



ISSN 1989 – 9572

DOI: 10.47750/jett.2023.14.01.048

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Journal for Educators, Teachers and Trainers, Vol. 14 (1)

<https://jett.labosfor.com/>

Date of reception: 12 Nov 2022

Date of revision: 24 Jan 2023

Date of acceptance: 22 Feb 2023

Sharon C. Managuite (2023). Consumers' Satisfaction Towards Online Food Delivery Services In Catarman, Northern Samar, Philippines. *Journal for Educators, Teachers and Trainers*, Vol. 14(1). 511-519

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ABSTRACT

Consumer satisfaction can be described as the measure of consumers, either in terms of the number or percentage of total customers, who express that their interaction with a company, its products, or services (as indicated by ratings) exceeds predefined satisfaction targets. In the context of this particular investigation, consumer satisfaction pertains to a favorable assessment of the consumer's experience with the online food delivery service provider, encompassing its personnel, staff, and overall processes, which surpasses their initial expectations. The study employed five dimensions to evaluate consumers' satisfaction with online food delivery services, focusing on the convenience of the service. The findings indicated that respondents exhibited a high level of satisfaction with the convenience and value for money provided, while also expressing satisfaction with customer feedback, service information quality, and security. The findings that consumer satisfaction toward online food delivery services was rated satisfied by the users or consumers, this concludes a positive value and that the level of satisfaction implies an effective motivation or inspiration to be more efficient in their online food delivery services (OFDS). The fact that the respondents signified a high intention in their purchase, can be considered an important factor that must be taken into consideration. It can be concluded that the focus is on the actual intention of the consumer on online food delivery services.

Keywords: consumer satisfaction, online delivery, food services, money value

I. INTRODUCTION

The growing favor for food delivery services is causing a transformation in the food delivery service sector, as it strives to align with consumer buying behaviors in order to meet their satisfaction needs. When it comes to food purchases, consumers consistently seek out attributes such as simplicity, convenience, reliability, and dependability. Yeo et al. (2016) highlighted in their study that consumers' prior experiences with online purchases shape their future expectations regarding the level of effort involved in online shopping. Engaging with online platforms substantially enhances convenience and motivation for individuals.

According to the research conducted by Suhartanto (2019), it was noted that in the online food delivery (OFD) services industry, customers' overall experience with the online service influences their sentiments toward the purchased food. The process of purchasing and delivering takes precedence over the customers' subsequent receipt and consumption of the food. Therefore, it is proposed that the customers' experience with the quality of the electronic service directly impacts their experience with the food itself.

Based on Banerjee's (2019) research, the amenities provided by food delivery services play a crucial role in enhancing customers' convenience. The utilization of social media is highlighted as the optimal tool for service providers to promote their offerings, particularly by simplifying the ordering process for consumers. The studies conducted by Chen et al. and Yeo et al. emphasize the importance of prioritizing user comfort. These studies also reveal that only a limited number of investigations have explored customer experiences with online food delivery services. Factors such as convenience, hedonic motivation, time-saving orientation, prior online purchase experience, consumer attitude, and behavioral intention were identified as influential elements that shape customers' preferences for online food delivery services.

According to the research conducted by Ann Thomas et al. (2010), paying attention to customer feedback, or what is commonly known as the voice of today's customers, is of utmost importance due to the increased level of consumer knowledge. Modern consumers are now more informed than ever before. In fact, it is highly likely that customers possess equal or even greater knowledge about your products and services compared to your salespeople or customer service representatives. With the abundance of information available on the Internet, customers can easily compare prices, access independent studies, check product reliability records, or obtain performance data for comparisons with just a click. As high-speed Internet access becomes more accessible in

developing countries, this consumer knowledge will continue to expand. In an online article by Olmstead (2019), it was revealed that customer feedback plays a vital role in ensuring customer satisfaction by promptly addressing their desires and needs. It also serves as a valuable source of information for identifying areas that require improvement when expectations are not met.

Catarman, Northern Samar, as the center of trade and commerce, has also seen an increase in businesses offering online food delivery services. While some new and existing businesses implement their delivery services, a significant number of them rely on these online food delivery services to bridge the demand of customers and their product offerings. The presence of these online food delivery services like Zakada, Toktok, and Paalayon Man has been a result of the shift in customer purchase intention which became more rapid due to the effect of the COVID-19 pandemic. Considering that this business model is at its dawn in the locality, there is no clear description yet of the customers' preferences, motivations, and behavioral intention that would pave the way for the growth of this type of business, once they are studied and analyzed.

Taking into account the aforementioned factors, this study focuses on examining consumers' intentions regarding these food delivery platforms. Also, this study is conducted to know what motivates consumers and behave in certain patterns to make use of or avail of food delivery services during a major global crisis. Considering that consumer responses are very important as a gauge to better serve them and to be able to patch up possible market gaps and unmet demands and expectations of consumers specifically in Catarman, Northern Samar towards the three (3) online food delivery services available namely Toktok, Paalayon Man and Zakada. The researcher conducted an in-depth investigation into the factors that attract consumers and drive their utilization of online food delivery services. This study will provide owners of businesses to determine what drives the customer to be satisfied with their services and help them to know their purchase intention as a basis for decision making and development plans for the improvement of their online food delivery services.

