

## Customer Satisfaction Towards Food Delivery Services in Selangor

Ainol Fizy Ruslan, \*Shamsul Azren Mohd Shukur, Nur Aizureen binti Anwar, Mohd Fahimi bin Ahmad  
Faculty of Business and Management, Universiti Teknologi MARA, Cawangan Selangor,  
Kampus Puncak Alam, Selangor, Malaysia  
ainolfizy@uitm.edu.my, \*shamsulshukur@uitm.edu.my, nuraizureen@uitm.edu.my,  
fahimi6301@uitm.edu.my

Corresponding Author: Shamsul Azren Mohd Shukur

**Abstract:** This study explores the key factors influencing customer satisfaction with food delivery services at UiTM Puncak Alam, Selangor. Despite the rising demand for food delivery services, issues surrounding the quality and accuracy of delivered food remain significant challenges. This study seeks to address these concerns by identifying and analyzing the determinants that shape customer satisfaction with food delivery services in Malaysia, specifically in Puncak Alam. We adopted a quantitative research approach to gain comprehensive insights into these issues. We collected data using judgment sampling, a non-probability sampling technique and used the Statistical Package for Social Sciences (SPSS) to analyze the responses through descriptive statistics and correlational analysis. The study involved a structured survey of 357 respondents, investigating the impact of three key variables—food quality, app ease of use, and food packaging—on customer satisfaction. The findings provide important implications for businesses and institutions looking to enhance the quality of food delivery services and elevate customer satisfaction levels. By identifying these critical factors, the research offers valuable insights that can help food service providers, policymakers, and industry stakeholders refine their strategies. These insights will not only improve the customer experience but also encourage broader adoption of food delivery services within the Malaysian population. Ultimately, the study's conclusions hold significance for enhancing service quality and fostering customer loyalty in the increasingly competitive food delivery industry.

**Keywords:** *Customer Satisfaction, Food Delivery Service, Food Quality, Food Packaging.*

### 1. Introduction and Background

Food delivery services in Malaysia have experienced rapid growth, driven by increased urbanization, busy lifestyles, and widespread smartphone use. The sector saw a significant boost during the COVID-19 pandemic, as people relied more on online food orders while staying at home. According to Dazmin and Ho (2019), Malaysia provides two types of food delivery services: retailers and restaurant intermediaries. For instance, retailers in the fast-food industry, such as McDonald's (MCD), Kentucky Fried Chicken (KFC), and Pizza Hut, generally provide delivery services by charging an additional transportation fee. Popular platforms like GrabFood, Foodpanda, and ShopeeFood dominate the market, offering a wide range of restaurant choices, from local eateries to international chains. These services are app-based, allowing users to order food from nearby restaurants and have it delivered to their doorstep.

Current research indicates that since 2019, when the COVID-19 virus attacked the world, the number of food delivery services has continued to rise. So, all people must stay at home and cannot go out; food shops are closed, and people are only allowed to go out if something is important. Therefore, to prevent customers from being in proximity and crowded at restaurants that are allowed to open, the government allows this food delivery service to operate where only those who can buy at the restaurant can deliver to customers according to what the customer ordered. On the other hand, statistics show a significant increase in food delivery service usage over the last few years. For example, Statista reported that global internet meal delivery sales were \$107.4 billion in 2019. However, due to pandemic-related demand, we expect this figure to rise to \$151.5 billion in 2020, a nearly 41% increase. During the pandemic, as customers chose to use online ordering and buying food to maintain social distancing and prevent infection, online sales increased by 90% between February and March (Tan & Kim, 2021). Online food ordering and online grocery applications or platforms have become popular. Furthermore, estimates indicate continuous expansion, with the worldwide online meal delivery market estimated to reach \$182.3 billion in 2024.

In the current era of convenience and rapid technological advancements, the quality of food delivery services has become a critical concern. Due to increasing competition, food delivery service providers must thoroughly understand consumer perceptions and expectations to retain and attract customers (Banerjee et al, 2019). Despite the ease of ordering food through various platforms that promise satisfaction at the swipe of a screen, issues regarding the quality and accuracy of delivered food persist. Factors such as improper packaging, spillage, delays, and food temperature affect service quality. The evaluation of perceived service quality varies across industries (Chowdhury, 2023), and food delivery is no exception. Concerns about food safety and hygiene further contribute to the declining reputation of service providers. Additionally, discrepancies between advertised claims and actual food quality, such as meals that are not fresh or poorly presented, exacerbate consumer dissatisfaction. Furthermore, the lack of transparency in pricing and hidden fees negatively impacts the consumer experience, eroding trust in these services. Addressing these multifaceted issues is essential to ensuring that consumers can continue enjoying the convenience of food delivery without compromising on taste, safety, or overall satisfaction.

This study plays a crucial role in identifying factors that influence customer satisfaction with food delivery services among staff and students at UiTM Puncak Alam. By examining three key variables—food delivery service quality, app ease of use, and food packaging—this research aims to provide valuable insights into elements that contribute to customer satisfaction. Below are the research objectives (RO) and hypotheses (H) for the study:

**RO1:** To examine how the quality of food affects customer satisfaction with food delivery service in UiTM Puncak Alam.

