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Research Article

Satisfactions of Customers by Using Online Food Application Services During Covid-19 Pandemic

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ABSTRACT

Food businesses benefit from an online food ordering and delivery framework. The purpose of this study is to identify the factors that influence overall consumer satisfaction with online food delivery providers. The demographic information of the respondents was discussed in this study. Furthermore, this study also revealed a significant difference between respondents' perceptions of e-services and the variables listed in the study's objectives.

The researchers used a quantitative approach to identify the factors that influence consumers' overall satisfaction with online food delivery services. To collect information from the respondents, the researchers used a convenience and snowball sampling technique. Descriptive statistics were used to depict the respondent profile. The Mann-Whitney U and Wilcoxon tests were used to determine the difference in e-satisfaction between female and male respondents, while the Kruskal-Wallis test was used to determine the difference in e-satisfaction of respondents when grouped by age.

The Spearman rho was used to see if there was a link between personal aspect, E-Service Quality, and Perceived Food Quality and e-satisfaction. The study found a significant relationship between personal aspect, E-Service Quality, and Perceived Food Quality and e-satisfaction.

In terms of gender, most of the respondents are male, with 51.3%, and for the age of respondents, 29 to 40 years old. In terms of employment status, employed with a total of 162 and 61.60% has participated in the study. income salary, 50,000 and above are the highest, with a frequency of 64 and a percentage of 27.71%.

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Keywords: *Customer Satisfaction, E-satisfaction, E-Service Quality, Food Industry, Online Food Delivery, Online Delivery Providers, Online Food Application*

Background

The food industry is well-known for being susceptible to changes, improvements, and trends. Every year, the market changes quickly to meet the ever-changing demands of every client. Innovation is a term that describes such developments (See-Kwong, 2017). Over the years, these innovations have played an important role in the said industry such as food processing, packaging styles, and methods of delivery to its customers. Another recent food sector innovation is online food delivery, which has been popular in recent years. People's changing natures, particularly in metropolitan areas, may be connected to the popularity of online meal delivery services. Aside from having the convenience of having a quick meal, many customers also rely on food delivery services to avoid having to cook and prepare their own food.

The surge of infected cases of Corona Virus (COVID-19) has brought a massive impact on the food industry. Community lockdowns, social distance, stay-at-home orders, travel, and many other techniques to flatten the COVID-19 curve have led in the temporary suspension of several hospitality sectors, as well as a significant decline in demand for those who were still allowed to function.

According to Transportify Media (2019), online food delivery services is the current business model: customers can do anything with their smartphones via an app. Most people want to be able to pick up their phones and they may have their meals brought to them. Customers and restaurants are frequently linked to online meal delivery services. (Keeble, M. et al., 2020).

Chai, L. T., & Yat, D. N. C. (2019) stated that the changing behavior of urban customers may have contributed to the rise of online food delivery services. Food delivery services have radically changed consumer behavior, particularly among metropolitan clients, to the point that using online food delivery services has become mainstream. Furthermore, in order to

gain a competitive edge and achieve long-term success, mobile internet food service companies must develop a competitive strategy that responds to the demands of consumers and obtain long term success. In the Philippines, entrepreneurs ride the wave of the trend in utilizing food delivery to continue their business operations. In fact, according to Grab Food, they take the 56% market share in the country which grows the gross merchandise value of food delivery to a total of \$1.2 billion at the end of 2020. This new marketing system in food retailing aids new food business endeavors (Legaspi, 2021). The perks that these apps give are primarily what attract new users of online meal delivery services apps. Customers may get almost everything they want via online food delivery services online applications, including food and beverage purchases, at the press of a button.

Clients do not need to go out on their own or call the restaurant to make a request. Furthermore, online food delivery services apps are now provided with automated installation features, making purchases much easier. Because of this new habit, many restaurants are now available on online food delivery services applications in order to attract customers and increase brand awareness. Restaurant accessibility, however, is not the only factor that influences customer pleasure. A range of elements impact customer satisfaction, including accessibility, navigational design, and projected performance (Prasetyo, 2021).

