FACTORS AFFECTING CONSUMER SATISFACTION IN FOOD DELIVERY APPLICATIONS

Alora Erica S. Salcedo[1a]
Maria Teresa N. Bernabe[2b]

[1, 2] *Baliuag University, Baliwag City, Bulacan, Philippines*
aloraericasalcedo@baliuagu.edu.ph[a]
mariateresabernabe@baliuagu.edu.ph[b]

Abstract

This study aimed to identify the factors influencing consumer satisfaction among food delivery application users. A Pearson product–moment correlation coefficient was utilized. Data were collected through an online survey, with 540 respondents participating in the study. The findings revealed that users of food delivery applications exhibited very high levels of perceived control and perceived convenience, low levels of technology anxiety, and strong behavioral intentions—factors that collectively shaped their overall satisfaction. The results further demonstrated that perceived control, perceived convenience, and behavioral intention significantly predicted user satisfaction, whereas technology anxiety did not show a meaningful predictive effect. The findings of the study provided valuable information for food delivery services and operators regarding areas for improvement in their services, application features, and delivery operations.

Keywords: behavioral intentions, consumer satisfaction, food delivery, online delivery applications

Since the pandemic started, restaurants have experimented with new ways to stay in business while improving customer service. At the same time, the outbreak has affected many food establishments, and the food sales through online platforms have increased (Sukanya, 2020). Due to the increasing number of customers searching for different food options, the demand for food delivery services has grown significantly. This was expected to contribute to the industry's 19% annual growth rate in 2020 (Apornrath, 2020).

Food delivery applications have been widely used in various industries ever since its introduction. Its continuous improvement was necessary to ensure its continued success. New users of food delivery applications are mostly drawn by the benefits offered by the applications. These food delivery applications give consumers practically anything food and beverages they want to buy, just with the swipe of a finger. Consumers can contact a restaurant to place an order with a single touch on their smartphones. Customers can search for nearby restaurants, view their menus, and order food or drinks that they desire (Kapoor & Vij, 2018).

Customers' satisfaction with food delivery applications was influenced by more than just restaurant accessibility. Customer satisfaction was influenced by a variety of elements, including simplicity of use, navigational design, and expected performance. Several research, for example, has looked at the elements that influence customers' first application acceptance throughout the early stages of using food

delivery applications (Peng et al., 2014).

In light of this, the researchers conducted this study to determine the factors affecting consumer satisfaction in using food delivery applications in Bulacan. The study aimed to identify the factors that contributed to consumers' satisfaction in Bulacan. The results of this study can help determine whether food delivery operators, such as GrabFood, OrderMo, FoodPanda, and food establishments, should continue using this method of selling food. Moreover, the identified factors affecting consumer satisfaction can provide food delivery services and operators with insights into areas for improvement in terms of their services, application features, and delivery operations.

Food Delivery Application

A food delivery application was an innovative and convenient channel, downloadable as a smartphone mobile application, that allowed smartphone users to order and pay for food from a wide array of restaurants; the food was typically delivered to the customer's doorsteps without any physical interaction with the restaurant and its staff (Alalwan, 2020).

Due to social distancing protocols and people's fear of infection, the COVID-19 pandemic has increased the demand for food delivery services. As a result, 2020 was the beginning of the golden period of food delivery, particularly for the top four aggregators: Grab Food, GET, Line Man, and FoodPanda. Food delivery platforms have also been seen as the most convenient feature for customers during the global COVID-19 pandemic (Riaz, et. al, 2022). The pandemic has also accelerated the emergence of new players. For example, Robinhood was marketed as a "Thai food delivery service for Thai people, "aiming to help society" by offering lower costs and faster payouts using online banking payment methods. As a result, rivalry in the increasingly profitable food delivery business showed no signs of abating (Vincent, 2020).

Food delivery applications, a developing online-to-offline mobile technology, provide a channel between catering firms and customers by integrating online orders and offline delivery services. Food delivery applications can be divided into two types (Ray et al., 2019). First are the restaurants themselves, and second are third-party intermediate services such as Uber Eats, Zomato, Ele.me Meituan Waimai, and Baidu Waimai. Food Delivery Platform is an example of e-commerce in which food is ordered online and delivered. Much of the restaurant business has turned to this strategy to reach their clients more effectively while expanding their market penetration. The conventional model for food delivery is when a person orders food online by contacting a restaurant; the restaurant cooks their order while the client waits, and the restaurant then delivers it to the consumer (Saneva et al., 2022).

