

Factor Analysis on Online Food Delivery Service in the New Normal

Asia Pacific Journal of
Academic Research in
Business Administration

Vol. 8 No. 2, pp 116-121

April 2022

P-ISSN: 2467-6691

E-ISSN: 2467-5148

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Date Received: January 28, 2022

Date Revised: March 15, 2022

Date Accepted: April 8, 2022

Abstract – This study aims to analyze on the factors on online food delivery service in the new normal in terms of customer's motivation, expectation, loyalty and satisfaction. One of the most affected sectors due to the COVID 19 pandemic is the food industry that mainly provides for every individual's daily needs. Since the quarantine has been implemented nationwide most of the local food businesses and markets have been struggling to boost their sales and maintain their loyal and satisfied customers. This paved way for the food industry to adapt the new normal and be aware of the safety protocols during this pandemic. For this reason, the industry switched to a new strategy which is online food delivery. A quantitative descriptive method was used through a survey form among 215 respondents. The researchers virtually administered the research instrument with the use of social media platforms and Google Forms. Based on the results, it was found out that consumers have high expectation and motivation for online food delivery however they have low assessment on satisfaction and loyalty. It was found out that those who have family members of four have greater assessment on the customer's motivation, expectation, and loyalty. Also, a significant relationship exists on all the variables implying that the more the customers are motivated, the higher the expectation and the more the customer are satisfied, the higher their loyalty is.

Keywords – COVID19, expectation, loyalty, motivation, satisfaction, online food delivery

Cite as: Bagot, A.M., Bagui, Y.P., De Roxas, G.J.I., Maalihan, L.H., Moro, S.M., Pattalitan, M.N.D., Borbon, N.M.D., (2022). Online Food Delivery Service in the New Normal: Inputs for Improvement *Asia Pacific Journal of Academic Research in Business Administration*, 8(2) 116-121

INTRODUCTION

Beginning in December 2019, the novel coronavirus began to spread in the world that merely started in Wuhan, China. Today, it has been named as Covid-19 which rapidly spread around the world that led to a global pandemic. This has been very unexpected and alarming to everyone which caused an economic breakdown not just in the Philippines but even in other countries. One of the most affected

sectors is the food industry that mainly provides for every individual's daily needs. Since the quarantine has been implemented nationwide most of the local food businesses and markets have been struggling to boost their sales and maintain their loyal and satisfied customers. This paved way for the food industry to adapt to the new normal and be aware of the safety protocols during this pandemic. For this reason, the industry switched to a new strategy which is online

food delivery. Entitled as the game changer, many people have been greatly utilizing and enjoying this innovative trend. Due to the advancement of technologies, most of the citizens have engaged in this new style of availing their primary needs.

According to the report of GSMA Intelligence, 5.20 billion are using their mobile phone this 2020, therefore more people are discovering different online applications and one of it is the Online Food Delivery Services. During this pandemic everyone finds it risky to go outside to buy their own food. Fortunately, the rise of food delivery apps which deliver ready-to-eat food brought change that made it easier and convenient for every individual to put something on their plates. This is being supported by a lot of people since it reduces the hassle of traveling and makes it be delivered in the comfort of your home. It also assures customer's safety from being exposed to the virus because it is more hygienic than eating in a dine-in restaurant.

This sudden emergence of Online Food Delivery Services, where people order food from a chosen site of application opened big opportunities and gave second chances to different food businesses. This type of service makes the life of the consumers easier and find food outside their doorsteps in not more than an hour. It brought change to today's food industry because of the different food markets that are rising in this time of pandemic. With this reason there are a lot of factors that need to be considered to assure these Online Food Delivery Services will continue their production for a long run. First is to know what motivates a customer to buy a certain product. Lee et. al. [1] mentioned that people tend to buy food online because of user-friendly applications, information are firmly generated and the good quality of the system. Customers admitted that ordering food online made their life easier and lessen the amount of time that they should be spending traveling into a local restaurant. It is also a good way to ensure the safety of everyone during this pandemic since it assures less contact to people.

Second is the customer expectation, according to Almsalam [2], customers' expectations are beliefs about a service delivery that serve as a standard against which performance is done. Their anticipation gets higher because they have encountered different brands leading them to have a comparison of products and services. They form a certain set of expectations based on the variety of choices they have experienced. Customers also developed expectations based on the

advertisements and promotions of different Online Food Delivery firms. In general, customers are looking forward receiving a high quality of service that matches their expectations and fulfill their wants and needs.

Third, people's satisfaction is also an important factor to be considered that can be greatly achieved through fulfilling customer needs and wants. Basari et al. [3] said that it is essential for a business since it has a great impact on the image and financial status of an enterprise. This is because it provides information to understand the aspects of consumer's preference and should be considered since it will guide them to improve business performance from their perspectives. In connection to this, it is crucial for a company to satisfy their customers in providing the best quality of products, excellent services reviews and strong post-purchase solutions. Not only as a leading indicator of consumer repurchase intentions and loyalty, but it is also a great way to understand if they will become long term repeat customers or even advocates.