The researchers explored the four variables; E-Service: Online services have proven that e-satisfaction is influenced by the quality of the e-service and the quality of the meal. Personal Aspect: We describe individual features of delivery personnel (also known as personal elements) while dealing with clients as a combination of physical appearance, attire, and etiquette. Perceived Food Quality: It has already been observed that satisfaction with delivery service providers is linked to perceived meal quality. E-Satisfaction refers to the customer's

contentment concerning other or her prior purchasing experience with a given electronic commerce firm.

The aim of this study is to describe and examine factors that can influence the overall consumers' satisfaction with online food delivery providers. Specifically, this study will answer the following questions: How may the respondents be quantified in terms of their demographic information. How may the respondents describe their level of satisfaction in the following: E-Service Quality, Personality of Food delivery, Perceived Food Quality, and E-Satisfaction. This also intends to determine the significant difference between the respondents' perception of e-services with the respondents' demographic when grouped according to age and gender. and the significant relationship between the respondents' perception of e-service quality, the personality of the delivery worker, and perceived food quality, towards e-satisfaction on online food delivery application.

Literature Review

Food Delivery Apps

Consumers' eating habits have shifted as a result of changing lifestyles, increased purchasing power, and a lack of time, resulting in an increase in the consumption of fast and convenience food. Furthermore, changes in consumer food habits, as well as advances in telecommunications and the low cost of smartphones, have fueled the development of food delivery apps (FDAs). FDAs provide significant benefits to both producers and consumers by allowing more food producers to sell directly to consumers, reach out to new consumers across geographies, and provide consumers with more value and choice. According to Statista (2019), the global revenue in the online food delivery market could reach USD156,819 million by 2023, with the delivery market outpacing the overall restaurant industry growth. Restaurant-to-consumer delivery (e.g., McDonald's, Domino's, etc.) and platform-to-consumer delivery apps are examples of FDAs (e.g., Food Panda, etc.). These platform-to-consumer delivery apps differ across continents, such as Grub Hub in the United States, Swiggy in India, and Just Eat in the United Kingdom. Some FDAs, such as Uber

Eats and Food Panda, have a global presence. This creates both opportunities and challenges, particularly when FDAs attempt to standardize their service delivery globally (Lovelock and Wirtz, 2007). The difficulties arise because countries around the world have varying degrees of adoption of online food delivery.

Online Food Delivery Services

Southeast Asia has a sizable food delivery market. While the food industry is worth trillions of dollars, the delivery market accounts for only a small portion of that total (Kandasivam, 2017). This presented a significant opportunity for future expansion. The food delivery business is expected to generate USD 956 million in annual revenue by 2022, making it one of the fastest growing sectors in the food market (EC Insider, 2018). The online food delivery service is an emerging new wave in Malaysia's food and beverage industry. Online food ordering is the new eating out, replacing take-out and dining out. There are numerous food delivery companies in Malaysia, with many of them offering online food delivery services. Food Panda, the first delivery company to launch aggressively in Malaysia, is one of the companies. Other players in the market include Deliver Eat, Uber Eats, Honestbee, Running Man Delivery, Food Time, Dahmakan, Mammam, and Shogun. Most of these food delivery services are concentrated in urban areas like Kuala Lumpur, Klang Valley, Penang, and Johor Bahru. This is understandable because, unlike other e-commerce services that are easier to scale due to the reliance on 3PL delivery, food delivery services face the challenge of maintaining high customer satisfaction with on-demand delivery while also facing location and coverage boundaries. Perhaps therefore there are only a few strong players in this industry, with no one completely dominant.

