respondents are Grouped According to Gadget	0.338	0.824	Not Significant

With the different gadgets available and even if most of the respondents relied on smartphone, using e-commerce to have food ordered and delivered from food establishments in Dipolog City is very much possible. The level of satisfaction of these customers was not different from each other as pointed out in

the finding that there is no significant difference in the level of satisfaction of the customers in the use of e-commerce when they are grouped according to their occupation.

This finding is based on data analyses using Kruskal-Wallis test which revealed that the H-values of 0.883, 0.694, and 0.338 were not

significant at their corresponding probability values. Hence, the null hypothesis is not rejected.

Problems Met or Challenges Encountered in the Use of E-Commerce

Table 10 shows the respondents’ problems and challenges in the use of e-commerce whether in e-marketing, using platforms or applications and feedbacks. As reflected from the respondents’ responses, the grand mean is 3.99 which is interpreted as “serious.” It can be said that in general, the respondents have serious problems or challenges in the use of e-commerce.

The respondents have very serious problems in relation to selling tactics and abandoning orders. Most of the customers noted that establishments and restaurants have different strategies of marketing their food products. Different food establishments need to have a dynamic and effective marketing strategies to spur attraction and interests among the customers to buy their food products.

Competing prices and delivery was noted to contribute to fair or average level of seriousness. This is maybe so because, establishments or restaurants in the area of the study have offered almost similar prices for their food products and services, as well as delivery costs and even the mode of delivery.

Table 10. Problems Met or Challenges Encountered in the Use of E-Commerce

Statements	WAM	SD	I
1. The need for online identity verification.	3.79	0.93	S
2. Delivering an omnichannel customer experience.	3.98	0.76	S
3. Outshining the vast competition.	4.04	0.95	S
4. The need to revamp selling tactics.	4.39	0.65	VS
5. Order abandonment.	4.30	0.77	VS
6. Maintaining customer loyalty.	4.16	0.90	S
7. The headaches of food product return and refund.	3.90	0.92	S
8. The struggle of competing on prices and delivery.	3.48	1.09	FS
9. Competing against other establishment/restaurants.	3.99	0.90	S
10. The heightened demand for data security.	4.19	0.92	S
11. Digital marketing is getting more expensive.	3.92	1.06	S
12. Cybersecurity issues.	3.79	1.00	S
Grand Mean	3.99	0.90	S

Tests for the Significant Relationship Between the Respondents’ Level of Satisfaction and the Problems Encountered on the Use of E-Commerce

Table 11. Summary of the Tests for Significant Relationship Between the Respondents’ Level of Satisfaction and the Problems Encountered on the Use of E-Commerce

Variables	Spearman rho Correlation Coefficient	t-value of r	p	Decision
E-Marketing and the Problems Encountered on the Use of E-Commerce	0.284	4.0935	0.0	Significant
E-Commerce Platforms/Applications and the Problems Encountered on the Use of E-Commerce	0.326	4.776	0.0	Significant
E-Commerce Customers’ Feedback and the Problems Encountered on the Use of E-Commerce	0.294	4.251	0.0	Significant

The Spearman rho correlation coefficient determination yielded the following r_s values: 0.284, 0.326, and 0.294 which are all significant at p-value of 0.000. The comparison of the t-values of r (4.0935, 4.776, and 4.251) and the critical t-value of 1.664 at 191 degrees of freedom strengthens the significance of r coefficients. This implies that the null hypothesis is rejected. Hence, there is a significant relationship between the respondents' level of satisfaction on the use of e-commerce in terms of e-marketing, platforms/applications, and customers' feedbacks and the problems or challenges they encountered.

The findings imply that when the customers or clients were highly satisfied with the use of e-commerce whether in marketing, use of platforms or applications and feedbacks, then the problems and challenges they encountered in using e-commerce would be moderate or fair. However, as shown in the data set, it appears that even if the respondents were highly satisfied with the use of e-commerce, they still have serious problems or challenges encountered. The use of e-commerce may not be the crucial factor affecting their problems and challenges.

Conclusion

The respondents were highly satisfied with the promotional offers, detailed information about the different menus offered, and detailed information about the food establishments or restaurants in the social media or application platforms. Most of the respondents were highly satisfied on the use of applications and platforms as these lead to prompt and on-time food delivery, of appropriate packaging, temperature and observing sanitary practices; and the manner they are paying for their orders due to its flexibility. As regards customer feedback, generally, the respondents have high level of satisfaction as the food establishments or restaurants have the customers' best interests at heart where consumers' prime interests are in the forefront of their priorities in terms of specializing menus and food choices. There is no significant difference in the level of satisfaction of respondents on the use of e-commerce in terms of e-marketing, platforms and applications, and customer feedback when they were

grouped according to age, sex, educational attainment, civil status, occupation, and type of gadget used. The respondents have serious problems in relation to selling tactics and abandoning orders, competing prices and delivery costs and even the mode of delivery. Even if the respondents were highly satisfied with the use of e-commerce, they still have serious problems or challenges encountered. The use of e-commerce may not be the crucial factor affecting their problems and challenges.

Recommendations

Food establishments and food services providers should ensure that their e-marketing strategies address the best interests and perspective of consumers, friendly applications or platforms and continuously consider customers feedback to ensure the highest satisfaction level of consumers in the use of e-commerce. Concerned agencies may look into their policies of providing regulations among food establishments or food services providers in relation to marketing strategies, abandoning orders, standard prices, and standard cost of delivery. Likewise, concerned agency should provide safety nets or cyber security measures to avoid leaks of personal data information of users. Future researches may be conducted with larger scope or area of investigation to look into other factors that may have impact on the satisfaction level of the consumers on the use of e-commerce to food industry. Other factors could exclude the current study's demographic profile. The educational institutions offering food-relevant courses can assist concerned government agencies through their linkages with food industry and food establishment to ensure proper and effective implementation of policies.

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