

Customer's intention and its mediating effect on the satisfaction and loyalty towards online food delivery of quick service restaurants

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Abstract

This study assesses the online food delivery services of the quick service restaurants in Batangas Province. It presented the demographic profile of the respondents in terms of sex, age, highest educational attainment, occupation and frequency of use; assessed the customer's intention using online food delivery services during the COVID-19 pandemic period relevant to: hedonic motivation, price saving orientation, time saving orientation, prior online purchase experience, convenience motivation, post-usage usefulness, attitude towards online food delivery services, behavioral intention towards online food delivery services, and customer's intention; determined the customer satisfaction and loyalty in online food delivery services as relate to: convenience motivation, privacy and security, restaurant credibility, perceived severity, price, safe packaging, promotion; tested the significant difference on customer's intention, customer satisfaction and loyalty in online food delivery services when grouped according to the profile variables; tested the significant relationship of customer's intention, satisfaction and loyalty in online food delivery services. The study used descriptive method; the participants have a total of 385. Percentage, frequency, weighted mean, Kolmogorov Smirnov test and the Shapiro-wilk test were used as the statistical tools. Based on the results, majority of the respondents were female, aged 22 years old, bachelor's degree, unemployed and used online food delivery services once a week. The study revealed the factors strongly affects the customer's intention in using online food delivery services such as hedonic motivation, price saving orientation, time saving orientation, prior online purchase experience, convenience motivation, post-usage usefulness, attitude towards online food delivery services, behavioral intention towards online food delivery services, and customer's intention. The customer satisfaction and loyalty are effective in terms of convenience motivation, privacy and security, restaurant credibility, perceived severity, price, safe packaging and promotion. Finally, this study was able to proposed an action plan to enhancement the online food delivery services of the quick service restaurants in Batangas Province.

Keywords: customer's intention, customer's satisfaction, online food delivery services, quick service restaurants

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1. Introduction

Today's marketing has a new route because of the mobile application generation. The smartphone application has rendered all previous business models useless and has opened a world of new opportunities. A mobile application combines marketing know-how with cutting-edge technology, and it makes use of the internet to promote and sell products and services. More individuals than ever before are connecting through mobile applications and eager to transact. It also has an impact on the way businesses and organizations operate. Traditional company tactics have been replaced by internet marketing to serve the requirements and preferences of customers better whenever they want.

An online food delivery service is a website created mainly for use in the food delivery business. Because of the lower labor costs, hotels and restaurants will expand their operations. The technology also makes it simple to manage an online menu that consumers can explore and utilize to place orders in just a few simple clicks. Using an easy-to-use graphical interface, restaurant staff can process these orders quickly and efficiently (H II M & MH II, 2019).

Online food delivery has benefitted from increasing digitalization and an increase in the number of delivery apps accessible to customers even before the dreadful COVID-19 epidemic made headlines worldwide. Growing urbanization and changing social patterns, and the general trend toward e-commerce have contributed to the expansion of this sector. Since many governments have made it illegal for restaurants to serve dine-in clients, the food delivery business is booming. Ordering food online appears to have become a tiny window into the pleasures of food we had become accustomed to before the lockdown because consumers are eager to avoid unnecessary expenses during this period of economic uncertainty. There is a potential lack of transparency in how food is prepared. There are many reasons to use an online food delivery service, from buying goods to avoiding the human contact that comes with traveling to the supermarket or corner store to having your favorite cuisine delivered right to your home. Business owners that previously had a robust online delivery presence may be seeking to improve their game by using popular ordering applications or displaying their products on social media platforms.

Mobile portable devices such as smartphones or personal digital assistants may conduct monetary food delivery transactions online. Online food delivery will be widely used in 2020 as internet users continue to rise. Academics, marketing managers, and even the retail industry are constantly working to improve online food delivery to keep prices low while increasing the number of consumers at the same time. New online food delivery app users are primarily drawn to these applications due to their benefits. Almost everything consumers need to purchase food and drink can be done with the press of a button via online food delivery applications. Customers don't have to leave the house or contact the restaurant to place an order. Using these applications, consumers can find all local restaurants, see the menus, and choose the meal or drink they wish to order (Prasetyo et al., 2021).

The advantages of internet ordering systems for restaurants are becoming more and more apparent with each passing day. Customers nowadays, particularly millennials, want to obtain restaurant services via technology rather than by visiting the restaurant itself. Customers prefer to make appointments, order takeout, and pick up food online rather than over the phone, and it is critical to cater to their requirements if you want to stay competitive in the marketplace. With an online ordering system, you may increase your sales by providing a platform for your customers. The audience you are targeting is technologically aware and prefers buying online over almost every other choice. Once they find you via a search engine inquiry, they will come right to your door

if you have a strong web presence that advertises this service.