Behavioral Intention (BI)

Customers are increasingly interested in learning more about and using online food delivery services, owing to their growing popularity. Behavioral intention is also a type of purchase intention that can be used to predict customer purchasing behavior. This will influence an individual's decision to adopt or not adopt

online food delivery in the future. According to Yeo et al. (2017), a person's attitude can be highly predictive of their intention to perform. According to the study, an individual's action is determined by the criterion of behavior that he or she holds, and a positive attitude will lead to the behavior of adopting the product or technology. According to previous research, behavioral intention is related to customer experience. The better the experience, the more customers will be willing to use online food delivery. Customers who prefer to limit personal interaction with others, for example, may have a high intention to adopt the online system if they are satisfied with the online takeaway system, especially if they have had a negative experience with frontline staff or sales personnel (Collier & Kimes, 2018).

Online Food Delivery Platforms and their Impacts on Sustainability

Economic growth and rising broadband penetration are driving global e-commerce growth. Consumers are increasingly reliant on online services as their disposable income grows, electronic payments become more reliable, and the number of suppliers and the size of their delivery networks expand. Online to offline (O2O) e-commerce is a type of e-commerce in which consumers are drawn to a product or service online and then persuaded to complete a transaction offline. The use of online food delivery (online FD) platforms is a rapidly growing area of O2O commerce. The rise of online FD has changed the way many consumers and food suppliers interact all over the world, and the sustainability impacts (defined by the three pillars of economic, social, and environmental of this change have yet to be fully assessed. The fact that scholars are approaching this topic from a variety of disciplines has contributed to the difficulty in assessing its impact.

COVID-19 lockdown and the satisfaction with online food delivery providers

In recent years, the online food delivery sector has expanded rapidly around the world. Its revenues increased from US\$76,193 million in 2017 to US\$122,739 million in 2020 (17.2 percent average annual growth), with a target

of US\$164,002 million in 2025. (Statista, 2020). Furthermore, more online delivery providers have emerged during the COVID-19 lockdown, and more restaurants have turned to the delivery format (Dishman, 2020). Even restaurants that only offer their products via delivery have emerged, providing new entrants with a low fixed cost opportunity. As a result, this activity is now relevant not only for established but also for new businesses. Customer satisfaction is critical for service firms to influence trust and loyalty during times of crisis (Fandos-Roig, Moliner- Tena, & Garca, 2018). It has been demonstrated in the digital world that e-satisfaction is positively related to consumer spending (Nisara & Prabhakar, 2017). As a result, firms must be aware of what drives customer satisfaction in their specific industries, especially when facing economic difficulties. Since the COVID-19 crisis has caused several changes in business practices and customer perceptions, attitudes, and behavior (Deloitte, 2020), it is necessary to investigate future changes in attitudes, customer satisfaction, and their antecedents.

Perceived Food Quality

Customers' perceptions of the quality of their restaurant experience can be divided into several categories. In the scope of these dimensions, the importance of product quality, service quality and value (Prayag and Wagner, 2019), product range and price factor, as well as restaurant features should be emphasized (Gül, 2018). It is concluded that food quality and menu/food diversity are important in customers' novelty-seeking intentions (Bekâr and Gövce, 2019). Decor, seats, and exterior design factors represent importance in restaurant preferences (Bekâr and Sürücü, 2016), and restaurant atmosphere and customer experience are other factors (Ha and Jang, 2013). Food quality has an effect on perceived value and customer satisfaction; perceived value and customer satisfaction positively affect customer loyalty (Bengül and Güven, 2019); restaurant image has an effect on perceived value, satisfaction, and behavioral intentions (Ryu, Han, and Kim, 2018); perceived service quality has a significant relationship with restaurant image and brand trust (Uslu and Karabulut, 2019); and

customer satisfaction has a significant relationship with restaurant image and brand trust (Uslu and Karabulut, 2019). In this way, many studies look at restaurant preferences and customer behavior in various ways.

