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Factors that Influence Customer Satisfaction in Online Food Ordering through Delivery Apps in Ningxia

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Abstract

This study aims to determine the factors that affect customer satisfaction in online food delivery services. The popularity of online food delivery has significantly increased this year, with more orders and deliveries being made through digital platforms. The success of these services relies on various factors, such as the product's quality, the application's safety, the guarantee of timely delivery, and the offers provided to customers to enhance their satisfaction. The research indicates that the quality of the delivery app service directly influences the overall quality of the delivery service platform, which has a bearing on customer satisfaction. Considering these critical factors, this study provides a comprehensive model for service in the e-commerce domain. The number of respondents for this study was 393. The results of this study show that consumer satisfaction with delivery apps for online food ordering would be impacted by their perceived ease of use, information quality, and service reliability.

Keywords : *Customer Satisfaction, Online Food Ordering, Delivery Apps*

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INTRODUCTION

The widespread availability of high-speed internet across China has accelerated the use of online facilities, opening up new and exciting growth opportunities for online sellers. One such sector that has seen a massive surge in popularity quickly is the online food service industry (Javadi et al., 2012). As a result, researchers and business leaders have become increasingly interested in understanding the factors that drive users to use online food delivery apps (Borgohain, 2019). These apps enable customers to purchase food online without leaving the comfort of their homes, making it an incredibly convenient and straightforward way to order food. Customers can explore a wide range of food items, combos, and cuisines on the restaurant's website or app and quickly select and purchase the items they need. Customer satisfaction plays a crucial role in the success of food delivery services as it measures how well a company's products or services meet customer expectations (Hong et al., 2016). To enhance trust and customer satisfaction during online shopping, companies must assure customers of product quality and provide accurate information. Developing a suitable strategy that meets consumer needs is essential to ensuring customer satisfaction and providing good services (Das, 2018).

This study explores consumer satisfaction with online food ordering through delivery apps. The study has two objectives:

1. To investigate how perceived ease of use, information quality, and service reliability influence consumer satisfaction in Ningxia when using delivery apps for food ordering.

2. To suggest a feasible solution that delivery apps can implement to improve consumer satisfaction and value perception by adjusting attitudes and expectations related to online food delivery services.

Therefore, the study aims to determine the effect of three independent variables - perceived ease of use, information quality, and service reliability - on the dependent variable of consumer satisfaction.

THEORETICAL FOUNDATION

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a comprehensive theory in information systems that aims to explain how users accept and use technology. TAM is based on the idea that the actual system use is the end-point where people use the technology. TAM is designed to understand the factors influencing users' attitudes and intentions to use technology. Behavioral intention is a critical factor that leads people to use technology, and external variables such as social influence play a vital role in determining users' attitudes. When TAM factors are in place, people will have the attitude and intention to use the technology. Davis (1989) TAM is an essential tool in understanding the general determinants of computer acceptance that describe users' behavior across various end-user computing technologies and user populations (Bagozzi, 2007). The TAM (Technology Acceptance Model) consists of two central beliefs: Perceived Usefulness (PU) and Perceived Ease of Use (PEU). Perceived Usefulness refers to the user's perception of how using a specific system, such as a single-platform E-payment System, can improve their actions (Lai & Zainal., 2015). Anticipated Ease of Use refers to the user's expected effort to use the target system. TAM provides a comprehensive framework for understanding users' attitudes and intentions to use technology. It is an essential tool for businesses and organizations that want to improve their technology offerings and increase user adoption (Lai, 2006).