The expansion of current food delivery services has provided us with many benefits, including increased convenience and a greater variety of food choices. However, the disadvantages of food delivery services are the inconvenience of having to wait for the food to arrive when you are already hungry and the fact that the food may be expensive when it is ordered in advance. However, in general, the food delivery service provides its customers with the assurance that the food they order will be delivered and prepared promptly. It will be hot and fresh, which helps to relieve tension before a meal. With the increasing popularity of food delivery and ordering apps, additional business possibilities have opened up for new food establishments looking to establish themselves. By using food ordering applications, restaurants can reach more customers (Logistic, 2018).

The researcher believed that customers' intention, satisfaction, and loyalty in online food delivery during the COVID-19 pandemic are necessary. This research demonstrates how a significant issue impacts online food delivery services and the degree of satisfaction and loyalty among customers. Other issues may come to light, such as the advantages of food online delivery services, particularly during a pandemic. Furthermore, the researchers believed that the findings of this study would contribute to the improvement of the services provided by all food delivery services in Batangas Province as a consequence of the suggested action based on the study's findings. As a result, this research assisted them in recognizing the importance of customers' intention, satisfaction, and loyalty while continuing to provide service to consumers. Finally, this study has benefited the community in enhancing and continuing the usage of online food delivery services of the quick service restaurants in Batangas Province.

1.1 Objectives of the Study

This study aimed to assess the online food delivery services of the quick service restaurants in Batangas Province. Specifically, 1) to present the demographic profile of the respondents in terms of: sex, age, highest educational attainment, occupation and frequency of use; 2) to assess the customer's intention using online food delivery services during the COVID-19 pandemic period relevant to: hedonic motivation, price saving orientation, time saving orientation, prior online purchase experience, convenience motivation, post-usage usefulness, attitude towards online food delivery services, behavioral intention towards online food delivery services, and customer's intention; 3) to determine the customer satisfaction and loyalty in online food delivery services as relate to: convenience motivation, privacy and security, restaurant credibility, perceived severity, price, safe packaging, promotion; 4) to test the significant difference on Customer's intention, customer satisfaction and loyalty in online food delivery services when grouped according to the profile variables; 5) to test the significant relationship of customer's intention, satisfaction and loyalty in online food delivery services; and, 6) to propose an action plan for enhancement and continuance usage of online food delivery services of the quick service restaurants in Batangas Province.

Customer's Intention and its mediating effect on the Satisfaction and Loyalty - Due to the apparent existence of online food delivery services, food distributors continued business even during the worldwide COVID-19 pandemic. Because of the unfavorable reaction, both customers and companies have abandoned the idea of online food delivery. The implications of online food delivery are far-reaching for all parties involved, and it is past time to investigate these problems in greater depth. Food Delivery Online has created career possibilities for chefs, restaurant managers, delivery drivers, and programmers. Businesses that sell or service electric bicycles and companies that produce and distribute bags—food packaging—have become trending online food sectors. Online Food Delivery changes the way customers acquire, prepare, and consume food. These changes affect human-to-human interactions, resulting in a heated discussion over whether Internet Food Delivery improves or degrades family and community contact. A large amount of plastic trash produced and how to deal with it is one of the most severe environmental issues. The effectiveness with which various nations manage online food delivery plastic trash relies on their recycling infrastructure and online Food Delivery development.

According to Li et al. (2020), online food delivery made it possible for food wholesalers to continue operating even during the onset of the COVID-19. Due to the reaction, both customers and companies have abandoned online food delivery. Online food delivery has wide-ranging implications for all parties involved, and it is time to explore them. This research demonstrates that the three sustainability pillars have many positive and negative effects. Economically, online food delivery has been attacked for excessive commissions and dubious working conditions for delivery drivers. Web-based food delivery impacts public health and traffic. A lot of trash produces a lot of carbon footprints. Online food delivery must be made more attractive while reducing hazards.

2. Methods

Research Design - The researcher utilized a descriptive study technique to assess the Customer's Intention, Satisfaction, and Loyalty in Online Food Delivery (OFD) Services: Bases for Continuance Usage After COVID-19 Pandemic. The descriptive method was utilized for qualitative and quantitative research. Research designs were considered and refined before being implemented to guarantee that the findings are valid and trustworthy (McCombes, 2019).

Participants of the Study - The participants of the study were the 385 respondents from Batangas Province. The respondents of the study used or are using online food delivery services. The researcher utilized a Raosoft Sample Size Calculator to arrive at a sample for the study. The number of participants was computed using Raosoft Calculator with the margin of error of 5% and confidence level of 95%.

Data Gathering Instrument - The modified questionnaire was used for data collection. The first part of the questionnaire refers to the demographic profile of the respondents in terms of sex, age, highest educational attainment, occupation, and frequency of use. The second part assessed the customer's intentions in using online food delivery services in terms of hedonic motivation, price saving orientation, time-saving orientation, prior online purchase experience, convenience motivation, post-usage usefulness, attitude towards online food delivery services, behavioral intention towards online food delivery services and customer's intention from the study of Yeo et al., 2017 entitled Consumer experiences, attitude and behavioral intention toward online food delivery services.