Mobile Service Quality

The rapid advancement of technology and wired communication devices has encouraged the service quality literature to follow suit. The transformation of service delivery from offline to online also resulted in the development of an Electronic Service Quality (E-S-QUAL) to assess the service quality delivered by websites. The initial E-S-QUAL includes 22 items divided into four dimensions: efficiency, fulfillment, system availability, and privacy. Furthermore, in the same study, the authors developed an e-recovery scale (E-RecS-QUAL) to assess the recovery aspect of service quality, which consists of 11 items divided into three dimensions: responsiveness, compensation, and contact. Even though e-commerce is frequently portrayed as a continuation of e-commerce, the current electronic service quality may be inadequate. As a result of its unique characteristics, it necessitates the development of specific metrics for measuring the quality of mobile commerce services.

Customer Satisfaction for Food Delivery Services

Many factors influence customer experience and satisfaction when it comes to online food delivery, including food availability, ratings from other customers, payment mode, and human interaction (Kwong & Shiun-Yi, 2017). To achieve maximum customer satisfaction, service providers must prioritize service quality, and the goal of food delivery services should be to have maximum customer satisfaction as well as profit (Andaleeb & Conway). According to research, the tangibility aspects of service, food quality, and price have a significant impact on consumer satisfaction. According to Lee et al., (2019), habit has the greatest influence on continuous use intention, followed by performance expectancy and social influence. Furthermore, this demonstrates the significance of information quality, performance expectancy, habit, and social influence in

influencing users' continuous use intention for food delivery apps. Suhartanto et al. (2019) confirm the direct effect of food quality on online loyalty but not eservice quality. They also reveal the partial mediation role of customer satisfaction and perceived value in the relationship between food quality and e-service quality on online loyalty toward online food delivery services.

Consumer Convenience and Food Delivery Services

Food delivery services' facilities play a significant role in customer convenience. Social media is said to be the best tool for service providers to promote their offerings, particularly on their request to make it easier for consumers to order from them. The comfort of users should be prioritized (Chen et al., 2011). According to Yeo et al. (2017), only a few studies have addressed customer experiences with online food delivery services and how factors such as convenience, hedonistic motivation, time saving orientation, prior online purchase experience, consumer attitude, and behavioral intention influence customers when looking for online food delivery services. Thamaraiselvan et al., (2019) investigated the issue and discovered that digital apps have emerged as one of the fastest-growing developments in food delivery because consumers now have the ability to choose from a variety of cuisines, anywhere, at any time, from a variety of food providers listed in the e-commerce space. Consumer convenience has been increased by additional features such as no minimum order value and a plethora of payment options such as net banking, digital wallets, and cash on delivery. Ray et al. (2019) investigated eight primary motivations for using FDA, namely convenience, societal pressure, customer experience, delivery experience, restaurant search, quality control, listing, and ease-of-use. Customer experience, restaurant search, ease-of-use, and listing were significant predictors of FDA use.

Payment and Food Delivery Services

The mode of payment most preferred by food delivery consumers is Cash on Delivery (COD), but other digital methods such as debit cards and payment banks are also on the rise.

Food delivery service providers ensure that payment methods are simple and easy to use (Parashar & Ghadiyali, 2018; Vignesh & Arun, 2019). Online food delivery services strive to create a safe and secure environment that aligns with their customers' needs and desires, as well as to protect their customers' privacy and financial security in order to instill trust in their customers and to facilitate a convenient payment process (Nicolaidis & Grobler, 2017).

The influence of e-service quality and customer satisfaction on online shopping behavior

For more than a decade, the Internet has facilitated consumer empowerment. Because of the rise of e-commerce, brick-and-mortar stores are gradually closing down (Quora, 2017). Customers prefer online businesses to physical stores because they are more convenient (Business.com, 2017). Customers can just sit at their home, place their orders, pay via credit card, and wait until the goods are delivered to their home. E-commerce in Indonesia is rapidly expanding as internet penetration rises. With 104.96 million internet users, internet penetration reached slightly more than 50%. The number of internet users in Indonesia is expected to reach 133.39 million by 2021, making Indonesia one of the world's largest online markets (Statista, 2018b). According to Statista (2018a), Indonesia currently has approximately 28.2 million online shoppers, with a 3-4% annual increase expected in the coming years. The majority of users are between the ages of 25 and 34, accounting for 12.8 million of Indonesia's online shoppers. The most difficult challenge for online shopping is providing and maintaining customer satisfaction. A service-focused strategy is a critical success factor in surviving in a fiercely competitive environment. A company must provide superior service experiences to its customers in order for them to repurchase and remain loyal to the company (Gounaris et al., 2010).