Control

A consumer demonstrates reuse intention when they engage in a service repeatedly (more than twice) and subsequently communicate their experience to other potential users through personal recommendation or social media. A study conducted

by Elverda et al. (2025) in Indonesia indicates that customer retention is a broader concept than mere satisfaction: it encompasses the intention to reuse as a critical component of loyalty and long-term demand generation. For instance, studies of online food delivery platforms reveal that satisfaction plays a mediating role in the relationship between system- and service-quality factors and reuse intention, while behavioral intention remains a strong predictor of continued adoption.

As interactive technology in mobile applications has grown, consumers have become more engaged, involved, and in control. Consumers may conduct various online actions with just one click by utilizing food-ordering applications, such as gathering current information about restaurants and menus, comparing alternatives, following order progress and delivery, selecting the proper mode of payment, and leaving ratings and feedback. (Carlson et al., 2019).

Convenience

According to a study conducted by Chrome Data Analytics, the most important factor driving online food delivery applications was convenience, followed by pricing. Consumers do not need to leave their homes or travel to find and purchase food online. This issue also plays a significant part in pushing consumers to use online food services, as improper convenience becomes a massive deterrent to consumers going out and purchasing meals. Convenience gives consumers a sense of control and authority over what they buy, and it also aids in choosing products from a vast range on the internet. It was also as safe as traditional ways of ordering, and gaining better prices pushed consumers to buy food online (Rathore & Chaudhary, 2018).

Adoption of food delivery applications can benefit both customers and businesses. Delivery applications use location information systems to provide details about food delivery vendors in the nearby area the consumer desires. The benefits of the delivery applications are their usefulness and convenience, in that they offer a wider range of options than fliers and that ordering becomes simple (Ko, 2016).

Technology Anxiety

Technologically anxious customers believe that the food ordering style undermines family values; thus, they choose the dine-out style. The optimization procedure was critical because a rise in technological concern raised the anticipated future of food applications while decreasing satisfaction behavior. Customers who fear technology are less inclined to utilize or promote it. Online sites minimize technical anxiety by making them more user-friendly and guaranteeing that purchases are accepted and delivered at the specified location and time (Senthil et al., 2020).

Satisfaction

Consumer satisfaction necessitates an authentic consumer experience, and because the consumer would purchase the product or service again if satisfied, a satisfied customer significantly impacts demand (Korea Productivity Center, 2011). Consumers can effectively and quickly access a broad selection of restaurants at a time and place that is convenient for them by utilizing such applications. This

technology could provide a competitive edge for restaurants by improving accuracy, boosting efficiency, and overcoming issues like miscommunications, traffic, and delayed delivery (Algharabat et al., 2017; Marriott et al., 2017). This statement is verified by Amoroso et al. (2017), who advised that if a client was happy with their experience with a food delivery application, they should be loyal to such an application and intend to use them again.

Behavioral Intentions

Several notable findings are reported, including the empirical verification that service quality, service value, and satisfaction may all be directly related to behavioral intentions when all of these variables are considered collectively (Cronin, 2000). Customers consider the utility of items or services when purchasing them, and customers who are satisfied with their purchases have fewer complaints, repurchase them, and are more likely to promote them to others.

The consumer has a reuse intention if he or she uses a good or service more than twice and intends to notify other buyers about the experience through communication with friends and colleagues, recommendations, or a social network service (SNS) (Choi & Choi, 2011). Customer retention is more than the idea of customer satisfaction; the purpose of reuse was a key element of understanding it. It is not a notion that can be grasped solely on a single element of conduct or attitude (Choi, 2014). It is feasible to generate long-term demand if a consumer becomes a frequent customer because of increasing repurchase intention (Park, 2011). Behavioral intention is also a type of buying intention that may be used to predict client purchasing behavior. This will influence an individual's decision to adopt or not adopt online food delivery (Ji, 2014). According to Yeo et al. (2017), consumers who want to restrict human connection with others may strongly desire to embrace the online system, particularly those customers who have had a poor experience with frontline employees or sales professionals. (Collier & Kimes, 2013; Katawetawaraks & Wang, 2011).