II. METHODOLOGY

The participants of this study were primarily individuals aged 18-65 who are users or customers of online food delivery services in Catarman, Northern Samar. Specifically, the study focused on users of Zakada, Toktok, and Paalayon Man food delivery services. Initially, the respondents were asked if they used online food delivery services and if they fell within the specified age range. Those who answered positively were invited to take part in the study. The age qualifier of 18-65 was used since teenagers are technology savvies, it can be time-consuming to uphold the shifting inclination characteristic of teenagers. It was furthermore found in a study that only four (4) out of 10 seniors are smartphone users, of which having a smartphone is the prevalent tool for online shopping. Exclusion criteria in terms of age propose 17 years old below were included in the survey, given that minors or young individuals hold inconsistent tendencies, particularly on decision making and influences of other platforms of the internet.

A survey questionnaire was used as the primary tool for data collection. The instrument was adopted from various studies related to online shopping behavior or purchase intention. It is divided into three parts. The first part is the respondent's socio-economic profile. The second section of the questionnaire evaluated consumer experiences related to E-service quality, specifically focusing on aspects such as user-interface quality, product information quality, service information quality, site awareness, and security perception. Also, the consumers' experiences in terms of food service delivery in terms of the condition of food, reliability, responsiveness, and timeliness of delivery was looked into. On food service delivery, five (5) indicators were asked. The respondents rated each indicator using a scale of 1 to 5: 5 means strongly agree, 4 means agree, 3 means moderately agree, 2 means disagree and 1 means strongly disagree. The third part measured the consumers' purchase intention towards online food delivery services in Catarman, Northern Samar in terms of attitude, subjective norms, and perceived behavioral control.

III. RESULTS AND DISCUSSION

The descriptive statistics of the five indicators used to determine consumers' satisfaction with online food delivery services in terms of service consumers' experience. The results showed a grand mean of 4.05, which means that the respondents were satisfied considering the level of consumers' satisfaction with online food delivery services in Catarman. The highest mean of 4.07 showed that respondents were satisfied with service convenience while the lowest weighted mean of 4.02 signified that respondents were satisfied with regard to the customer feedback.

The results signify that the OFDS providers can provide security, safety, and protection of private information of their consumers or platform users, however, when it comes to the feedback mechanism, this is considered an area of improvement. Thus, the rating of satisfaction is attained which could be higher if a real-time feedback system is in place.

The findings align with the results from Yeo et al. and Suhartanto's study, which indicate that consumers' past online shopping experiences determine their future expectations regarding the effort involved in making online purchases. Consequently, consumers' overall experience with online usage significantly enhances their

motivation for convenience. From this perspective, it can be inferred that when users of online food delivery services feel that their personal data, such as payment information, is secure and protected during online transactions, their likelihood of intending to repurchase increases. Additionally, Suhartanto's research reveals that the purchasing and delivery process precede the customers receiving and consuming the food. Consequently, it is suggested that consumers' experiences with the quality of e-service will impact their overall food experience. The findings glean that the real-time feedback of the consumers as to the manner of service delivery and security structures of the OFDS platforms have substantial bearing and needs to be improved continuously towards consumers' satisfaction.

In terms of service convenience, the result showed a mean score average of 4.06, which means that the respondents were satisfied with service convenience. The highest mean of 4.21 showed that respondents were highly satisfied with the payment process in cash or online. The lowest weighted mean of 3.86 signified that respondents are satisfied with the tracking system to check the transaction process.

This can be inferred that users of the online food delivery service platform in the municipality of Catarman seem to be convenience-seeking consumers who prefer platforms that will suit their inclinations and provide them with an online or offline payment scheme, as well as a working platform, equates to a satisfied rating in terms of service convenience.

Banerjee's study reinforces the findings mentioned above, highlighting social media as the most effective tool for service providers to promote their offerings. Specifically, it emphasizes the convenience it provides for consumers when placing orders, making it an ideal platform for service providers. The findings suggest that these OFDS platforms which essentially utilize social media and can be easily accessed by the consumers provide the convenience they look for in their online food purchases.

The descriptive statistics of the five-item questionnaire used to measure consumer satisfaction with online food delivery services in Catarman, Northern Samar based on customer feedback were presented in the table and the result showed the mean score average of 4.02, which means that the respondents were satisfied with the provision of customer feedback. The highest mean of 4.11 showed that respondents were satisfied by describing the online platform as having up-to-date, clear, and correct information about booking locations and contact information of its food delivery service providers/partners. The lowest weighted mean of 3.91 signified that respondents were satisfied with the availability of a rating system scheme for the food delivery personnel and partner food service providers.