Online Food Ordering Applications

In today's world, online food ordering refers to the mobility of food delivery or takeout from a local restaurant or food cooperative. With the rapid growth in the use of the internet

and the technologies associated with it, new opportunities on the web or mobile application are emerging. This is made possible by using an electronic payment system. Payment can be made using the customer's credit card or debit card. It is possible that Everyone can order goods from anywhere on the internet and have them delivered to their home. All types of internet transaction adds to the economics of digital cash, the required tool for this process telecommunication with customers. The system will become an important tool for restaurants to improve management by connecting each and every food ordering transaction rather than keeping a data record on it. Furthermore, it can improve restaurant efficiency by reducing time spent, minimizing human errors or delivery, and providing good quality and service to customers. In terms of the system's integrity and availability, it can be concluded that this system is a suitable solution.

Methods

This study employed descriptive-correlational in accomplishing the objectives of this research. According to Euclid Seeram (2019), Correlational investigations entail a comprehensive examination of the relationship between the variables under investigation. The qualified respondents in this study are the residents in Orion Municipality of Bataan between the ages of 13 and 67 years old who have used any online food delivery applications, and the minimum sample size for the study is 150 respondents. According to a random test conducted in the municipality of Orion Bataan, Grab Food is the most popular online food provider in the said municipality. Descriptive statistics and inferential statistics were used in this study. Descriptive statistics were used to illustrate the respondent profile and other data. The Mann-Whitney U and Wilcoxon tests were used to determine the difference in e-satisfaction between male and female respondents, while the Kruskal-Wallis test was used to determine the difference in e-satisfaction of respondents when grouped by age. The Mann Whitney U test is used to determine whether two samples were drawn from the same population. The Spearman correlation coefficient is a non-parametric correlation statistic that

determines the degree of similarity between two ranking variables. Furthermore, Spearman rho was used to determine whether or not

there is a significant relationship between personal aspect, E-Service Quality, Perceived Food Quality, and e-satisfaction.

Results and Discussion

Table 1. Profile of respondents

Profile of respondents		
N= 263	FREQUENCY	PERCENTAGE
Gender		
Female	128	48.67%
Male	135	51.33%
Age		
13 to 25 years old	89	33.84%
26 to 35 years old	99	37.64%
36 to 55 years old	62	23.57%
56 years old and above	13	4.95%
Employment Status		
Employed	162	61.60%
Self-Employed	53	20.15%
Unemployed	3	1.14%
Student	45	17.11%
Monthly Income/Salary		
No Work	23	9.96%
Less than Php 10,000	18	7.79%
Php 10,000- Php 19,999	36	15.58%
Php 20,000- Php 29,999	48	20.78%
Php 30,000- Php 39,999	42	18.18%
Php 50,000 and above	64	27.71%

Table 1. It shows the demographic profile of the respondents in terms of gender, age, employment status, and monthly income or salary. Among the surveyed respondents, most of them were male, with 51.3%, and for the age of the respondents, 26 to 35 years old were

included in the study. In terms of employment status, employed with a total of 162 and a percentage of 61.60% has participated in the study. Income salary, 50,000 and above are the highest, with a frequency of 64 and a percentage of 27.71%.