Consumer Satisfaction

According to the National Customer Satisfaction Index (NCSI, 2011) assessment, customer satisfaction is the most influential factor on the demand curve of products or services, not quality, which represents engineering requirements. Furthermore, customer happiness necessitates a genuine consumer experience. Customer satisfaction significantly impacts demand because the client is likely to purchase the product or service again if satisfied (Korea Productivity Center, 2011).

The competition for customers was higher in the food delivery market due to overcrowding. Attracting consumers through marketing does not guarantee the success of the business. Ensuring customer satisfaction and satisfying existing customers has become the most critical business goal to increase revenue and expand the customer base. Satisfaction was a cumulative feeling developed after multiple uses of an application and after multiple interactions with service providers. It was evident that the greater the number of customers, the more likely they are to purchase the product or service again. Customers who are completely satisfied and happy are

hidden treasures, and keeping them delighted is the key to retaining them as frequent customers. In food delivery applications, satisfaction is defined as the user's pleasure from using a food delivery application (Chotigo & Kadono, 2021). Food delivery applications play a huge role in customer experience and satisfaction through many factors, such as food availability, ratings by other customers, payment mode, and human interaction (Kwong & Shiun-Yi, 2017).

According to the Food Trends Report commissioned by a regional (ASEAN) food delivery portal, in the year 2020, the food delivery industry generated P55 billion in gross sales. One-third of all foods consumed by Filipinos were purchased from restaurants, while the other two-thirds were prepared at home. Fifty percent of clients determined what they wanted to eat based on what they saw on the application. Subscriptions to meal delivery aggregators like Grab Food and Food Panda have surged 61 percent in the previous year (Masigan, 2021).

Research Questions

1. How may the respondents' assessment on food delivery applications be described in terms of the following:
   1.1. perceived control;
   1.2. convenience;
   1.3. technology anxiety;
   1.4. satisfaction; and
   1.5. behavioral intention?

2. Is there a significant relationship between the respondents' satisfaction with food delivery applications and the factors, namely:
   2.1. perceived control;
   2.2. convenience;
   2.3. technology anxiety; and
   2.4. behavioral intention?

3. Do the following variables significantly affect the satisfaction of food delivery applications?
   3.1. perceived control;
   3.2. convenience;
   3.3. technology anxiety; and
   3.4. behavioral intention?

Theoretical Framework

The study explained the factors affecting customer satisfaction when using food delivery applications. The key component of this paradigm was behavioral intention; behavioral intentions are influenced by the attitude toward the likelihood that the activity will produce the expected outcome, as well as the subjective evaluation of the risks and benefits of that outcome (LaMorte, 2019). The researchers' assumptions were grounded in the Theory of Planned Behavior and the Theory of Reasoned Action, which identify specific factors affecting customer satisfaction in food delivery orders.

The conceptual diagram below illustrates the factors affecting customer satisfaction when ordering through food delivery applications. This model aims to measure the various aspects of consumer satisfaction with food ordering applications. This method assisted researchers in identifying the factors that could be improved when users decide whether to use these applications. The theories also highlight the factors that may be addressed by identifying the areas in which food ordering applications fall short in terms of user satisfaction.