The Cronbach alpha resulted in attitude towards online food delivery services 0.875, behavioral intention towards online food delivery services 0.849, convenience motivation 0.872, hedonic motivation 0.913, prior online purchase experience 0.775, price saving orientation 0.791, post-usage usefulness 0.815 and time-saving orientation 0.804. While the third part determined the customer satisfaction and loyalty in online food delivery services as related to convenience motivation, privacy and security, restaurant credibility, perceived severity, price, safe packaging, and promotion from the study of Prasetyo et al., 2021 entitled Factors Affecting Customer Satisfaction and Loyalty in Online Food Delivery Service during the COVID-19 Pandemic: Its Relation with Open Innovation. The Cronbach alpha resulted in convenience motivation 0.631, privacy and security 0.777, restaurant credibility 0.744, perceived severity 0.751, price 0.891, safe packaging 0.791, and promotion 0.717.

Data Gathering Procedure - The researcher sent the Google Docs link through email and social media platforms to reach out to the study participants. Electronic questionnaires were employed. Retrieved data were tallied, analyzed, and interpreted.

Data Analysis - Using statistical techniques is an effective method of evaluating the data collection. The information was collected and analyzed analytically with the help of various statistical techniques. To present the profile of consumers, percentage and frequency distributions were utilized in terms of sex, age, highest educational attainment, occupation and frequency of use. Weighted mean was used to assess the customer's intention, satisfaction and loyalty of online food delivery services. To determine a statistically significant difference, the Kolmogorov-Smirnov test and the Shapiro-Wilk test, two well-known tests of normality were employed.

Ethical Consideration - The goal of ethical consideration is to protect the rights of a person. The goals and purpose of the research were explained to the participants before they began taking part in it. Before they answered the questionnaire, the researchers asked for their consent. They made available the resources that responders would need to complete the sent questionnaire.

3. Result and Discussion

Table 1

Profile of the Respondents

Sex	Frequency	Percentage (%)
Male	145	37.70
Female	240	62.30
Age		
Under 22 years old	230	59.70
22-35 years old	133	34.50
36-45 years old	5	1.30
46-55 years old	13	3.40
56 and above	4	1.00
Highest Educational Attainment		
High school and lower	82	21.30
Bachelor's or College	286	74.30
Master's Degree	16	4.20
PHD or Doctorate Degree	1	.30
Occupation		
Employed (Private)	70	18.20
Employed (Public/Government)	46	11.90
Unemployed	229	59.50
Self Employed	40	10.40
Frequency of Use		
Once a week	272	70.60
Twice a week	56	14.50
Thrice a week	24	6.20
4x or more than four times a week	33	8.60

Table 1 depicted those 62.30% or 240 respondents are female while 37.70% or 145 are males. Having been said, the majority of the respondents are female. The rise of females engaging in OFD is not entirely surprising as, in the Philippine context, no observable gender discrimination in terms of usage of online food delivery services happens. Additionally, in Filipino culture, food preparation is usually reserved for females as their chores. In return, to reduce such burden, most females resort to OFD. Also, females are more likely to engage in OFD services due to the nature of their work.

Supplemental to this analysis is the study of Keeble et al. (2020), with which, in their study with more than nineteen thousand respondents, more than half are females. More so, in a posted article by Norris (2019), she pinpointed that woman order 3% more items, on average, in OFD services compared to males. Additionally, she measured out that 30% of females order more food in their workplace than males. According to Norris (2019), Males prefer to pick up the ordered food. Samman (2019) also claimed that while women are engaged in various household chores, cooking is primarily attributed to females in Filipino households.

Nearly sixty percent or 230 respondents belong to the age group under 22 years old, while about 35% or 133 respondents belong to 22-35 years old. Interestingly, thirteen or 3.4% of the respondents belong to the age group ages 46-55. The age group 36-45 and 56 above garnered the minor frequencies with five and four, respectively. For instance, the dominance of respondents under 22 years old suggests that primarily, the individuals belonging to Generation Z are more engaged to such online food delivery services. In a sense, they are more ICT literate. More so, millennials could not be in so far late on the OFD services trend.

Congruent to the analysis is the study of Mehroliia, Alagarsamy, and Solaikutty (2020), which claimed that

the individuals belonging to Gen Y (Millennials) and Gen Z had the most share in e-commerce as well as in OFD services. Luthfia et al. (2021) believed that high digital literacy affects the usage and engagement of OFD services and applications. In a sense, given that there is a high digital literacy among Generations Y and Z (Swanzen, 2018), there is an expected influx of OFD application users along with these generations.