Lastly, the customer loyalty that is commonly referred to as the continued purchasing of consumers through potential rebuying, endorsement, word of mouth, etc. based upon their interest and trust in the brand [4]. It needs to be a long-time period to aim for businesses that can be achieved through their unique and quality experiences of the products along with outstanding services the business offers. As they gain loyalty, they tend to pay more and order regularly no matter if the price increases. With the high competition arising, valued customer loyalty can help beat other competitors and strengthen their own strategies.

Online food delivery services became a lifesaver for both customers and sellers thus, this study will help assess the factor analysis on online food delivery in terms of customer's motivation and expectation factors as well as their loyalty and satisfaction in a certain product or service. This study will be a great tool for online food businesses to improve their way of catering their customers and even generate new ones. Eventually this will assure the success of the company, guarantee employment and increase their income. It will be a great way to rise from the fall of the food industry and highlight its potential and strength even in times of crisis. While on the customer's part, this study will give them an overview on how the online culture will satisfy their primary needs and adapt to the New Normal. An action plan was proposed to enhance and develop online food delivery businesses.

OBJECTIVES OF THE STUDY

This study aimed to analyze the factors on online food delivery service in the new normal. More specifically, the study aims to describe the psychographic profile of respondents and assess the factor analysis in terms of customer's motivation factor, expectation factor and their loyalty and satisfaction. Furthermore, test the significant difference on the response when grouped according to profile; and test the relationship between customer's motivation and expectation factors towards online food delivery as well as their loyalty and satisfaction.

METHODS

Research Design

The researchers utilized the descriptive method. It is designed to describe the population, situation and phenomena in an accurate way of interpretation. This method was used to determine the inputs' basis for improvement on online food delivery service in the new normal. Under this technique, a compilation of survey forms prepared by the researchers served for the collection of data.

Respondents of the Study

The respondents of this study were the customers who have experienced ordering food online. Based on the population of the study, a sample size of 215 respondents is needed. This was computed with an effect size of 30, a power probability of 95% and an alpha level of 5% using G*Power 3.1.9, a priori type of power analysis. Respondents were selected using simple random sampling. In this type of technique, respondents were chosen randomly and were meant to be an unbiased representation of the total population.

Data Gathering Instrument

The questionnaires used by the researchers were adopted from a study made by Panyadhanya and Panvisavas [5], titled: Factors Influencing Customer Loyalty toward Mobile Application Food Delivery Service in Bangkok area.

Part one of the questionnaire identified the psychographic profile of the respondents in terms of family size, respondent's engagement with the online food delivery, how often they order and how much they spend per week and the type of restaurant they usually order.

Part two assessed the motivation factors, expectation factors that influence the customer's decision-making as well as their satisfaction and loyalty to online food delivery. This was through rating the statements based on Likert Scale so that attitudes and opinions were measured and collected. With the help of this scale, the respondents rated on the levels of agreement: strongly agree, agree, disagree and strongly disagree.

Data Gathering Procedure

The researchers virtually administered the research instrument with the use of social media platforms. A request letter was given to the department to ask permission before conducting the survey. To determine the respondents, the researchers randomly selected the participants who experienced or tried ordering food online in Batangas City with their permissions. The significance of the study was briefly discussed to the respondents and enough time was given to accomplish the survey. As far as data collection was concerned, questionnaires were distributed within a span of 3 days and 100% of the distributed questionnaires were retrieved. The data collected were tallied by the researchers and tested with the help of a statistician.

Data Analysis

The collected data were tallied and interpreted using different statistical tools such as frequency and percentage was used to present the profile; weighted mean and rank was used to assess the inputs' basis for improvement of online food delivery service in the New Normal. The Kuder-Richardson (KR-20) was used to test the significant difference of the customer motivation, expectation, loyalty and satisfaction.

Ethical Considerations

The researchers used the Data Privacy Consent to comply with the Data Privacy Act of 2012. This was signed by the respondents before answering the questionnaires. This was to ensure the confidentiality of the data collected from the respondents during the survey. All the information collected was stored by the researchers and used for research purposes only.

RESULTS AND DISCUSSION

Table 1 presents the Psychographic profile of the respondents. Majority of the respondents belonged to a group of more than five family members with the frequency of 113 (52.60 percent) next was by

four members with the frequency of 64 (29.80 percent). This was followed by two family members with the frequency of 22 (10.20 percent) compared to the least with the frequency of 16 (7.40 percent) of those who are in the family of three members.

Table 1.