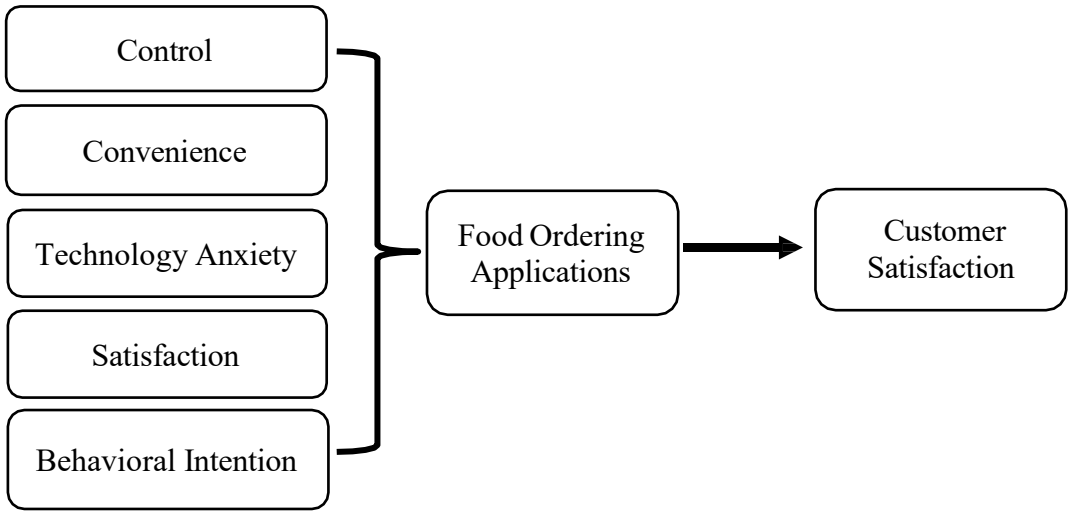

Figure 1. Conceptual Diagram

Methods

A descriptive quantitative research design was employed in this study to determine the factors that affected consumer satisfaction in using food delivery applications in Bulacan. This design aims to systematically and accurately characterize a population, event, or phenomenon and can answer questions such as what, where, when, and how.

The questionnaire was adapted from Customer Perceptions of Electronic Food Ordering by Sheryl E. Kimes (2011) and modified to suit the needs of the present study. The adapted instrument included five variables, each with an equal number of scale items. An additional item was added to the satisfaction and behavioral intention sections. The instrument used a 4-point Likert scale, focusing primarily on the factors affecting consumer satisfaction in using food delivery applications.

A criterion section was included to determine whether the respondents currently use or have previously used food delivery applications. If a respondent indicated that they do not use or have not used food delivery applications, the survey ended at that section and did not proceed to questions measuring satisfaction. To collect demographic information, the researcher also included a section on Gender and Age of the respondents.

Participants and Sampling Procedure

The researchers identified the users of food delivery applications in Bulacan as study participants. They were selected because they possessed greater expertise and experience with this type of technology and were familiar with these ordering platforms.

	No. of Respondents
Total Respondents	540
Respondents Using Food Delivery Applications	400
Respondents Not Using Food Delivery Applications	140

Data and Gathering Procedure

The researchers collected the information through an online survey. The researchers used questionnaires to measure the level of satisfaction of consumers and the possible factors that contributed to the satisfaction of consumers in using the food delivery applications. Participants were able to complete the questionnaire correctly within 10 minutes. The questionnaires were distributed online, and the purpose of the study was described in the online form. After the researchers had finished and gathered all the completed questionnaires, they proceeded to tally and encode the results.

Sampling Technique

To identify the ideal sample size for the study, the researchers used Slovin's formula.

$$n = \frac{N}{1+Ne^2}$$

$$n = \frac{3{,}708{,}890}{1 + 3{,}708{,}890(0.05)^2}$$

$$n = 399.96 \text{ or } 400$$

According to the Philippines Statistics Authority census, Bulacan had a total population of 3,708,890 as of May 1, 2020. Through this formula, the researchers get the desired sample size of 400 participants from the total population in Bulacan.

In administering the survey, the researchers randomly picked the respondents available in the province of Bulacan and utilized a convenience sampling method. Convenience sampling was defined as the researchers finding out the whole population of Bulacan and narrowing it down to the research participants who were randomly picked and who were available to answer the survey. The researcher used convenience sampling to collect data from anybody willing to participate in a study, accessible or otherwise easily available to the researchers (Wienclaw, 2019). These

samples frequently consist of contentious convenience samples (Ashraf & Merunka, 2017; Zhao, 2020) or individuals with whom the organization's researchers have a relationship or are eager to do their surveys (Landers & Behrend, 2015).

Statistical Treatment of Data

The researchers used a four-point Likert scale to measure consumer satisfaction in using food delivery applications.

Interpretation for the Control

Point	Scale	Interpretation
4	3.26-4.00	Very High Level
3	2.51-3.25	High Level
2	1.76-2.50	Low Level
1	1.00-1.75	Very Low Level

Interpretation for the Convenience

Point	Scale	Interpretation
4	3.26-4.00	Very High Level
3	2.51-3.25	High Level
2	1.76-2.50	Low Level
1	1.00-1.75	Very Low Level

Interpretation for the Technology Anxiety

Point	Scale	Interpretation
4	3.26-4.00	Very High Level
3	2.51-3.25	High Level
2	1.76-2.50	Low Level
1	1.00-1.75	Very Low Level

Interpretation for the Satisfaction

Point	Scale	Interpretation
4	3.26-4.00	Very Satisfied
3	2.51-3.25	Satisfied
2	1.76-2.50	Slightly Satisfied
1	1-1.75	Not Satisfied at all

Interpretation for the Behavioral Intentions

Point	Scale	Interpretation
4	3.26-4.00	Very Strong Intention
3	2.51-3.25	Strong Intention
2	1.76-2.50	Moderate Intention
1	1.00-1.75	Not Intention at all

To further explain and analyze the data, the size of a correlation coefficient was used in the study for a better interpretation, which was adapted from Evans (1996), "Straightforward Statistics for the Behavioral Sciences." This measures the level and intensity of the different variables indicated in the study on how they are connected and related to each other.