The highest educational attainment of most of the respondents is the bachelor's degree with a frequency of 286 or 74.30%, followed by the high school and lower with a frequency of 82 or 21.30%. Respondents with master's degrees comprised 16 or 4.20% of the total respondents, whereas only one (0.3%) respondent had a Ph.D. or doctorate during the onset of the study. This bachelor's degree holder and high school graduates and undergraduates may be reasonably assumed to belong to generations Y and Z, characterized by high digital literacy. For instance, it may be hypothesized that digital literacy is positively associated with the susceptibility to use OFD services, which can be used as an argument to correlate educational attainment and the susceptibility to use OFD services. Suppose based on exposure to ICT, the younger, the more engaged to OFD services. Such analysis has been integrated by Swanzen (2018), claiming that the individuals belonging to Gen Y and Z are more digitally literate and hence, more susceptible to online transactions. Hong et al. (2021) believed that the younger population, specifically those belonging to the Gen Y and Z, are more willing to use OFD services.

As per the occupation of the respondents, the majority are unemployed, with a percentage of approximately 60%. This is unsurprising since there has been a comprehensive and sporadic demotion in the Philippines during the onslaught of the COVID-19. The International Labour Organization (2020) iterated that there has been a staggering peak of unemployment in the Philippines since the advent of the COVID-19. The age group with an observable spike in unemployment is the youth. Garcia et al. (2022) assessed the impact of unemployment in the Philippines. They cited the implementation of lockdowns as among the precursors of unemployment. \

In terms of frequency of using OFD services, once a week became the most familiar frequency (70.60%) among other options like the twice a week with only 14.5%, thrice a week with 6.20%, and four times or more with 8.6%. In other words, OFD services do not usually part of meals among the respondents. They do this only, perhaps, when the need arises. This frequency highlights the value of "self-cooking" among the Philippine households— the value that households should preferably prepare their meal. Looking beyond cultural influences, one may also deduce that the relatively high charge among OFD services may reduce the frequency of respondents' engagement to such service. More so, the fear of contamination of the virus during the preparation of the food until the delivery could also be one of the underlying reasons why most respondents prefer OFD services only once a week. Li, et al. (2020) claimed that OFD services increased the price of items featured in their applications. As a result, some restaurateurs have sued OFD services for high price modification. See-Kwong (2017) consented that employing OFD services in restaurants or food chains is costly and out of control. Since it is costly, the price of items would also increase, reducing the number of customers' frequency to order in the restaurant. Price can be a destructive or constructive variable in any restaurant, as per Levtrini and Santos (2021).

Table 2

Assessment on the Level of Customer's Intention in using online food delivery services

	WM	VI	Rank
1. Hedonic Motivation	4.25	Satisfied	5
2. Price Saving Orientation	4.06	Satisfied	9
3. Time Saving Orientation	4.36	Satisfied	1
4. Prior Online Purchase Experience	4.18	Satisfied	7
5. Convenience Motivation	4.27	Satisfied	3
6. Post-Usage Usefulness	4.29	Satisfied	2
7. Attitude Towards Online Food Delivery Services	4.21	Satisfied	6
8. Behavioral Intention Towards Online Food Delivery Services	4.27	Satisfied	4
9. Customer Intention	4.15	Satisfied	8
Composite Mean	4.23	Satisfied	

Table 2 summarized the Assessment on the Level of Customer's Intention in using online food delivery services. Based on the composite mean of 4.23, customers are satisfied especially on time saving orientation (4.36) which ranked highest followed by post usage usefulness (4.29) and convenience motivation (4.27). Meanwhile, least in the list are the indicators for customer intention and price saving orientation, garnering a weighted mean of 4.15 and 4.06, respectively. Despite the relatively low weighted mean, the obtained values for the two indicators are still equivalent to the "Satisfied" verbal interpretation. Withal, one can interpret that the OFD services are still deemed satisfactory under the abovementioned indicators.

Furthermore, Annaraud and Berezina (2020) indicated that many people in the United States are familiar with the concept of ordering food from a restaurant's website. These customers intend to have the food delivered to their door. It was stipulated in the study that revenues from large meal delivery companies are projected to grow in the future. There were factors including food quality that influence online meal delivery consumer satisfaction. However, price saving orientation may not be deemed a factor influencing their use of OFD. On the other hand, control, customer service, and service fulfillment are vital factors. The study also postulated that the likelihood of utilizing OFD was positively correlated with customer satisfaction. Furthermore, the customers' intentions to purchase from OFD can increase from time to time. Several factors can also be considered to increase their patronage of OFD. Based on the table above, it can be inferred that customer intentions vary across multiple profiles of the respondents. The customers of OFD will most likely be satisfied with what they order online if all the indicators are present. Undoubtedly, OFD enable the respondents to become fully aware of their satisfactions towards the use of OFD.