Total Quality Management (TQM)

Total Quality Management (TQM) aims to achieve long-term success through customer satisfaction. This approach requires participation from all members of an organization to enhance processes, products, services, and work culture. TQM is designed to create a customer-focused organization that involves all employees in continual improvement (Garia-Alcaraz et al., 2021). It uses strategy, data, and effective communication to integrate quality discipline into the organization's culture and activities. TQM is a predecessor to modern quality management systems, which share many of the same concepts. One of the key elements of TQM is customer focus. This means that the level of quality is ultimately determined by the customer, regardless of what the organization does to foster quality improvement (Sheikholeslam & Emamian., 2016). The TQM strategy requires consistent feedback from employees and customers to identify areas of improvement for services and products across the organization. The primary goal of Total Quality Management (TQM) is to improve a company's market position.. This can be achieved by increasing productivity, improving customer loyalty and satisfaction, boosting employee morale, and improving processes. Total Quality Management (TQM) is an all-encompassing management approach that considers every aspect of an organization (Tasleem et al., 2016). It is designed to create a continual improvement culture and ensure the focus is always on the customer.

SERVQUAL Model

The SERVQUAL model is widely used to measure and improve service quality in the industry. It is a comprehensive model with five main evaluation dimensions: tangibility, reliability, responsiveness, trust, and empathy (Parasuraman et al., 1988). Each dimension is further divided

into several specific questions that help understand the service needs of target customers. Respondents are asked to rate their expected value, actual feeling value, and minimum acceptable value for each question through questionnaires, which helps obtain a service quality score (Mouakket, 2014). The SERVQUAL model is based on the "service quality gap model," which states that service quality counts on the difference between customer expectations and the perceived service level (Kao & Lin., 2016). By using this model, businesses can identify the gaps in their service quality and take appropriate measures to improve it. It is an effective tool for improving customer satisfaction and loyalty. The five dimensions of the model are essential factors that affect customer satisfaction with delivery apps for online food ordering. Tangibility refers to how the product or service appears, while reliability means performing the promised service dependably and accurately. "Responsiveness" refers to being ready and willing to assist customers promptly. It involves providing quick and efficient service to customers promptly.. Trust relates to confidence in the service provider's ability to deliver the promised service, and empathy refers to the caring and individualized attention given to customers. In conclusion, the SERVQUAL model is a valuable tool for businesses in the service industry to measure and improve their service quality, ultimately increasing customer satisfaction and loyalty (Udo et al., 2010).

Terms

Consumer satisfaction is the most important and extensively researched construct in marketing management. In online shopping, customer satisfaction is the most critical issue determining consumer acquisition, retention, and the overall progress of online stores (Chen et al., 2012). The correlation between customer expectations and their experience ultimately decides customer satisfaction. This level is achieved when the customer experience meets or surpasses their expectations (Khristianto et al., 2012). It is essential to research to identify the factors impacting customer satisfaction. Such studies can be used as a benchmark to evaluate business performance and growth and guide future strategies.

Perceived ease of use is essential in determining whether users will embrace or reject a particular system. It measures how easily an individual perceives using the system (Tetty et al., 2016). This term is derived from the definition of "ease," which means the absence of significant difficulty or effort. Several factors are considered when measuring the perception of ease, such as ease of learning, controllability, simplicity, flexibility, ease of proficiency, and ease of use (Muflihhad & Rubiyanti., 2016). These factors are all critical in shaping the user experience, as they determine how quickly users can learn to navigate the system, how much control they have over it, and how easy it is for them to become proficient in using it. By ensuring these factors are in place, designers can create user-friendly, intuitive, and easy-to-use systems. Ultimately, this will increase user satisfaction and adoption rates (Amin et al., 2014).

Information quality is an essential aspect that reflects the interests of different customers. It is not just about accessibility but also about providing quality services that satisfy diverse customers (Zhou et al., 2010). Previous studies have suggested that system quality ensures a smooth and rewarding purchase experience. It also fosters customer loyalty. The efficiency of system quality is vital to ensuring quality services and a seamless online shopping experience. Information quality is a complex concept considering customers' interests and needs (Song et al., 2012). It goes beyond mere accessibility, as it encompasses an array of factors that contribute to providing high-quality services. In this context, system quality is crucial in ensuring a smooth and rewarding customer purchase experience, as evidenced by previous studies. The system quality can foster customer loyalty and satisfaction by providing efficient and effective services. Therefore, optimizing the system quality to deliver quality services and a seamless online shopping experience for all customers is essential (Kuo, 2009).