Size of Correlation	Interpretation
± 0.80 - ±1.00	Very strong correlation
± 0.60 - ± 0.79	Strong correlation
± 0.40 - ± 0.59	Moderate correlation
± 0.20 - ± 0.39	Weak correlation
± 0.01 to ± 0.19	Very weak correlation

Statistical Tools

The researcher used SPSS (Statistical Package for the Social Sciences) as the statistical tool to analyze the factors. The researcher decided to use this because SPSS allows users to easily generate descriptive statistical analysis, parametric and non-parametric analyses, and graphical representations of results, which were needed in the study to generate the descriptive analysis of the study. It also allows writing scripts to automate analysis or do more complex statistical processing (Farnsworth, 2019).

Results and Discussion

Table 1
Mean and Standard Deviation Interpretation for Respondents' Level of Control, Convenience, Technology Anxiety, Behavioral Intention, and Satisfaction on Food Delivery Applications

	Inventory Score			
	N	M	SD	Interpretation
Control	400	3.30	.484	Very High
Convenience	400	3.54	.420	Very High
Technology Anxiety	400	2.25	.697	Low
Behavioral Intention	400	3.23	.511	Strong Intention
Satisfaction	400	3.43	.445	Very Satisfied

Table 1 presents the mean and standard deviation of the respondents' perceived levels of control, convenience, technological anxiety, behavioral intention, and satisfaction with food delivery applications. The results showed that the respondents had a very high level of perceived control (M = 3.30, SD = .484, N = 400) and perceived convenience (M = 3.54, SD = .420, N = 400) when using food delivery applications. The findings also indicated that the respondents had low technology anxiety (M = 2.25, SD = .697, N = 400). Moreover, the results revealed

that the respondents had strong behavioral intentions (M = 3.23, SD = .511, N = 400), and that they were very satisfied (M = 3.43, SD = .445, N = 400) when using food delivery applications.

Table 2
Pearson R Product-Moment Coefficient Table for Perceived Control and Satisfaction on Food Delivery Applications

Variable	Statistical Treatment	Satisfaction
Control	Pearson Correlation	.552
	Sig.	.000
	N	400

A Pearson product–moment correlation coefficient was computed to assess the relationship between perceived control and satisfaction in using food delivery applications. It was found that there was a significant relationship between the two variables, $r = .552$, N = 400, $p < .001$. A moderate, positive, significant relationship was also observed between the respondents' perceived control and satisfaction. Therefore, when users' levels of control over the food delivery applications increased, their satisfaction also increased. Conversely, when users' levels of control decreased, their satisfaction decreased. This conclusion is supported by the results showing a moderate, positive, significant relationship. Businesses should prioritize user-perceived control to establish a successful self-service system, as consumers are more likely to utilize the system without direct assistance from an employee (Kimes, 2011). Kimes (2011) also stated in her study on online food delivery applications that control is one of the primary reasons consumers adopt online ordering. Furthermore, Noone et al. (2012) emphasized that providing consumers with real-time information on their meals is an effective strategy to enhance their perceptions of control. Similarly, when using mobile applications for food ordering and delivery, consumers experience greater perceived control because they can choose what they want, as well as the time and location to receive their meal (Noone et al., 2012). Finally, allowing consumers to select the payment method is another technique to increase their perceived control (Kimes, 2011b). A high level of customer control leads to increased satisfaction and a higher likelihood of using or recommending the service to others (Ramli et al., 2021).

Table 3
Pearson R Product-Moment Coefficient Table for Perceived Convenience and Satisfaction on Food Delivery Applications

Variable	Statistical Treatment	Satisfaction
Convenience	Pearson Correlation	.595
	Sig.	.000
	N	400

To assess and determine the relationship between convenience and satisfaction in food delivery applications, the Pearson product–moment correlation coefficient was computed. The result indicated that there was a significant relationship between the two variables, r = .595, N = 400, p <.001. A moderate, positive, significant relationship was observed between the two variables. Thus, when the level of convenience increased, users' satisfaction also increased. Conversely, when the level of convenience decreased, users' satisfaction decreased, as the variables demonstrated a moderate positive relationship. Higher perceived convenience was associated with higher levels of satisfaction with online food delivery applications and a greater likelihood of recommending these applications to others (Ramli et al., 2021).