Table 2. Application for Online Food Delivery

What type of food delivery app do you use?	Frequency	Percentage
Food Panda	82	31.18%
Grab Food	160	60.84%
Let's Bee Delivery	1	0.38%
Mangan PH	15	5.70%
Metro Mart		
Maxim	3	1.14%
Food Panda, Grab Food, and Maxim	1	0.38%
Food shops own delivery services	1	0.38%
Food bites		

What type of food delivery app do you use?	Frequency	Percentage
How long have you spent purchasing/ordering through any of the Online Food Delivery Apps?	Frequency	Percentage
1-6 months	29	11.03%
6-12 months	80	30.42%
2-5 years	135	51.33%
5-7 years	16	6.08%
8 years	3	1.14%
How frequently do you buy/order through any of the online food-delivery apps?		
Once a day	10	3.8%
Once a week	87	33.1%
Twice a week	82	31.2%
Once a month	39	14.8%
Twice a month	37	14.1%
Seldom	1	0.4 %
Sometimes	1	0.4%
If necessary	1	0.4%
4-5 times a month	1	0.4%
other	1	0.4%

Table 2. It shows that 60.8 percent of respondents use Grab Food for food delivery. Furthermore, 51.3 percent of respondents used any of the online food delivery applications for

2-5 years. When it comes to the frequency with which respondents buy/order food from any online food delivery application, 33.1 percent order once per week.

Table 3. *Weighted means and interpretation of customer satisfaction*

Weighted means and interpretation of customer satisfaction		
	Weighted Mean	Interpretation
E-Service Quality		
In the app, I can easily find what I need.	1.57	Very Satisfied
The app makes it easy to get anything.	1.58	Very Satisfied
The app is easy to use.	1.49	Very Satisfied
Whenever I need it, I can access the app.	1.52	Very Satisfied
The app launches straight away.	1.55	Very Satisfied
The app accurately informs the delivery time and conditions.	1.79	Very Satisfied
The payment information is safe in this app.	1.65	Very Satisfied
The ordered products were delivered within the estimated time.	1.79	Very Satisfied
Mean Response	1.62	Very Satisfied
Personal Aspect		
The delivery worker had a clean and well-kept physical appearance.	1.71	Very Satisfied
The delivery worker's clothes looked clean and tidy.	1.58	Very Satisfied
The delivery worker showed friendly facial expressions.	1.49	Very Satisfied
The delivery worker expressed himself in a friendly and warm way.	1.52	Very Satisfied

Weighted means and interpretation of customer satisfaction		
	Weighted Mean	Interpretation
The delivery worker expressed himself courteously and respectfully.	1.55	Very Satisfied
Overall, the attitude of the delivery worker was gracious and sociable.	1.81	Very Satisfied
Mean Response	1.61	Very Satisfied
Perceived Food Quality		
The food was properly handled.	1.66	Very Satisfied
There's a lot of food variation on the menu.	1.73	Very Satisfied
The food was well-packed	1.73	Very Satisfied
I received the food at the appropriate temperature	1.89	Very Satisfied
Mean Response	1.75	Very Satisfied
E-Satisfaction		
Overall, I am satisfied with the food delivery app I am using.	1.62	Very Satisfied
The last time I used the app, It met my expectations.	1.61	Very Satisfied
The App is an ideal software to order foods online.	1.57	Very Satisfied
Mean Response	1.60	Very Satisfied

Table 3. It demonstrates that the overall response yielded a very satisfied result. The respondents produced a mean score of 1.62 for the effectiveness of e-service quality, which is considered very satisfied on the likert scale. Furthermore, the personal aspect received a mean score of 1.61, and the perceived food quality received a score of 1.75, both of which

fall under the very satisfied criteria. Finally, the e-satisfaction feedback received a mean score of 1.60, which falls under the very satisfied criteria. Looking at the individual question results, 100% of the questions received a very satisfied response, mirroring the mean score of each general criterion.