Service reliability is essential to any system, product, or service. It refers to the degree of certainty that the system, product, or service will maintain its performance standards for a specific period. The satisfaction level of customers is influenced by various factors, such as their perceptions of the quality of service, product quality, pricing, and personal and situational factors (Saleem et al., 2017). Among these factors, the perception of service quality is crucial in determining customer satisfaction. The quality of service is assessed based on five dimensions: tangibles (physical evidence), reliability, responsiveness, assurance, and empathy (Priporas et al., 2017).

CONCEPTUAL FRAMEWORK

The online takeout service industry has emerged as a new marketing channel and now occupies a significant share of the food industry's sales volume. This type of business transportation is prevalent among young, active working people. Due to the continuous emergence of new businesses and customers' expectations for online ordering convenience and anxiety, competition in this industry has become more intense. However, quality products and services must not be compromised. Therefore, online benefits providers must understand the nature and importance of the online benefits industry and its relevant perspectives to cater to customers' needs in this developing market. Perceived ease of use, information quality, and service reliability are set to test their impacts on consumer satisfaction (Wu et al., 2018).

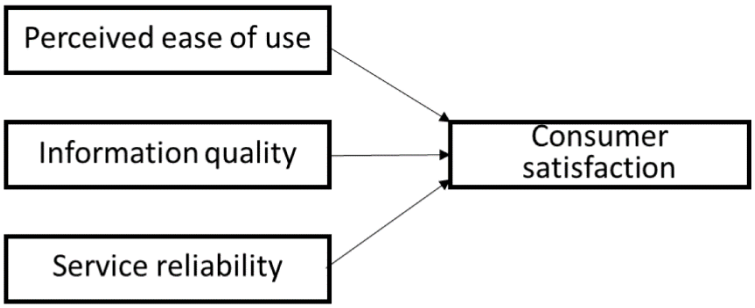

Figure 1. Conceptual Framework

RESEARCH HYPOTHESIS

The Impact of Perceived Ease of Use on Consumer Satisfaction

From a modern marketing perspective, perceived ease of use refers to how consumers perceive a service or product's excellence and satisfaction. This includes their overall impression of the organization and its services (Ting et al., 2016). Overall perceived ease of use is determined by evaluating the service performance and comparing it to consumer expectations. The direction and degree of this evaluation determine the overall perceived service quality.

H1. Perceived ease of use does not significantly impact consumer satisfaction in online food ordering through delivery apps.

The Impact of Information Quality on Consumer Satisfaction

Mobile commerce applications have become increasingly popular among consumers, making information quality a crucial factor in determining user satisfaction. The perception of customers towards the quality of information displayed on these applications is widely recognized as information quality, which is a multi-dimensional concept. It comprises two essential dimensions, namely content adequacy and content usefulness. Content adequacy refers to the reliability, sufficiency, and completeness of the information provided on the application, while content

usefulness implies the informativeness and value of the displayed information (Kasiri et al., 2017). Therefore, businesses must prioritize the quality of information displayed on their mobile commerce applications to ensure customers have a seamless and satisfactory experience.

H2. Information quality does not significantly impact consumer satisfaction in online food ordering through delivery apps.

The Impact of Service Reliability on Consumer Satisfaction

The concept of service reliability is crucial in the world of e-commerce, as it directly impacts customers' perceptions and evaluations of a service's performance. Reliability is a long-term evaluation formed over time by customers based on their experiences with a particular service. Two critical dimensions used to measure service reliability are responsiveness and customization. Employees' willingness to promptly and efficiently handle customer complaints and requests is known as responsiveness. On the other hand, customization measures how the service provider communicates with individual customers and understands their unique needs and preferences (Salameh & Hassan., 2015). By focusing on responsiveness and customization, e-commerce services can enhance reliability and foster positive customer perceptions.

