

CONSUMERS' SATISFACTION ON ONLINE FOOD DELIVERY PROVIDERS

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The food industry is well-known for its sensitivity to changes, advancements, and trends. Every year, the market evolves quickly in order to meet the ever-changing demands of each client. The term "innovation" refers to such developments. These innovations, such as food processing, packaging styles, and methods of delivery to customers, have played an important role in the said industry over the years. Online food delivery is another recent food sector innovation that has gained popularity in recent years. The 2020 Forecast for the Growth of Online Ordering and Food Delivery.

The popularity of online meal delivery services may be linked to people's changing tastes, particularly in metropolitan areas. Apart from the convenience of a quick meal, many customers use food delivery services to avoid having to cook and prepare their own food. This is also advantageous for them because they rarely have time to prepare and cook their own meals. While some restaurants are already using digital platforms to handle digital ordering, others are still relying on brick-and-mortar locations. The rise of third-party platforms such as Food Panda and Grab Food has simplified the process of ordering food.

The increase in Coronavirus (COVID-19) infection cases has had a significant impact on the food industry. Community lockdowns, social distance, stay-at-home orders, travel, and a variety of other techniques to flatten the COVID-19 curve have resulted in the temporary suspension of several hospitality sectors, as well as a significant drop in demand for those who were still permitted to operate. It encourages consumers to choose online food delivery over purchasing food from nearby food stores. Online food

delivery allows people to buy fast food items from stores using online software, reducing physical contact and the likelihood of consumers and food sellers contracting the coronavirus. Online food delivery is more convenient and seamless because consumers only need their computer or mobile phone and an internet connection to order, and the food is delivered to their address immediately. They can do this almost at any time and from any location. Because food businesses offer various promotions and rebates when using their delivery applications, online food delivery provides customers with additional perks and benefits when purchasing. Customers who order food online experience less stress because they do not have to worry about other customers who are waiting to be served by the crew in addition to them.

Customers can do anything with their smartphones via an app, and the current business model is online food delivery services. Most people prefer to be able to pick up their phones and have their meals delivered to them. Online meal delivery services are frequently linked to customers and restaurants. The evolving behavior of urban customers may have assisted the rise of online food delivery services. Food delivery services have radically altered consumer behavior, particularly among urban clients, to the point where using OFD services has become the norm.

Furthermore, in order to gain a competitive advantage and achieve long-term success, mobile internet food service companies must develop a competitive strategy that responds to consumer demands. Entrepreneurs in the Philippines are riding the wave of the trend of using food delivery to continue their business operations. Grab Food claims a 56% market share in the country, with the gross merchandise value of food delivery expected to reach \$1.2 billion by the end of 2020. This new food retail marketing system assists new food business ventures.

The benefits provided by these apps are primarily what attract new users of online meal delivery service apps. Customers can get almost anything they want through OFDS (online applications), including food and beverage purchases, with the click of a button.

Clients are not required to go out on their own or call the restaurant to make a reservation. Furthermore, automated installation features are now available for OFDS apps, making purchases much easier.

As a result of this new habit, many restaurants are now available on OFDS apps to attract customers and raise brand awareness. However, restaurant accessibility is not the only factor that influences customer satisfaction. Customer satisfaction is influenced by a variety of factors, including accessibility, navigational design, and projected performance. Consumer convenience is appealing because it simplifies and reduces the procedure to a few clicks on current devices and gadgets such as tablets and PCs.

As a result, some customers are wary and may refuse to consider online food delivery. Despite the convenience and security against COVID-19 that food delivery provides, this process requires consumers to wait for a longer period of time because the courier may encounter problems with restaurant accommodations, complex customer orders, traffic, or bad weather. Furthermore, because online food delivery requires vehicles to transport food to customers, a shipping fee is added to the bill, making it more expensive for consumers. Online meal delivery is especially important in developing countries, where innovation and customer preferences are constantly changing.

The researchers investigated four variables: Online services have shown that the quality of the e-service and the quality of the meal influence e-satisfaction. The effectiveness of the e-service influences customers' perceptions of food quality. It's also possible that consumers' perceptions of food quality are influenced by their previous eating habits (e.g., delivery worker interaction).

We define delivery personnel's individual characteristics (also known as personal elements) when dealing with ODP clients as a combination of physical appearance, attire, and etiquette. There is evidence that personal factors influence how customers evaluate service and restaurant experiences.

Perceived Meal Quality: It has already been discovered that satisfaction with delivery service providers is related to perceived meal quality. In restaurants, customer experience is determined by the perceived overall quality of menu variety, appearance, proportion, nutrition, flavor, quality, and food temperature. "E-satisfaction refers to a customer's satisfaction with his or her previous purchasing experience with a specific electronic commerce firm. E-SAT is defined as "the customer's satisfaction with his or her prior purchasing experience with a given electronic commerce firm.

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