Psychographic Profile of the Respondents

Family Members	F	%
2 members	22	10.20
3 members	16	7.40
4 members	64	29.80
More than 5 members	113	52.60
How often do you order food for delivery?		
1-3 times a month	133	61.90
4-6 times a month	73	34.00
7 times or more a month	9	4.20
How much do you spend on a food delivery per week?		
Less than PHP500 per week	118	54.90
PHP 501-1000 per week	71	33.00
More than 1000 per week	26	12.10
From what type of restaurant do you order?		
Quick service	192	89.30
Casual dining	23	10.70
For what reason do you order food online?		
I am too busy to cook	41	19.10
I have visitors at home	22	10.20
I crave for a specific food	114	53.00
I am planning to watch a movie at home	9	4.20
There is a special occasion	29	13.50

This means that larger groups of family members are more involved in online food delivery. In the Philippines, family are usually in large numbers, there are what we called extended family wherein other relative are living under one roof together with other relatives.

In the study of Tomacruz and Flor [6] the most frequent number of times families purchase home-delivered food is once a month, predominantly coming from families having equal number of teens and adults and of medium family size which consist of four to six members. Online food delivery in the Philippines is considered a major alternative to dining out and preparing meals at home for families who want a respite from home-cooked meals and cannot endure the inconveniences of dining out. This is due to the perception that purchasing meals from food delivery restaurants made it easier for families with children to manage their day-today lives.

When it comes to the times of ordering food online, most respondents order 1-3 times a month with a

frequency of 133 (61.90 percent). While 4-6 times a month got a frequency of 73 (34 percent) and 7 times or more than a month that got only a frequency of 9 (4.20 percent) acquired the lowest rank. It shows that most respondents just seldomly order food online. This means that ordering online is just an option to people for convenience but on a regular basis.

Home-delivered food was mostly purchased once or twice a month and usually from fast food establishments mainly as a reprieve from home-cooked meals. The most frequent number of times families purchase home-delivered food is once a month. Furthermore, most people tend to purchase home delivered food less frequently due to cost considerations [7].

Most of the respondents spend less than PHP500 per week on food delivery with 133 frequency (54.90 percent) followed by PHP 501-1000 per week with the frequency of 71 (33 percent). Lastly, for those who spend for more than PHP1000 per week which is 12.10 percent with the frequency of 26. This means that customers of online food delivery spend less when ordering. In this time of pandemic, people tend to tighten up their budget since there are people who lost their job and others are still looking for it. They consider lessening expenses by choosing online food delivery that offers a low-priced menu.

In the research study conducted by Rathore and Chaudhary [7], out of their 120 respondents, 44.4% said that they spend less. In addition, price has operated as a major determinant of buyer's choice of low pricing observed in online food services acts as an influencer to shop from the online food services. Offers and discounts are also factors that really attract the consumer to get indulge in online food ordering on a regular basis. As everyone likes saving money and getting the most out of what they are paying hence low-priced meals and other promotional activities catches the main interest of the consumer.

In the type of restaurants that customers order, most respondents prefer ordering in a quick service with the frequency of 192 with 89.30 percent compared to casual dining with the frequency of only 23 with 10.70 percent. This shows that most customers of online food delivery prefer ordering in a quick service restaurant which can be prepared and served quickly. People find this type of restaurant convenient as it offers an affordable range of products which is within reach by most people during this pandemic.

In conformity with Richardson et al. [8] food quality, service quality and convenience are strong predictors of both overall satisfaction and intention to revisit and recommend quick service restaurants. Despite the recession and the resulting decrease in consumer confidence across the globe, the average consumer of quick service restaurant spending has increased due to convenience and low-cost. More and more consumers, especially the younger crowd, are inclined towards the quick service restaurant segment, low-priced food, easy-to-go menus and pacifying dine option

When it comes to the reason of ordering food online, majority of the respondents chose that they crave for a specific food with the frequency of 114 (53 percent) this was followed by, they are too busy to cook with the frequency of 41 (19.10 percent). However, having a special occasion with the frequency of 29

(13.50 percent), having visitors at home with the frequency of 22 (10.20 percent) and lastly planning to watch a movie at home with the frequency of 9 (4.20 percent) got the lowest rank and rated the least.

Finding time and energy to cook meals at home can seem like a discouraging task as it requires lots of preparation. At the end of a hectic day, ordering food online is the quickest and easiest option to people who don't have the time to cook. From the website of Londis of Salem the food industry is always booming with new ideas and strategies. The recent trend to catch up is the online food delivery system. With the fast-paced lifestyle that people seem to follow, most people seem to have no time to cook unless it is for a special occasion. In order to multitask and to save time and money, people prefer online ordering through various apps and services available on platforms.