Table 3

Assessment on the Level of Guest Satisfaction

	Weighted Mean	Verbal Interpretation	Rank
1. Convenience motivation	4.40	Satisfied	2
2. Privacy and security	4.25	Satisfied	7
3. Restaurant credibility	4.29	Satisfied	4
4. Perceived severity	4.26	Satisfied	6
5. Price	4.28	Satisfied	5
6. Safe packaging	4.46	Satisfied	1
7. Promotion	4.38	Satisfied	3
Composite Mean	4.33	Satisfied	

Table 3 summarizes the customer's satisfaction and loyalty in online food delivery services. The composite mean of 4.33 indicates that the respondents are satisfied on the above indicators. Top in the list is the safe packaging with a weighted mean of 4.46, followed by the convenience motivation with a weighted mean of 4.40, both verbally interpreted as satisfied. Undeniably, OFD services serve as a time-saving platform that allows customers to choose decisively and wisely through interactive interfaces. Customers can also navigate through colorful and realistic pictures of the food to be ordered, making it easy to visualize their orders. Unlike with words alone (common among dining restaurants), the customers cannot easily create a mental picture of the products or items made for order. Wang and Hsu (2017) think that packaging, among other variables, contributes to the product's brand image. Shukla, et al (2022) research emphasized the relevance of food packaging in influencing consumers' purchasing intentions and retention. Meanwhile, the indicators for perceived severity and privacy and security are least in the list garnering a weighted mean of 4.25 and 4.26, respectively. The two least rank indicators are almost tied with a 0.01 deficit. The severity indicator is highly influenced by the onslaught of the COVID-19 enforcing physical distancing. At the same time, privacy and security indicators are influenced by the level of awareness on the Data Privacy Act and the possible dangers of mishandled data. According to Santos, Ege, and Cruz (2017), Filipino students are well-versed in the Data Privacy Act. With high awareness, it is no wonder that the study's respondents, most of whom have a bachelor's degree, are concerned about data leaking.

Table 4*Differences on level of intention in online food delivery services when grouped according to demographic profile*

Sex	χ^2_c / U	p-value	Interpretation
Hedonic Motivation	17043.5	0.728	Not Significant
Price Saving Orientation	16165	0.236	Not Significant
Time Saving Orientation	15873	0.137	Not Significant
Prior Online Purchase Experience	16818.5	0.573	Not Significant
Convenience Motivation	16601.5	0.441	Not Significant
Post-Usage Usefulness	16220.5	0.253	Not Significant
Attitude Towards Online Food Delivery Services	16262	0.272	Not Significant
Behavioral Intention Towards Online Food Delivery Services	16768	0.536	Not Significant
Customer Intention	17091.5	0.764	Not Significant
Age			
Hedonic Motivation	6.858	0.144	Not Significant
Price Saving Orientation	7.18	0.127	Not Significant
Time Saving Orientation	8.999	0.061	Not Significant
Prior Online Purchase Experience	8.294	0.081	Not Significant
Convenience Motivation	11.387	0.023	Significant
Post-Usage Usefulness	10.804	0.029	Significant
Attitude Towards Online Food Delivery Services	8.498	0.075	Not Significant
Behavioral Intention Towards Online Food Delivery Services	3.207	0.524	Not Significant
Customer Intention	5.064	0.281	Not Significant
Highest Educational Attainment			
Hedonic Motivation	4.062	0.255	Not Significant
Price Saving Orientation	6.385	0.094	Not Significant
Time Saving Orientation	1.909	0.591	Not Significant
Prior Online Purchase Experience	2.278	0.517	Not Significant
Convenience Motivation	4.576	0.206	Not Significant
Post-Usage Usefulness	4.181	0.243	Not Significant
Attitude Towards Online Food Delivery Services	3.169	0.366	Not Significant
Behavioral Intention Towards Online Food Delivery Services	2.171	0.538	Not Significant
Customer Intention	5.756	0.124	Not Significant
Occupation			
Hedonic Motivation	5.038	0.169	Not Significant
Price Saving Orientation	1.955	0.582	Not Significant
Time Saving Orientation	12.544	0.006	Significant
Prior Online Purchase Experience	3.669	0.299	Not Significant
Convenience Motivation	6.413	0.093	Not Significant
Post-Usage Usefulness	7.339	0.062	Not Significant
Attitude Towards Online Food Delivery Services	7.151	0.067	Not Significant
Behavioral Intention Towards Online Food Delivery Services	2.288	0.515	Not Significant
Customer Intention	6.011	0.111	Not Significant
Frequency of Use			
Hedonic Motivation	4.542	0.209	Not Significant
Price Saving Orientation	7.42	0.060	Not Significant
Time Saving Orientation	10.533	0.015	Significant
Prior Online Purchase Experience	13.655	0.003	Significant
Convenience Motivation	10.122	0.018	Significant
Post-Usage Usefulness	14.092	0.003	Significant
Attitude Towards Online Food Delivery Services	5.556	0.135	Not Significant
Behavioral Intention Towards Online Food Delivery Services	4.123	0.249	Not Significant
Customer Intention	17.636	0.001	Significant

Legend: Significant at p-value < 0.05

Table 4 illustrates the comparison of responses on customer intention in online delivery services when grouped according to profile. It was observed that there was a significant difference in convenience motivation ($p = 0.023$) and post-usage usefulness ($p = 0.029$) when grouped according to age since the resulted p-value was less than the alpha level of 0.05. This means that the responses vary statistically and based on the post hoc test. It was found that those 56 years old and above have a more positive assessment of customer intention as to convenience motivation and post-usage usefulness.