Jiang et al. (2011) noted that one of the primary motives for consumers to adopt electronic technology is convenience, as customers must be convinced of its value before they are willing to utilize it. As corporations introduce new online ordering and delivery systems to the public, ease of use encourages adoption. Kimes (2011) also stated that people have the ability to use modern, simple, and secure electronic technologies. Customers prefer to purchase food online rather than in-store because they can place orders and receive them at any time and from any location. Online delivery offers various advantages, such as avoiding poor customer service (Chen & Hung, 2015) and reducing in-store traffic (Katawetawaraks & Wang, 2011). Convenience in terms of time and effort has been identified as a major factor in consumer adoption of online food delivery services (Collier & Kimes, 2013).

Table 4
Pearson R Product-Moment Coefficient Table for Technology Anxiety and Satisfaction on Food Delivery Applications

Variable	Statistical Treatment	Satisfaction
Technology Anxiety	Pearson Correlation	-.102
	Sig.	.042
	N	400

Table 4 presents the computation of the Pearson product–moment correlation coefficient to determine the relationship between technology anxiety and satisfaction in food delivery applications. The results revealed that there was a significant relationship between the variables, r = -.102, N = 400, p = .042. In addition, the results indicated a very weak negative relationship between technology anxiety and satisfaction. Consequently, when the level of technology anxiety increased, users' satisfaction with food delivery applications decreased. Conversely, when the level of technology anxiety decreased, users' satisfaction increased. This finding is supported by the results showing a very weak, negative, significant relationship. Kimes (2011) noted that some people are hesitant to purchase meals online because they worry about making mistakes and not knowing how to correct them, or simply because the technology is unfamiliar. As a result, some customers who are afraid of technology prefer to pay for food delivery in cash rather than using internet banking (Rawat & Garga, 2012). To reduce technological anxiety, the online system's applications must be easy to access, the product ordered must be accurate, and most importantly, the

delivery and, therefore, availability of the merchandise must be as stated within the application. This would allow the development of trust, and as a result, the consumer would be more inclined to use online services (Kimes, 2011). According to Chorneukar (2014), the communication breakdown could be avoided if the consumer is able to customize their order exactly how they want it without encountering any complications between the consumer and the person taking the order. To minimize this anxiety, the basic phases in the ordering procedure should not differ significantly from the advanced steps. The most critical aspect is how the order is taken. It must be simple for customers to use and provide regular confirmation that their order has been received. Furthermore, one of the most important aspects of the online ordering system is the correctness of the things being requested, as well as the delivery of the order as promised (Weng & Chao, 2013).

Table 5
Pearson R Product-Moment Coefficient Table for Behavioral Intention and Satisfaction on Food Delivery Applications

Variable	Statistical Treatment	Satisfaction
Behavioral Intention	Pearson Correlation	.567
	Sig.	.000
	N	400

A Pearson product–moment correlation coefficient was computed to assess the relationship between perceived control and satisfaction in food delivery applications. It was found that there was a significant relationship between the two variables, $r = .567$, N = 400, $p < .001$. A moderate, positive, significant relationship was also observed between the respondents' perceived control and satisfaction. Thus, when users' behavioral intentions regarding food delivery applications increased, their satisfaction also increased. Conversely, when users' behavioral intentions decreased, their satisfaction decreased. This finding is supported by the results showing a moderately significant positive relationship. The positive behavioral intention for food delivery applications depended on users' perception that the applications were useful. Food delivery applications provided consumers with a variety of benefits, including shorter wait times at restaurants and the ability to order food at any time (Saprikis et al., 2020). Regarding satisfaction and behavioral intentions, users were more likely to indicate that they would use or recommend online ordering (Kimes, 2011).

Table 6
Regression Analysis of Perceived Control, Convenience, Technology Anxiety, and Behavioral Intention in Predicting the Users' Satisfaction

	df	SS	MS	*F*	*p*	R^2
Regression	4	38.394	9.598	92.963	.000	.485
Residual	395	40.784	.103			
Total	399	79.178				

To determine whether control, convenience, technology anxiety, and behavioral intention can significantly predict the satisfaction of users of food delivery applications, multiple regression analysis was used. It was found that these four factors, when combined, significantly predict the users' satisfaction [F (4, 395) = 92.963, p <.001] with R^2 = .485.

