

## **A STUDY ON CONSUMER SATISFACTION ON ONLINE FOOD DELIVERY SERVICES IN THE COLOMBO DISTRICT**

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### **INTRODUCTION**

Online Food Delivery (OFD) is a new form of the business model within the current era of e-commerce which results in the startups of many online businesses being incredibly successful. As a result, it bridges the gap between restaurants and customers (Kalimuthu & Sabari Ajay, 2020). According to the Online Food Delivery Services Global Market Report, 2021, the global online food delivery services market is expected to grow from \$115.07 billion in 2020 to \$126.91 billion in 2021 at a compound annual growth rate of 10.3%. Nowadays, there is a massive food delivery marketplace in Sri Lanka. During the COVID-19 pandemic, Sri Lankan food services have shifted to digitalization (Anib et al., 2019). This study aims to determine factors influencing customer satisfaction with online food delivery services in the Colombo district in Sri Lanka. It is an urban area with many online food delivery services such as Pizza Hut, KFC, and McDonald's, Kottulabs, Uber Eats, and Pick Me food.

Sri Lanka lacks previous studies or investigations on the satisfaction of online food delivery services, especially in the Colombo area. Furthermore, there are limited studies on the factors leading to customer satisfaction in online food delivery services. On the other hand, online Food Delivery services have an excellent opportunity to develop and expand their markets and operations during difficult times such as the covid-19 pandemic. This type of research is also important to customers because of the avenues to identify the factors in customer satisfaction. The outcome of this research can be a valuable support for developing Sri Lanka's online food delivery services.

### **METHODOLOGY**

The research study takes a quantitative approach grounding on the post-positivism research stance. Independent variables are Food quality, Perceived control, Service convenience, Customer service, and Service fulfillment, and the dependent variable is Customer satisfaction (Ghosh, 2020). Data were collected using an online survey. The online food buyers in Colombo District were in the population, and a total of 205 respondents filled out the questionnaire, which was developed on a Five-point Likert scale. Data analyses with the help of SPSS software and multiple correlation analysis were employed to analyse the data.

### **RESULTS AND DISCUSSION**

Female respondents' percentage in the sample is 60.5%, and the male percentage is 39.5%. Most respondents represent the 21-30 age group, and the percentage is 95.1%. As per the result majority of 81 respondents have used Pizza Hut. Many customers order food online 1-3 times

per month, and the respective percentage is 61. Most 180 respondents have used smartphones to order food online out of 205. Cronbach's Alpha was calculated for each variable to test the reliability of the research instrument (Table 1).

Table 1 Reliability Analysis

Variable	Number of Items	Cronbach's alpha value
Perceived Food Quality	04	0.934
Perceived Control	03	0.914
Service Convenience	03	0.917
Customer Service	03	0.913
Service Fulfillment	04	0.913
Customer Satisfaction	05	0.966

According to Table 1, all the variables that satisfy the threshold value of  $0.7 < \alpha$  confirm the internal consistency reliability of the variables. According to the results of the descriptive analysis, the perceived food quality reported the highest mean value of 4.0134 on the five-point Likert Scale. Further, skewness and kurtosis values of the questionnaire items demonstrated an approximately normal data distribution.

The researchers applied Pearson correlation to evaluate the relationship between bivariate relationships among the variables (Table 2). According to the results of the correlations, there is a positive, strong relationship between customer satisfaction and all independent variables. Thus, it is confirmed that online food delivery service factors positively impact customer satisfaction.

Table 2 Results of Correlations

	Perceived Food Quality	Perceived Control	Service Convenience	Customer Service	Service Fulfillment	Customer Satisfaction
Perceived Food Quality	1					
Perceived Control	.883**	1				
Service Convenience	.826**	.828**	1			
Customer Service	.852**	.807**	.771**	1		
Service Fulfillment	.854**	.853**	.790**	.828**	1	
Customer Satisfaction	.888**	.895**	.794**	.868**	.891**	1

## CONCLUSIONS AND IMPLICATIONS

This study has broadly examined customer satisfaction with online food delivery services in the Colombo district. The study's findings show that perceived food quality, control, customer service, service fulfillment, and service convenience significantly impact customer satisfaction with online food delivery services in the Colombo district.

The researcher suggests that restaurants or other food outlets should consistently provide good food for their customers. However, they should always use fresh ingredients for the dishes and a healthy menu. Some restaurants use expired chicken or other food for cooking, which may be a black mark for the business. They should try to control the food temperature and presentation during delivery. It is recommended that all food delivery services add the cash-on-delivery payment method for their systems because some services do not give cash the delivery alternative for payment. When it comes to the online food delivery process, it may be convenient for the customers because some services do not work quickly and correctly. Service sides or apps can include a small video for how to order online food using an app or site. Many online order services have 24 hours working hotline numbers, and customers can always contact and solve their problems. The researchers recommend a hotline number system. Online food delivery services always pay attention to their orders and always try to provide their service quickly for the customers.

**Keywords:** Customer service, online food delivery, perceived food quality, perceived control, service convenience

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