Table 2. Factor Analysis in terms of Customer's Motivation

Indicators	WM	VI	R
1. I prefer variety choices of food when selecting which online food delivery to use.	3.73	SA	1
2. I prefer to order food online when there is a wide range of product offerings.	3.57	SA	5
3. I prefer to order food online when it offers a reasonable price.	3.59	SA	4
4. I prefer online food delivery sites/pages when it offers a reasonable price.	3.60	SA	3
5. I prefer using online food delivery when it is convenient for me.	3.72	SA	2
6. I prefer using online food delivery sites/pages if it is available 24 hours a day.	3.33	A	10
7. I prefer to order food online when it offers attractive promotions.	3.35	A	9
8. I prefer to order food online when it provides timely delivery.	3.49	A	6
9. I prefer using online food delivery services when it ensures a high quality of food to be the same as dining in the restaurant.	3.43	A	8
10. I prefer online food delivery sites/pages when it provides helpful service center.	3.48	A	7
Composite Mean	3.53	SA	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD)

Table 2 presents the factor analysis in terms of customer motivation. The composite mean of 3.53 indicates that the respondents strongly agreed on the said indicators. Among the items cited, prefer variety choices of food when selecting which online food delivery to use got the highest weighted mean score of 3.73. It was followed by prefer using online food delivery when it is convenient for me which has a weighted mean of (3.72) and prefer online food delivery sites/pages when it offers a reasonable price with a weighted mean of (3.60).

Many people always want to have many choices on the menu. Having a wide variety of choices on food selection can help you boost your marketing skills because people nowadays are always looking for

the online food delivery that has a lot to offer because it is very convenient for consumers to order food from one restaurant. In addition, choosing online food delivery especially during this time of pandemic can really give people convenience and saves time. It is also one of the solutions to lessen the people going outside to eat at different dine-in restaurants. Most of them are offering discounts, vouchers and many promotional strategies which is a plus points to consider ordering online. Also, many consumers are willing to pay for different online food delivery services because of the convenience brought to them, there are also a lot of payment methods that is very accessible to everyone like e-wallet, cash on delivery and etc. But consumers also look for a reasonable price. Having an affordable

price on the delivery fee can give you a plus point to marketing because there are lot of competitors that offers the same price, and it depends on the service/quality they are offering.

More eating places are becoming a member of the online food delivery network each day, allowing clients an extra choice of foods to pick from while ordering online. Instead of a client being limited to eating places around their area clients can now find out new eating places that offers a wide variety choice of foods. Pigatto et al. [9] stated that the online food delivery service is developing rapidly, bringing together innovation and convenience to their customers, coupled with convenient access to mobile phones and internet that contributed towards the emergence of a massive variety of on-line food delivery systems that provide in different food choices. In accordance to Chandrasekhar et al. [10], Online food delivery are trying to meet the desires of customers through delivering its excellence in terms of price, quality, delivery, etc.

However, among the items cited, lowest in rank is prefer using online food delivery sites/pages if it is available 24 hours a day which has a weighted mean of (3.33). In terms of preferring to order food online when it offers attractive promotions which has a weighted mean of (3.35). In regards with preferring using online food delivery services when it ensures a high quality of food to be the same as dining in the restaurant with a weighted mean of (3.43).

The availability of online food delivery sites gives more motivation to customers to buy a certain product. It gives them the option to choose from

different online platforms that is available on their time. They are not into ads because all the customers are based on the word of mouth of the people who taste/experience the product. Word of mouth is a very effective way of marketing and it is very proven in every aspect of industry. Also, many factors are more important than the attractive promotions because the motivation to buy are always based on the real reviews and many of us want to try a food because it is reviewed or experience by people that we know. Some consumers are also looking for the quality of food because they want to taste the food that is freshly served in the restaurants but sometimes it is not possible because of some problems like the duration of delivery time, incomplete orders, poor quality of packaging and etc.

According to Reddy experts say many people are ordering food online delivery at daytime because aside from it has many open restaurants, they can choose every food they want compared to the 24-hour restaurants which has a limited choice of food and few restaurants are open. Bughin et al. [11] stated that word of mouth is the number one aspect behind 20 to 50 percentage of all buying decisions. Its impact is best while clients are shopping for a product for the first time or when merchandise are quite expensive, factors that have a tendency to make people conduct extra research, are searching for more opinions, and deliberate longer than they in any other case. Lan et al. [12] stated that the trouble of on-line food delivery provider is especially focused on the quality of goods, transport and packing and so on.

Table 3. Factor Analysis in terms of Expectation

Indicators	WM	VI	R
1. I am looking for an online food delivery that offers an attractive promotion to attract more users.	3.60	SA	9
2. I am looking for variety of food choices and restaurants when ordering food online.	3.73	SA	6
3. I am looking for online food delivery that delivers on time.	3.75	SA	5
4. I am looking for an online food delivery sites/ pages that is user friendly, offers a high-quality service and ensures security.	3.78	SA	1
5. I am looking for an online food delivery that ensures the food quality during the delivery process. (Provides hot box or cold box).	3.76	SA	4
6. I am looking for an online food delivery that offers different modes of payment with high security.	3.72	SA	7
7. I am looking for an online food delivery that has a reasonable delivery fee.	3.78	SA	2
8. I am looking for online food delivery sites/ pages that has an active Help Center to support or report problems.	3.63	SA	8
9. I am looking for an online food delivery that assures the completeness of the order.	3.78	SA	2
Composite Mean	3.73	SA	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD)

Table 3 displays the factor analysis in terms of customer expectation. The composite mean of 3.73 indicates that the respondents strongly agreed on the above indicators. Among the items cited, online food delivery sites/ pages that is user friendly, offers a high-quality service and ensures security got the highest weighted mean score of 3.78. It was followed by in terms of online food delivery that has a reasonable delivery fee with a weighted mean of (3.78) and for online food delivery that assures the completeness of the order with a weighted mean of (3.78).