H3. Service reliability does not significantly impact consumer satisfaction in online food ordering through delivery apps.

RESEARCH METHODS

Population and Sample

This research population comprises consumers from Ningxia, China, who tend to find the respective food ordering through delivery apps. A sample of 392 was collected for this study's analysis in January 2024 through the online WeChat Survey Platform. This study's minimum research sample size is based on the following formula, widely accepted for analysis (Das et al., 2016).

The margin of error (confidence interval) – 95%

Standard deviation 0.5

95% - Z Score = 1.96

Sample size formula = (Z-score) ^{2} * Std Dev*(1-StdDev) / (margin of error) ^{2}

(1.96) ^{2} x 0.5(0.5) / (0.05) ^{2}

(3.8416 x 0.25) / 0.0025

0.9604 / 0.0025 = 384

384 respondents would be needed for this study based on a confidence level of 95%

Correlation Analysis

Correlation analysis is a statistical method often used to measure the degree of correlation between variables. The Pearson correlation coefficient is used to test this correlation. The value of the correlation coefficient, denoted as "r," indicates how strong the correlation between variables is. Meanwhile, the P-value is used to determine the correlation's significance level.

Table 1. Correlation Coefficient Classification

Correlation coefficient r	Degree of relevance
$\|r\| = 1$	Totally correlated

$0.70 \leq \|r\| < 0.99$	Highly correlated
$0.40 \leq \|r\| < 0.69$	Moderately correlated
$0.10 \leq \|r\| < 0.39$	Low correlation
$\|r\| < 0.10$	Weak or unrelated

Regression Analysis

Regression analysis is a statistical technique used to study the relationship between multiple independent variables of a hypothesis and a set of dependent variables. It helps evaluate the strength of relationships between variables and predict future relationships between them. This study, SPSS23.0 software was used to test the correlation coefficient of determination, perform multiple linear regression, and test the hypotheses.

RESULT AND DISCUSSION

Correlation Analysis of Perceived Ease of Use and Consumer Satisfaction

The correlation coefficient r between perceived ease of use and consumer satisfaction is 0.765, and P=0.022 is less than 0.05. Thus, it shows that perceived ease of use significantly correlates with consumer satisfaction.

Table 2. Correlation Analysis of Perceived Ease of Use and Consumer Satisfaction

	Perceived Ease of Use
Consumer Satisfaction	1
Sig. (1-tailed)	
Perceived Ease of Use	.765*
Sig. (2-tailed)	(.022)

Correlation Analysis of Information Quality and Consumer Satisfaction

The correlation coefficient r between information quality and consumer satisfaction is 0.773, and P=0.019 is less than 0.05. Thus, it shows that information quality is significantly correlated with consumer satisfaction.

Table 3. Correlation Analysis of Information Quality and Consumer Satisfaction

	Information Quality
Consumer Satisfaction	1
Sig. (1-tailed)	
Information Quality	.773*
Sig. (2-tailed)	(.019)

Correlation Analysis of Service Reliability and Consumer Satisfaction

The correlation coefficient r between service reliability and consumer satisfaction is 0.755, and P=0.026 is less than 0.05. Thus, it shows that service reliability is significantly correlated with consumer satisfaction.

Table 4. Correlation Analysis of Service Reliability and Consumer Satisfaction

	Service Reliability
Consumer Satisfaction Sig. (1-tailed)	1
Service Reliability Sig. (2-tailed)	.755* (.026)

Regression analysis of various variables on consumer satisfaction

The model summary: R=0.955, R2=0.944, the adjusted R2 is 0.948, and the degree of explanation between perceived ease of use, information quality, service reliability, and consumer satisfaction is 94.8%. The Durbin-Watson test result is 1.977≈2, indicating that the residuals are independent and the model does not have serial correlation problems.