Table 4. Respondent's level of e-satisfaction based on gender

Gender	N	Mean Rank	U	W	Z	p
Male	135	141.65	7337.50	15593.5	-2.252	.024

Table 4. It demonstrates that male and female respondents have significantly different levels of e-satisfaction. Female respondents, in particular, have higher levels (mean rank = 141.65) than male respondents (mean rank =

121.82) (U=7337.50, W= 15593.5, Z= -2.252, p= .024). According to the findings, females have a higher proclivity to become satisfied than males.

Table 5. The age-related significant different

Age	N	Mean Rank	X ²	df	p
13-25	89	144.57	7.989	3	.046
26-35	99	134.61			
36-55	62	112.27			
>56	13	120.19			

Table 5. When respondents were divided into age groups, there was a significant difference in e-satisfaction, 7.989, $p=.046$. This implies that the level of satisfaction varies with age. Existing theories of subjective well-being,

as previously stated, can generate several contradictory predictions regarding age-related changes in life satisfaction. In other words, average levels of life satisfaction can fall, rise, or remain relatively constant over time.

Table 6. *Positive Relation between Personal Aspect, E-Service Quality, Perceived Food Quality, and E-satisfaction*

	E-Service Quality	Personality of Delivery Workers	Perceived Food Quality
E-satisfaction	.756**	.728**	.704**

0.01 level, correlation is significant=2-tailed

Table 6. E-service quality is correlated with e-satisfaction ($r=.756$, $p=.001$), personal aspect and personality of delivery workers ($r=.728$, $p=.001$), and perceived food quality ($r=.704$,

$p=.001$). The correlation coefficients were positive, indicating that as e-satisfaction rises, so does the quality of e-services, the personal aspect and personality of delivery workers, and perceived food quality.

Table 7.

	Age	Gender
E-Services	.753**	.724**

Table 7. It signifies the correlation data between respondents' perceptions of e-services and their demographic when grouped by age and gender. Data analysis revealed that E-service quality is related to age ($r=.753$, $p=.001$) as well as gender ($r=.724$, $p=.001$). The correlation coefficients were positive, indicating that the demographic profile of the respondents, specifically their age and gender, influenced their use of E-services.

Conclusion

According to the study's findings, consumers' purchasing preferences are influenced by factors other than price equality, such as brand loyalty and product coherence. According to the study, online food delivery services had the greatest impact on customer satisfaction. It is possible to conclude that the E-services quality of an online food delivery service is extremely valuable. Among the chosen respondents, the main factor that online food delivery service has the most influence on is purchasing or ordering online food delivery service. In terms of practical contributions, they are related to theoretical contributions in that online food delivery services have the greatest impact on

customer satisfaction. There is a significant value connection between online food delivery service and customer satisfaction. This practical contribution can be posited by assuming that most customer satisfaction has a positive effect on delivery service because it is convenient for them in terms of ease, variety of choice, and time saving, particularly in this current situation that requires people not to go out due to the COVID-19. This could encourage any business, particularly food and beverage restaurants, to consider using the online food delivery service, as it is the largest contributing customer to the delivery service.

Recommendation

This study's findings may provide managers with basic information to help them improve the quality of their online food delivery service. Because food quality has the most influence on perceived value and satisfaction, Online Food Delivery providers must be able to define all elements that influence food quality, such as healthy and varied menus, delivery methods, packing methods, and couriers. This is necessary because customers in an online business can easily find another provider.

Furthermore, managers' roles in this stage include evaluating employees involved in the food preparation process and improving the required e-service quality, personal aspect, personality of delivery workers, perceived food quality, and e-satisfaction. Moreover, Food Delivery Online providers must make certain that they can keep their promises about providing accurate product and service information on the Online Food Delivery website or applications. As a result, adding features to evaluate the transaction can help the manager evaluate their abilities in the context of Online Food Delivery service. Given that there is already a known and visible relationship between food and service quality and satisfaction with using online platforms to order food, the researchers would like to present to their readers the idea that an online food delivery system is a beneficial and hassle-free activity of ordering food in a convenient and comfortable manner.

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