Online food delivery sites that give attention to important details such as quality service, security, and convenience is an asset which helps customers aim for assurance and easy access to a satisfying experience. For instance, websites that offer full service and an active help center system to the customers are a way to engage them to buy the products and have a positive word of mouth to share with others. Customers tend to gravitate towards reasonable delivery fees because as a consumer they are more likely to refuse an order in food delivery sites if it means that adding up the price of their purchase can make their process of ordering more expensive. Therefore, customers expect that with a reasonable delivery fee they can have more options of ordering food online which will lead them to be satisfied to order again. Therefore, customers expect that with a reasonable delivery fee they can have more options of ordering food online which will lead them to be satisfied to order again. An organized online food delivery in terms of completeness of an order is a key point in every online food delivery site since the main goal of the business is to give customers the order that they purchase. For example, the customer will expect that with online food delivery sites, businesses especially restaurants and food chains will deliver the full service successfully with no inconvenience that may lead them to come back and purchase more of the products from their trusted companies.

Companies must ensure an accessible program in which customers are able to connect and be secured to put orders in a way that they will be satisfied with the result which may lead for the companies to benefit as well since more customers are willing to purchase the products and services that the business offered to the market. Low delivery fee is in demand towards consumers since most individuals want to reduce the hassle of transaction with the amount that they acquire.

It is also a method for the consumers to be hassle-free in terms of paying delivery charges. As Koiri et al. [13] argued that with the absence of complete orders and improper dissemination of the purchase through online food deliveries, consumers may result in disappointment that may lead them not to purchase their order next time.

Meanwhile among the items cited, lowest in rank is online food delivery that offers an attractive promotion to attract more users with a weighted mean of (3.60). Certain consumers tend to be distracted with the promotions that other businesses have in terms of their online platforms, wherein the focus of what they are aiming for in the first place which is the quality of the food itself is being washed out with numerous advertising. For example, websites that have too many advertisements and promotions with their delivery sites may lead for the consumers to be more diverted with these, thus the quality of the products which is the most important part is not being well delivered and showcased properly to the customers.

It can be confusing for the consumers to select their choices, if the website has too many marketing advertisements that may lead for the customers to pull their attention away. Support team relies more on the immediate management of standard issues with automatic response rather than satisfying requirements of the customers which makes it difficult for the consumers to depend solely through Help Center systems of online application. As stated by Scherling and Antinoja [14], the issue of being scammed with online websites and application apps through mobile payments is a risk that other consumers don't want to take especially when it comes to providing personal details which can be often viewed as doubtful action regarding security.

Table 4 reveals the factor analysis in terms of customer satisfaction. The composite mean of 3.43 indicates that the respondents agreed on the above indicators. Among the items cited, satisfied that my current online food deliverer gives significance to the quality of food during the delivery process (3.52) got the highest rank. It was followed by satisfied with the different modes of payment and secured payment system provided (3.47). The third in the rank is satisfied with how my current online food deliverer is being considerate with customer preferences by developing their page to be user-friendly and easy to use (3.46).

Table 4. Factor Analysis of Customer Satisfaction

Indicators	WM	VI	R
1. I am satisfied with the online food delivery promotions.	3.43	A	5
2. I am satisfied with the high-quality service that online food delivery offers.	3.43	A	5
3. I am satisfied with the timeliness of online food delivery.	3.35	A	9
4. I am satisfied with the reasonable fee that my current online food deliverer charges me.	3.43	A	5
5. I am satisfied with how my current online food deliverer is being considerate with customer preferences by developing their page to be user-friendly and easy to use.	3.46	A	3
6. I am satisfied with the different modes of payment and secured payment system provided.	3.47	A	2
7. I am satisfied that my current online food deliverer offers the types of product and service that I am looking for.	3.38	A	7.5
8. I am satisfied to that it is easy to seek help from my current online food deliverer when I encounter problems with my order.	3.38	A	7.5
9. I am satisfied that my current online food deliverer gives significance to the quality of food during the delivery process.	3.52	SA	1
Composite Mean	3.43	A	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD)

When people order food online, they consider factors before purchasing like the food quality when brought by the food deliverer. The quality of food is an important determinant of its safety and adds up to the overall experience of consumers making them satisfied and gaining trust. Consumers nowadays tend to be more conscious of the food quality especially during this pandemic. They observe its quality based on physical appearance like the packaging and size then the taste itself. They also consider the proper sanitation during the food process and delivery. As they have been satisfied by its quality, both physical and its flavor, they will become more eager to repurchase the products. Nowadays, people have access to different modes of payments they prefer to use in paying a variety of transactions. As they can freely choose from those MOPs when ordering food online, they feel safer and at ease that levels up their satisfaction with the online food delivery service. A buyer feels valued when a seller considers their preferences through their page or site being convenient to them. It provides good communication between them allowing the purchaser to easily address their desires that satisfy them.