Regarding occupation, responses vary on time-saving orientation ($p = 0.006$) when grouped according to occupation. Based on the result, employed employees have a positive evaluation of time-saving orientation. This

result is unsurprising as time is deemed relatively crucial for working individuals. Workers, observably, wanted to make use most of the time in finishing their work, and through OFD services, the only time they would leave their work was when their order had arrived in their location. The ordering process is relatively smooth online food ordering applications. Aside from that, most working-class members of the age group are classified as either techy-savvy or techy native. In line with the findings, Mehroliia, et al. (2020) found that Gen Y (Millennials) and Gen Z had the highest proportion of e-commerce and OFD services. According to Luthfia et al. (2021), solid digital literacy impacts the use and engagement of OFD services and apps. In specific ways, given Generations Y and Z's strong digital literacy (Swanzen, 2018), an inflow of OFD application users is predicted among these generations.

Lastly, there was also a significant difference in time-saving orientation, prior online purchase experience, convenience motivation, post-usage usefulness, and customer intention when grouped according to the frequency of use. The post hoc test was observed on those who use the delivery services 4x and more. The theory of Lamarck suggests that the new user creates new needs. In such a way, one may say that the more someone uses OFD services, the more they become dependent on it, the more they see the benefits of the features offered in OFD services (Britannica, n.d.).

Table 5

Difference responses on satisfaction and loyalty in food delivery services according to demographic profile

Sex	χ^2_c / U	p-value	Interpretation
Convenience motivation	15613	0.082	Not Significant
Privacy and security	16974.5	0.679	Not Significant
Restaurant credibility	16644	0.464	Not Significant
Perceived severity	15544.5	0.072	Not Significant
5Price	16628.5	0.453	Not Significant
Safe packaging	15762.5	0.099	Not Significant
Promotion	15850.5	0.131	Not Significant
Age			
Convenience motivation	7.685	0.104	Not Significant
Privacy and security	7.278	0.122	Not Significant
Restaurant credibility	10.854	0.028	Significant
Perceived severity	6.297	0.178	Not Significant
Price	5.223	0.265	Not Significant
Safe packaging	7.002	0.136	Not Significant
Promotion	8.398	0.078	Not Significant
Highest Educational Attainment			
Convenience motivation	1.962	0.580	Not Significant
Privacy and security	2.809	0.422	Not Significant
Restaurant credibility	3.836	0.280	Not Significant
Perceived severity	6.583	0.086	Not Significant
Price	3.369	0.338	Not Significant
Safe packaging	1.575	0.665	Not Significant
Promotion	2.976	0.395	Not Significant
Occupation			
Convenience motivation	5.452	0.142	Not Significant
Privacy and security	3.085	0.379	Not Significant
Restaurant credibility	5.224	0.156	Not Significant
Perceived severity	9.421	0.024	Significant
Price	4.937	0.176	Not Significant
Safe packaging	9.598	0.022	Significant
Promotion	13.063	0.005	Significant
frequency of Used			
Convenience motivation	15.274	0.002	Significant
Privacy and security	6.24	0.100	Not Significant
Restaurant credibility	6.136	0.105	Not Significant
Perceived severity	9.872	0.020	Significant
Price	0.985	0.805	Not Significant
Safe packaging	7.213	0.065	Not Significant
Promotion	7.355	0.061	Not Significant

Legend: Significant at p-value < 0.05

Table 5 displays the comparison of responses on customer satisfaction in online delivery services when grouped according to profile. It was observed that there was a significant difference in restaurant credibility ($p = 0.028$) when grouped according to age since the resulted p-value was less than the alpha level of 0.05. This means that the responses vary statistically, and based on the post hoc test conducted, it was found out that those 56 years old and above are more satisfied.

Satisfaction levels among younger generations have become increasingly low in terms of OFD services as they have been deemed “demanding” during the delivery process. The younger ages are characterized by their immediate wanting, unlike older age groups trained to “endure” or wait patiently. Suhartatnto et al. (2019) assessed the satisfaction level of the millennials on OFD services. The study found out that e-service and food qualities both play a crucial determinant to the level of their satisfaction. For instance, among the e-service quality of OFD services, the delivery process's immediacy. The University of South Florida (n.d.) differentiated the work attitudes of individuals per region. One of the characteristics of millennials is impatience.