Table 5. Summary of the regression analysis model of constructs and consumer satisfaction

Model	R	R^2	Adjust R Square	Standard estimate error	Durbin-Watson
1	0.955a	0.944	0.948	0.91123	1.977

The results of the single-factor analysis. The regression sum of squares is 4673.288, the residual sum is 311.322, and the significance is 0.000, less than the significance level of 0.01. This study has significant differences between the independent and dependent variables. A considerable effect exists between perceived ease of use, information quality, service reliability, and consumer satisfaction.

Table 6. ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4673.288	3	4226.366	6221.228	.000c
	Residual	311.322	388	.563		
	Total	498.610d	391			

Tabel 7. Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.553	1.445		4.998	.011
	Percieved ease of use	.322**	.024	.354	1.553	.001
	Information Quality	.285*	.019	.297	2.589	.023
	Service Reliability	.256*	.028	.273	3.578	.018

**p≤0.01, *p≤0.05

a. Dependent Variable: Consumer Satisfaction
b. Predictor variables: Percieved ease of use, Information Quality, Service Reliability

The regression equation of the multiple linear regression analysis:

$$Y = \alpha + ßX1 + ßX2 + ßX3 + e$$

$$Y = 4.553 + 0.322\ X1 + 0.285\ X2 + 0.256\ X3$$

Description:

Y = Consumer satisfaction
α = Constant
X1 = Perceived ease of use
X2 = Information quality
X3 = Service reliability
e = Error
ß1 = First Regression Coefficient Number
ß2 = Second Regression Coefficient Number
ß3 = Third Regression Coefficient Number

The table of coefficients displays the impact of added constants on perceived ease of use, information quality, service reliability, and customer satisfaction. These factors are significantly interdependent.

The mechanism by which parents play a vital role in the relationship between the independent variables of perceived ease of use, information quality, and service reliability and the dependent variable of consumer satisfaction on their selection of online food ordering through delivery apps.

The Effect of Perceived Ease of Use on Consumer Satisfaction

The test of the first hypothesis indicates that perceived ease of use significantly impacts consumer satisfaction with online food ordering based on the standard regression coefficient of the perceived ease of use, which is 0.322, t=1.553, and the significance level is 0.001<0.01. It shows that perceived ease of use significantly impacts consumer satisfaction. H1, perceived ease of use significantly impacts consumer satisfaction in online food ordering through delivery apps.

The Effect of Information Quality on Consumer Satisfaction

The result of testing the second hypothesis indicates that information quality significantly impacts consumer satisfaction with online food ordering based on the standard regression coefficient of information quality, which is 0.285, t=2.589, and the significance level is 0.023<0.05. It shows that information quality significantly impacts consumer satisfaction. H2, information quality significantly impacts consumer satisfaction in online food ordering through delivery apps.

The Effect of Service Reliability on Consumer Satisfaction

The result of testing the third hypothesis indicates that service reliability significantly impacts consumer satisfaction with online food ordering based on the standard regression coefficient of service reliability, which is 0.256, t=3.578, and the significance level is 0.018<0.05. It shows that service reliability significantly impacts consumer satisfaction. H3, service reliability significantly impacts customer satisfaction through delivery apps in online food ordering.

CONCLUSSION

The research study concluded that perceived ease of use, information quality, and service reliability significantly impact Ningxia consumers' satisfaction in selecting food delivery through delivery apps. The results showed that all three influencing variables experienced by Ningxia consumers proved strongly related to the quality of delivery apps. The study results are significant for all those involved in the food tech industry, especially for food app startups. The study suggests that to succeed, service providers must focus on creating a niche in the key factors influencing this service. Some recommended strategies for building a niche include providing healthy meals, a secure payment portal, flexible delivery options, and targeting users in small cities. The study advises service providers to deliver food in flexible amounts at odd hours and differentiate value offerings based on the specific regions they serve. By implementing these strategies, service providers can carve out a unique and profitable niche in the food tech industry.

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