Chamhuri and Batt [15] mentioned in his study that customers become more particular with regards to the safety and quality of foods they will order. Consumers' food preferences are based on the texture, taste, ethics, health, and safety. Thus, when their preferred qualities are met, satisfaction comes next that is why greater understanding of consumers' evaluation of food quality are given much importance. According

to Mahensaria and Patra [16], online food delivery consumers enjoy the availability of different modes of payment and processing choices like debit/credit cards, cash on delivery, e-wallets or online transfers. The food delivery websites and mobile apps of Foodpanda, Swiggy, and Zomato offer customers several options to choose from. These firms guarantee a well-secured and integrated payment system that sustains transparency between the sellers and buyers in every phase of the placement and delivery of their orders. This paved way for the development of customer satisfaction within each company. The study of Parashar and [17] has found a significant relation between the considered factors while choosing online food delivery applications. Consumer's perspective and satisfaction concerning online food delivery is influenced by major factors like being able to use hassle-free, easy to use and convenient apps and websites. It was also analyzed that the offered services play a vital part in obtaining a purchase from an app or page and the social media is the utmost chosen tool for this marketing. Apps or pages that are user friendly and comfortable for the customers to place orders attract more customers and gain their satisfaction towards the overall experience.

However, items such as satisfied that my current online food deliverer offers types of products and service that I am looking for (3.38), satisfied to that it is easy to seek help from my current online food deliverer when I encounter problems with my order (3.38) and satisfied with the timeliness of online food delivery (3.35) got the lowest rank and rated the least.

Customers tend to have different preferences and standards in terms of their desired products. Most of the time, they seek to meet or exceed the goods and services they are looking for in order to be fully satisfied. A consumer may encounter difficulties during the ordering process and the way you manage those instances may add up to positive consumer perceptions about your business services. There are customers who are greatly satisfied as soon as their inquiries and concerns are addressed immediately and politely by the food deliverer. It is crucial for the exact purpose of an online food deliverer to deliver products to consumers on time as this particular reason for the that will modify customer perception towards them. This actively demonstrates that perception is a strong determinant of the customer satisfaction. The timeliness of online food delivery generates whether positive or negative emotions of your customers and affects the service responsiveness. For instance, most of the customers who order food online considers timeliness of deliveries as a factor since they greatly value their time and meals.

Several home deliveries that include consumer demands that are quite and sometimes immensely sensitive. It is unavoidable that there will be issues wherein customer preferences are not met, there expectations are not fully satisfied causing lower satisfaction rates of buyers and jumping to other online firms. Dholakia [18], communication with employees of the restaurant hugely affects a consumer’s perception and satisfaction for online food delivery apps. It will allow consumer decision-makings and as their desire for interaction with firms and expectations are met, satisfaction follows. Lei [19] revealed in his study that a short-agreed waiting period remarkably results to a higher satisfaction of customer service and repurchasing intentions. He also mentioned that a short-agreed waiting period has a more powerful effect on a firm’s service responsiveness than a long one. Prolonged waiting experiences or delayed deliveries create negative feedback from customers, the more negative assessments from consumers, the more they will be dissatisfied with your service.

Table 5 shows that respondents of this study generally perceive the Factor Analysis in term of Customer Loyalty to be good indicated by the composite mean of 3.50. Among the items cited, highest in ranking is I will continue to buy from current online food deliverer (3.54).

Table 5. Factor Analysis in terms of Customer Loyalty

Indicators	WM	VI	R
1. I will continue to recommend my current online food deliverer to others.	3.51	SA	2
2. I will continue to talk good things about my current online food deliverer.	3.44	A	3
3. I will continue to buy from my current online food deliverer.	3.54	SA	1
Composite Mean	3.50	SA	

Legend: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD)

Customers prefers to have a current food deliverer since they know what kind of services they provided for the customers. Customers want to experience again that kind of service that they receive in their current online food deliverer. In terms of customer loyalty, some food deliverers give personalized service consistently to every customer and as a result, it creates remarkable experiences that customers repeatedly trust and order to them. Tech [20] mentioned that, personal innovativeness is also a strong determinant of customer loyalty. It has a huge impact in terms of customer’s perceptions and in choosing the food deliverer. First impression and personalized service will be remarkable to the customers in that they gain loyalty and trust from the consumers. Having a memorable experience is very prominent that gives a fulfillment not only to the providers but also to the customers. Customers continue to buy their products conceding that a provider has a quality of food and services.