As to occupation, responses vary on perceived severity ($p = 0.024$), safe packaging ($p = 0.022$) and promotion ($p = 0.005$) when grouped according to occupation. Based on the result, those employed are more satisfied than other groups. The level of satisfaction among employed individuals may suggest that they were into a whole lot of work and hence, ordering food online is a reward for them. Compared to unemployed, all they think would be for the order to come and hence, time is running slow for them, painstakingly waiting for the product to arrive. However, employed individuals are ecstatic whenever the food has arrived for time is running fast for them, busy doing other stuff aside from waiting for the order to come. In their study, Horn and Kiss (2020) cited that unemployment is inversely related to patience. The researchers cited the study of Golsteyn et al. (2014).

Lastly, there was also a significant difference in time convenience motivation and perceived severity when grouped according to the frequency of use. The post hoc test was observed on those who used the delivery services four times more. The result suggests that the time convenience motivation and perceived severity are closely associated with the frequency of purchase through OFD services. The frequency of purchase in OFD services may have opted the respondents to view further and appreciate the time-saving orientation and convenience of OFD services. Perceived severity, on the other corner, provides an association to the frequency of engaging in OFD services. The higher the perceived severity, the greater the frequency of engaging in OFD services. The study of Vinish et al. (2020) used the term perceptual fluency to mean the ability to acquire information from the environment, which can be developed through repetition. Such argument can be developed towards saying that the repetition of using OFD services increases the perceptual fluency of the customers in navigating through the perceived severity, convenience, and time-saving orientation of the service.

Table 6

Relationship between customer's intention, customer's satisfaction, and loyalty in online food delivery services

Hedonic Motivation	rho-value	p-value	Interpretation
Convenience motivation	.566**	0.000	Highly Significant
Privacy and security	.615**	0.000	Highly Significant
Restaurant credibility	.581**	0.000	Highly Significant
Perceived severity	.529**	0.000	Highly Significant
Price	.611**	0.000	Highly Significant
Safe packaging	.527**	0.000	Highly Significant
Promotion	.610**	0.000	Highly Significant
Price Saving Orientation			
Convenience motivation	.522**	0.000	Highly Significant
Privacy and security	.568**	0.000	Highly Significant
Restaurant credibility	.584**	0.000	Highly Significant
Perceived severity	.513**	0.000	Highly Significant
Price	.582**	0.000	Highly Significant
Safe packaging	.475**	0.000	Highly Significant
Promotion	.569**	0.000	Highly Significant

Time Saving Orientation			
Convenience motivation	.675**	0.000	Highly Significant
Privacy and security	.621**	0.000	Highly Significant
Restaurant credibility	.678**	0.000	Highly Significant
Perceived severity	.655**	0.000	Highly Significant
Price	.639**	0.000	Highly Significant
Safe packaging	.618**	0.000	Highly Significant
Promotion	.732**	0.000	Highly Significant
Prior Online Purchase Experience			
Convenience motivation	.643**	0.000	Highly Significant
Privacy and security	.703**	0.000	Highly Significant
Restaurant credibility	.664**	0.000	Highly Significant
Perceived severity	.646**	0.000	Highly Significant
Price	.682**	0.000	Highly Significant
Safe packaging	.568**	0.000	Highly Significant
Promotion	.656**	0.000	Highly Significant
Convenience Motivation			
Convenience motivation	.671**	0.000	Highly Significant
Privacy and security	.730**	0.000	Highly Significant
Restaurant credibility	.710**	0.000	Highly Significant
Perceived severity	.652**	0.000	Highly Significant
Price	.684**	0.000	Highly Significant
Safe packaging	.579**	0.000	Highly Significant
Promotion	.673**	0.000	Highly Significant
Post-Usage Usefulness			
Convenience motivation	.712**	0.000	Highly Significant
Privacy and security	.693**	0.000	Highly Significant
Restaurant credibility	.702**	0.000	Highly Significant
Perceived severity	.661**	0.000	Highly Significant
Price	.683**	0.000	Highly Significant
Safe packaging	.614**	0.000	Highly Significant
Promotion	.704**	0.000	Highly Significant
Attitude Towards Online Food Delivery Services			
Convenience motivation	.659**	0.000	Highly Significant
Privacy and security	.694**	0.000	Highly Significant
Restaurant credibility	.668**	0.000	Highly Significant
Perceived severity	.645**	0.000	Highly Significant
Price	.699**	0.000	Highly Significant
Safe packaging	.585**	0.000	Highly Significant
Promotion	.697**	0.000	Highly Significant
Behavioral Intention Towards Online Food Delivery Services			
Convenience motivation	.692**	0.000	Highly Significant
Privacy and security	.693**	0.000	Highly Significant
Restaurant credibility	.682**	0.000	Highly Significant
Perceived severity	.641**	0.000	Highly Significant
Price	.679**	0.000	Highly Significant
Safe packaging	.578**	0.000	Highly Significant
Promotion	.699**	0.000	Highly Significant
Customer Intention			
Convenience motivation	.666**	0.000	Highly Significant
Privacy and security	.681**	0.000	Highly Significant
Restaurant credibility	.703**	0.000	Highly Significant
Perceived severity	.685**	0.000	Highly Significant
Price	.630**	0.000	Highly Significant
Safe packaging	.559**	0.000	Highly Significant
Promotion	.678**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table 6 displays the association between customers' intention, satisfaction, and loyalty in online food delivery services. It was observed that the computed rho-values indicate a solid direct correlation, and the resulting p-values were less than 0.01 alpha level. This means that a significant relationship exists and implies that the better the customer intention, the more the respondents are satisfied.