The results suggest that although the users or consumers appreciate that the platform is up-to-date, provides accurate information, and is functional, OFDS providers need to implement a feedback or rating scheme so that the overall service will be improved and in turn receive a much better rating from its consumers.

Thomas' study validates the aforementioned research by emphasizing the significance of listening to customers' feedback or the voice of today's customers. It acknowledges that consumers are now more knowledgeable than ever before. Similarly, Olmstead's online article aligns with these findings by asserting that customer feedback plays a crucial role in ensuring customer satisfaction. It enables providers to fulfill customers' desires promptly and effectively. Likewise, Priuttc states that customer feedback encompasses complaints, compliments, and suggestions received from customers. This valuable information not only highlights areas requiring improvement but also aids in monitoring quality. Moreover, it offers detailed insights into what factors contribute to customer happiness or dissatisfaction.

In terms of service information quality, the result showed a mean score average of 4.05, which means that the respondents were satisfied with the service information quality. The highest mean of 4.16 showed that the respondents were satisfied with the online food delivery service platform which presents service information that is easy to understand. The respondents' satisfaction with the service information was indicated by the lowest weighted mean of 3.98, which aligns with the actual service performance of the personnel and staff of the OFD.

This can be inferred that users or customers of the online food delivery service platform in the municipality of Catarman met their expectations regarding service information quality, hence the descriptive rating of "satisfied" was attained. This means that users or consumers of OFDS appreciated the information provided by the platforms for its consistency, relevance, comprehensibility, and up-to-date service information. The findings accord with the results of the study conducted by Park and Lama which revealed that consumers seem to consider service information quality as an important factor in assessing applicability and utility of the OFDS platforms with their online food purchases. Similarly, Lama conferred that service information quality is positively associated with purchase intention of college students. Evidently, satisfaction and higher purchase intention is attributed to the better service information quality provided by the OFDS platform operators.

In terms of value for money, the result revealed a mean score average of 4.04, which means that the respondents were satisfied with the value of money. The highest mean of 4.23 showed that respondents were highly satisfied with the use of online food delivery platforms describing it as time-saving and effort-saving. The lowest weighted mean of 3.95 signified that respondents were satisfied with the availability and usability of the promotional scheme for valued customers.

The results suggest that the platform is indeed providing its users the intended time-saving and effort-saving conveniences, thus a highly satisfied rating. On the other hand, OFDS providers could do more to improve the platforms on the promotion scheme to attract more users or consumers.

The findings align with Zivadinovic's claim that pricing serves as a potent tool to attract customers and boost sales. It is widely supported by numerous studies indicating that price can be a reliable indicator of quality, with higher prices often associated with higher-quality products or services, and vice versa. Masigan's study found similar results, stating that patronage is driven by value for money (54%), a range of alternatives (71%), and other factors.

In terms of security perception, the result showed a mean score average of 4.07, which means that the respondents were satisfied with their security perception. The highest mean of 4.12 showed that respondents were satisfied that the payment information is protected on the site and that the site allowed to make payments securely. The lowest weighted mean of 3.99 signified that respondents were satisfied that the site has security features against phishing scams and cyber-attacks.

The results infer that the OFDS platform is safe to use and also provides security against possible hacking and other related issues, thus the rating of satisfied is attained. However, OFDS providers can improve more on the provision of security features to ensure consumers' confidence in using the platform.

The study conducted by Nelloh et al. supports the findings mentioned above by emphasizing the importance of establishing trust through information quality and security perception. The study suggests that companies can enhance information reliability by regularly updating and ensuring the completeness of the provided information, as well as satisfying customers' information needs. Additionally, the research highlights the significance of incorporating cognitive-based security measures, such as ensuring secure payment methods, protecting privacy and personal information, and enhancing overall safety in digital payment platforms to foster trust. Similarly, Park's study aligns with these findings, revealing that information quality, user interface quality, and security perceptions significantly impact both information satisfaction and relational benefits. These factors, in turn, play a significant role in determining a consumer's commitment to a particular website and their actual purchase intention.

Table 1: Consumer Satisfaction in terms of Consumers' Experience towards Online Food Delivery Services in Catarman, Northern Samar

Indicators	Grand Mean	Interpretation
Service Convenience	4.06	Satisfied
Customer Feedback	4.02	Satisfied
Service Information Quality	4.05	Satisfied
Value for Money	4.04	Satisfied
Security Perception	4.07	Satisfied
OVERALL MEAN	4.05	Satisfied

IV. CONCLUSION

In conclusion, the findings demonstrate that consumers are generally satisfied with online food delivery services. This positive rating reflects a significant value for the companies operating in this sector. The high level of consumer satisfaction indicates that these services are effective in meeting the needs and expectations of their users. Moreover, the satisfaction reported by consumers serves as a motivational factor for online food delivery services to continuously improve and become more efficient. The positive feedback received from customers not only validates the efforts put into providing quality service but also encourages these companies to further enhance their offerings. As a result, the findings suggest that the online food delivery industry has successfully established a strong foundation of consumer trust and contentment, creating a conducive environment for growth and innovation in the sector.

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