On the other hand, lowest in rank is I will continue to talk about good things about my current online food deliverer (3.44). Customer feedback is important when it comes to enhancing the products and services. Some customers do not want to expose or share their experiences in a specific provider. This is because most of the food deliverers do not meet the expectation of the customer when it comes to product and services. And most of the food businesses do not know the proper ways to handle customer complaints, as a result, negative feedback from the customers. It is also one of the main factors how customers show or give their loyalty in online food delivery firms.

According to Subaebasni, et al. [21], service recovery is one of the key aspects that every business should have. Most of the business should know how to recover service in appropriate action and manner. If the provider fails to give the service to the customers, the

company’s representative must amend or respond to the issues by giving the right action and compensation to what happens. It is one factor to meet the customers’ expectation in a specific provider and satisfy them. According to Keshavarz et al. [22], service quality of the businesses has a huge impact in customer’s expectation regarding to the perceived service and attitudes of the provider. Customers tend to compare their previous experience to the present deliverer so that they have high assumption to the way of the services given. It also affects to the customer’s fulfilment in the products and services and as a result it gains good feedback and recommendation. Singh and Verma [23] revealed that, customers motivate to purchase a product due to different offers, feedback from previous customers and promotions of the business which can create trust from the customers. Through social media platforms, customers find it more accessible and convenient which boost the customers’ purchase intention. Through giving feedback and experience shared by previous clients, it will trigger the potential customer to purchase products offered by the company. Mmutle [24] mentioned that one of the important factors in business industry is to satisfy the customers through service quality, promotions, and products. Service quality is the general impression to the company, if the provider fails to satisfy the customer it leads to disappointment and bad image. Poor quality of services has a big impact on the business reputation since customers tend to share their feelings and opinions to others on what kind of service they experience. Naderian and Baharun [25] found that customer loyalty is one of the complicated factors in a food industry whereas it comprises the expectation and satisfaction of the customer. Providers should meet the expectation of the customers to be able to satisfy them and gain loyalty. Most of the customers are being disappointed since the products and services that they look for are not being perceived by some food providers. The company’s experience may lead to the response of the customers whether they will give a positive or negative worth of the mouth.

Table 6 presents the comparison of customers’ motivation, expectation, customer satisfaction and loyalty when grouped according to psychographic profile. It was observed that there was a significant difference on customer motivation ($p = 0.005$), expectation ($p = 0.011$) and customer loyalty ($p = 0.002$) when grouped according to family members.

Table 6. Difference of Responses on Factor Analysis When Grouped According to Psychographic Profile

Family Members	U / λ^2_c	p-value	I
Motivation	13.032	0.005	S
Expectation	11.08	0.011	S
Customer Satisfaction	1.814	0.612	NS
Customer Loyalty	14.521	0.002	S
How often do you order food for delivery?			
Motivation	4.278	0.118	NS
Expectation	0.98	0.613	NS
Customer Satisfaction	0.429	0.807	NS
Customer Loyalty	3.878	0.144	NS
Average expenditure on a food delivery per week			
Motivation	7.515	0.023	S
Expectation	3.01	0.222	NS
Customer Satisfaction	0.498	0.779	NS
Customer Loyalty	2.15	0.341	NS
From what type of restaurant do you order?			
Motivation	1960.5	0.375	NS
Expectation	1770.5	0.108	NS
Customer Satisfaction	2080.5	0.649	NS
Customer Loyalty	2004	0.454	NS
For what reason do you order food online?			
Customer’s Motivation	7.461	0.113	NS
Expectation	5.366	0.252	NS
Customer Satisfaction	7.512	0.111	NS
Customer Loyalty	1.523	0.823	NS

Legend: Significant at p -value < 0.05

This means that there was a significant difference observed and based from the pairwise comparison, it was found out that those who have family members of 4 have greater assessment on the above variables. This actively demonstrates that this type of family also called as nuclear family, consisting of married partners and their children, has greater motivation in ordering food online since they are seeking for convenience and an excellent quality of food without exerting a lot of effort. Parents going out from work tired and exhausted will have no more time and strength to cook for their family, for this reason, ordering food online is their alternative choice to experience convenience and at the same time, have food on their plates.

Dominici et al. [26] found out that there is a socio-demographic impact in purchasing food online. This explains that buying food online depends

on your employment status, gender or the type of house you are living in. It was then highlighted in the study that families with fewer members are more likely to consume food online, that can also be called the nuclear family. Online food delivery firms have been fulfilling the expectations of many people during the pandemic by showing its benefits and providing an easy way to utilize the new advanced platform. Millions of families have been trusting in this new way of pleasing their primary needs since it has been ensuring their safety and security during Covid-19 [35].

These types of customers also known as the nuclear family have greater loyalty in purchasing food online in the matter of fact that these people have been influenced by the consistency of excellent quality performance of the service provider. This illustrates how this type of family has the inclination to continue in availing the product. Trustworthiness is one of the reasons why people became loyal in their online food delivery service provider.