The willingness to order food online has been deemed to be influencing the satisfaction of the customers. The level of desire to order online is directly related to the satisfaction level of the respondents. Although it cannot be generalized to the population, the observed pattern among the respondents could be a basis of the satisfaction estimation formula. The intention towards using OFD services increases the level of satisfaction of customers engaging with OFD, as per the study of Prasetyo et al. (2021).

Also, the table presents the relationship between customer's intention, customer satisfaction, and loyalty in online food delivery services. The data reveals that all of the indicators were deemed highly significant. In terms of Hedonic Motivation, Price Saving Orientation, Time Saving Orientation, Prior Online Purchase Experience, Convenience Motivation, Post-Usage Usefulness, Attitude Towards Online Food Delivery Services, Behavioral Intention Towards Online Food Delivery Services, Customer Intention, and Convenience motivation, they all received a significant p-value < 0.01 . It means that all postulated are highly significant when grouped according to profile variables.

It can be entrenched from the data that Online Food Delivery (OFD) has something to do with the respondents. The results implied that the respondents use OFD because they want to be satisfied. The customers intend to use OFD to save time from going to the actual food stores. As the 21st century begins, the customers and users learn to be more loyal to the trend. The present generation is now tech-savvy in that they rely mainly on online services. They were fascinated by the convenience, usefulness, and pricing they experienced on this OFD. It also means that customers are willing to pay regardless of the amount as long as they feel safe using OFD.

Relative to this, Chai and Yat (2019) shared that Malaysia's food and beverage industry has a new trend called online food delivery (OFD). Hence, it is gaining traction in the country. Thus, the new trend is not merely limited to takeaways and restaurants; Online Food ordering has become the new dining out. The rise of online food delivery services may be ascribed to the changing characteristics of urban consumers. Indeed, there is relevance to evolving consumer behavior associated with OFD services in Malaysia. Meanwhile, it can be derived from this study's results that customers intend to use OFD if they have been satisfied by it. However, if they have experienced something terrible about online services, their interests will lessen. On the other hand, if the OFD met their preferences and requests, they would most like loyalty and patronage.

4. Conclusion and Recommendation

From the gathered findings of the study, the following conclusions were drawn the majority of the respondents are female, under 22 years of age, have bachelor's degrees as the highest educational attainment, are unemployed, and have engaged in OFD services once a week. The rise of females engaging in OFD is not entirely surprising as, in the Philippine context, no observable gender discrimination in terms of usage of online food delivery services happens. Additionally, in Filipino culture, food preparation is usually reserved for females as their chores. In return, to reduce such burden, most females resort to OFD. Also, females are more likely to engage in OFD services due to the nature of their work. Indicators pertaining to time-saving orientation, post-usage usefulness, and convenience motivation ranked the highest in customers' intention to use online food delivery services. Price saving orientation, customer intention, and prior online purchase experience are indicators that had the lowest weighted mean regarding customers' intention to use online food delivery services. There were factors including food quality that influence online meal delivery consumer satisfaction. However, price saving orientation may not be deemed a factor influencing their use of OFD. On the other hand, control, customer service, and service fulfillment are vital factors. The study also postulated that the likelihood of utilizing OFD was positively correlated with customer satisfaction. Furthermore, the customers' intentions to purchase from OFD can increase from time to time. Several factors can also be considered to increase their patronage of OFD.

Safe packaging, convenience motivation, and promotion are the top three indicators influencing customers'

satisfaction and loyalty in online food delivery services. Indicators on privacy and security, perceived severity, and price ranked the least. Undeniably, OFD services serve as a time-saving platform that allows customers to choose decisively and wisely through interactive interfaces. Customers can also navigate through colorful and realistic pictures of the food to be ordered, making it easy to visualize their orders. Unlike with words alone (common among dining restaurants), the customers cannot easily create a mental picture of the products or items made for order. Action plan is proposed for continuous improvement of the online food delivery services.

Considering the findings and conclusions from this study, the following recommendations were endorsed. OFD application developers may highlight the price-saving orientation and convenience factor of OFD services. Restaurateurs may employ OFD services provided that the prices along the OFD application or website should not exceed the average price for that item in that specific place. OFD service providers may impose a reasonable price on their service. Legislators may provide a way how to lower personal tax rates. The Department of Information and Communication Technology may enforce the principles associated with the Data Privacy Act of 2012

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