Respondents in the study by Ramli et al. (2021) indicated that they strongly agreed with the statement that they value the option to initiate the transaction from the comfort of their own home. Respondents also strongly agreed that online ordering enabled them to complete transactions at a convenient time during the lockdown. In addition, online ordering allowed participants to take control because they could specify the type, quantity, and size of the items they wanted to purchase. Furthermore, the respondents agreed that online ordering provided them with greater control over the food they purchased for delivery or takeout. As a result, individuals were more likely to use online ordering than traditional methods during the COVID-19 pandemic. Moreover, according to the study findings, respondents used online ordering because they enjoyed technology, as many students nowadays are more comfortable with technology. Overall, the research findings demonstrated the positive results of students' behavioral intention to use electronic food ordering during the COVID-19 pandemic, indicating a positive intention to use electronic food ordering due to perceived convenience, perceived customer control, appealing marketing strategies, and a desire to use technology. Higher perceived convenience was associated with higher levels of satisfaction with online food delivery applications and a greater likelihood of recommending these applications to others.

Table 7
Coefficients in Regression Analysis in Satisfaction of Food Delivery Applications

	Unstandardized Coefficients			
	B	Std. Error	*t*	*P*
(Constant)	.751	.162	4.637	.000
Control	.215	.042	5.188	.000
Convenience	.340	.048	7.068	.000
Technology Anxiety	-.016	.023	-.689	.491
Behavioral Intention	.249	.039	6.460	.000

The results revealed that control (b = .215, p <.001), convenience (b = .340, p <.001), and behavioral intention (b = .249, p <.001) were significant predictors of satisfaction with food delivery applications, whereas technology anxiety (b = -.016, p = .491) did not significantly predict users' satisfaction. This indicates that the three factors—control, convenience, and behavioral intention—significantly influenced users' satisfaction with food delivery applications. However, one factor, specifically technology anxiety, did not have a significant effect on users' satisfaction with food delivery applications. The perceived control and perceived convenience associated

with electronic ordering were crucial for both users and nonusers, but nonusers reported a considerably higher desire for personal interaction and also experienced higher levels of technology anxiety than users. Users would be more likely to use online ordering if they have a better sense of control and convenience, according to the regression models. Operators should concentrate on ways to provide those features (Kimes, 2011).

Conclusions

The results showed that the respondents had a very high level of perceived control and perceived convenience in using food delivery applications. The findings also indicated that the respondents had low technology anxiety. Moreover, the results revealed that the respondents demonstrated strong behavioral intentions and were very satisfied with using food delivery applications.

1. A moderately significant relationship was found to exist between the respondents' perceived control and satisfaction.
2. A moderately significant positive relationship was also found between perceived convenience and satisfaction.
3. The results showed a very weak negative relationship between technology anxiety and satisfaction.
4. A moderate, positive, and significant relationship was likewise found between the respondents' behavioral intention and satisfaction.
5. The study found that the four factors—control, convenience, technology anxiety, and behavioral intention—when combined, significantly predicted users' satisfaction in using food delivery applications.
6. The results revealed that control, convenience, and behavioral intention were significant predictors of satisfaction in food delivery applications, whereas technology anxiety did not significantly predict users' satisfaction.

Recommendations

Based on the findings of the gathered and interpreted data from the survey and the conclusions drawn from it by the researchers, the following recommendations were made:

1. Food delivery application operators should focus on retaining and improving the factors of control, convenience, technology anxiety, behavioral intention, and satisfaction to continuously enhance customer satisfaction in using food delivery applications.

2. Food delivery application operators can apply the results of this study to improve application specifications and enhance overall usability.

3. Online food delivery application providers may incorporate intuitive interface designs, guided tutorials, in-app help functions, and responsive customer support to assist users who encounter technical difficulties. By enhancing ease of use and providing reassurance during the ordering process, service providers can further minimize technology-related concerns and promote higher levels of user satisfaction.

4. Since the researchers used online questionnaires, future researchers are encouraged to employ alternative data-gathering methods. Moreover, future studies may be conducted with a different or broader group of respondents and in varied research settings.

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