In terms of the amount spent for food delivery per week, there was a significant difference found in customer's motivation since the resulting p-value was less than 0.05. This was observed on those who spent 501 to 1000 per week.

These types of customers also known as the middle-class income society have more motivation to spend this amount of money for online food delivery per week because their salary gave them the purchasing power to do so, with this weekly budget they can find their online fast-food delivery of choice. They are willing to pay for the convenience of the services offered in online food delivery and at the same time an excellent quality of food in their plates. To put it briefly, one's money or income is one of the biggest motivations why people order food online.

Table 7. Relationship Between Customer Motivation, Expectation, Satisfaction and Loyalty

	MOT	EXP	SAT	LOY
MOT	1.000	0.487**	0.490**	0.394**
EXP	0.487**	1.000	0.210**	0.305**
SAT	0.490**	0.210**	1.000	0.527**
LOY	0.394**	0.305**	0.527**	1.000

Legend: Significant at p-value < 0.01

Table 7 displays the association between customers' motivation, expectation, customer satisfaction and loyalty. It was observed that the

obtained rho-value of motivation when correlated to expectation, satisfaction and loyalty indicates a moderate direct correlation and the resulted p-values were less than 0.01 alpha level. This means that there is a significant relationship exists and implies that the more motivated, the positive the expectation, the more satisfied and loyal. There is a measure of action on how people are being attracted to online food delivery. First is the feeling of being motivated to experience the online service, and from there it will create an optimistic expectation. Once that those expectations are met or even exceeded it will lead to satisfaction that will then bring loyal customers purchasing repeatedly in a certain online food delivery firm.

This was confirmed on the study of Chai and Yat [27]. It was stated there that the convenience is a major factor in influencing buyer's future intentions or motivation. It was also added that it can influence the mood and behavior of customers. When this degree of convenience meets the expectations, a positive impression will be its product, or in other words, there is satisfaction. By receiving this gratification in using online food delivery system, those consumers with fear or have negative experience interacting with restaurant staff or personnel will continue to adopt to the online system and gaining their loyalty in this innovative and easier way of having food.

Expectation and loyalty show a moderate direct association and indicates a significant relationship. The result implies that the better the expectation, the more that the customers are satisfied and loyal. One of the reasons for this occurrence is that expectation is those so-called imaginary reality that needs to be fulfilled. It is something created in the minds of the people that are just waiting to be seen physically, just like a story in a book being transformed in a movie. Once that that illusory thing comes to exist and finally experienced personally it will bring satisfaction or contentment to the user. This uncontained genuine happiness and fulfilment is what steers one's loyalty. According to Vakulenko et al. [28], the best way to achieve customer satisfaction requires foreseeing their expectations. By considering the future needs and wants of the market, it can produce a strong customer experience agenda that will pave the way for their satisfaction.

In addition, there was also a significant relationship between customer satisfaction and loyalty. This indicates that the more satisfied the more that they are loyal. These two concepts are always

associated with each other, for the fact that a loyal customer comes from a satisfied customer. For example, a customer was satisfied with the burger that he ordered in that local fast food, they delivered on time and the quality of it was excellent. Eventually, this customer will have the inclination to order again in that fast food chain since he wants to experience the good food and service again. The repeat purchase can also be called loyalty, this can't be achieved without encountering that level of satisfaction that brought pleasure in continuously acquiring a certain service or product, in this case, it is ordering food online.

CONCLUSION AND RECOMMENDATION

Majority of the respondents are more than 5 members in their family, they order food for delivery 1-3 times a month, they are spending less than Php 500 per week, they are ordering mostly on quick service restaurants and they crave for a specific food with regards to ordering food online. As to the customer's motivation factor, the respondents prefer variety choices of food when selecting which online food delivery to use, expectation factor, the respondents look for an online food delivery sites or pages that is user friendly, offers a high-quality service and ensures security, customer's satisfaction factor, the respondents are satisfied with their current online deliverer that gives significance to the quality of food during the delivery process and lastly the respondents will continue to buy from their current online food deliverer with regards to their loyalty.

Furthermore, it was reveal based on the findings that those who have family members of 4 have greater assessment on the customer's motivation, expectation, and loyalty. A significant relationship existed on all the variables implying that the more the customers were motivated, the higher they were the expectation and the more they were satisfied and loyal.

Based on the findings and conclusions presented, the following are suggested: For Online Food Delivery, they may give points for every answered survey form that can be converted to a free meal. In this case, customers will engage in honestly answering the forms and giving their suggestions. For Online Food Business, they may consistently gather and evaluate customers' feedback that may help in enhancing their products and services. For Online Food Delivery Customers, they may provide feedback about the way food is being delivered in terms of timeliness and demand for a voucher or compensation. For Online Food Delivery

Sites, they may partner with their subsidiaries for customers to have variety of food choices to further strengthen and promote online food delivery. For future researchers, they may conduct a similar study but with the use of other variables like considering the 4P's of marketing such as the product, price, place and promotion.

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