**H1:** There is a relationship between the quality of food and customer satisfaction with food delivery service in UiTM Puncak Alam.

**RO2:** To examine how the app's ease of use affects customer satisfaction with the food delivery service at UiTM Puncak Alam.

**H2:** There is a relationship between app ease of use and customer satisfaction with food delivery service in UiTM Puncak Alam.

**RO3:** To examine the food packaging that affects customer satisfaction with the food delivery service at UiTM Puncak Alam.

**H3:** There is a relationship between food packaging and customer satisfaction with food delivery service in UiTM Puncak Alam.

## 2. Literature Review

**Customer Satisfaction with Food Delivery Services:** Several factors, particularly the evolving preferences of urban consumers who prioritize convenience and speed in meal choices, are driving the rapid growth of online food delivery services. The ease of accessing diverse food options via smartphones is increasingly attracting city dwellers, enabling them to enjoy fresh and nutritious meals at their convenience, whether at home or in the workplace, without the need for travel. Additionally, the rising smartphone penetration in Malaysia has further streamlined the process of online shopping, including food delivery services. This expanding market presents a substantial revenue opportunity, with projections indicating that the food delivery sector could generate USD 956 million annually by 2022, positioning it as one of the fastest-growing segments in the food industry (Chai & Yat, 2019).

Previous research has highlighted key factors influencing customer satisfaction with online food delivery services, including service quality, app usability, and food packaging (Alden et al., 2023). Service quality, particularly timely delivery, order accuracy, and customer support, is critical to maintaining customer satisfaction and loyalty. Consumers expect prompt delivery and the correct fulfillment of their orders, underscoring the importance of consistent, high-quality service (Chai & Yat, 2019).

The ease of use of food delivery apps is another essential factor, as it relates to the app's intuitiveness and user experience. Effective app design ensures clear navigation, identifiable icons, and logical layouts that allow users

to complete tasks with minimal effort. Accessibility features, such as adjustable text sizes and voice commands, are important to accommodate all users, including those with disabilities (Wen et al., 2022). Moreover, food packaging plays a crucial role in ensuring safe and hygienic delivery. Packaging protects the food from contamination and damage during transit while also enhancing convenience for both customers and delivery personnel by providing a secure, portable, and user-friendly container (Mehroliya et al., 2021).

**Quality of food:** Scholars and experts widely agree that assessing the quality of food delivery services should primarily be based on customer feedback. Recent studies have focused on identifying which service attributes are most critical to enhancing customer experience, encouraging adoption, and boosting customer loyalty (Alden et al., 2023). In UiTM Puncak Alam, the growth of food delivery services has significantly influenced customer satisfaction, offering both an opportunity for food providers to increase revenue and a more convenient experience for customers (Rombach et al., 2023).

This study aims to examine specific attributes of food delivery services, such as customer satisfaction with timely delivery, adherence to delivery instructions (e.g., placing food in a mailbox), the accuracy of delivered orders, and the overall quality of the food. The findings indicate a strong correlation between customer satisfaction and key aspects of the service at UiTM Puncak Alam. For instance, 17 respondents expressed high satisfaction with riders following delivery instructions (Saad, 2021), while another 17 respondents were pleased with the speed of service. These results suggest that prompt and efficient delivery are major contributors to customer satisfaction. Therefore, it can be hypothesized that:

**H1:** There is a relationship between the quality of food and customer satisfaction with food delivery service in UiTM Puncak Alam.

**App ease of use:** Perceived Ease of Use (PEOU) measures how intuitive and simple a food delivery app is for customers to use (Alden et al., 2023). This includes factors such as the app's user-friendly design, ease of navigation, and overall functionality. Research consistently shows that when users perceive a food delivery app as simple to use, they are more likely to report higher satisfaction levels. A well-designed app that simplifies browsing menus, placing orders, and completing digital payments enhances the overall user experience and increases customer satisfaction.

Several factors contribute to how easily customers can use a food delivery app. Key among them are the app's features. For instance, the ability to easily navigate through menus, make secure payments, and efficiently complete orders significantly enhances the convenience and overall customer experience. A survey of 17 respondents demonstrated a high level of satisfaction with the efficiency of food delivery services, emphasizing the importance of usability for enhancing customer satisfaction.

Beyond app usability, trust is another critical factor influencing customer attitudes toward online food delivery services. Trust fosters positive behavior and loyalty toward these platforms (Jun et al., 2021). In a study, 17 respondents expressed satisfaction with the trustworthiness of online food delivery services. For example, students who rely on these services during busy periods place their trust in platforms that consistently deliver accurate and timely orders. Trust is essential in ensuring a satisfying experience, particularly in uncertain times, as it reassures customers that the delivered food will meet their expectations and safety standards (Rombach et al., 2023). We hypothesize the following based on the existing literature:

**H2:** There is a relationship between app ease of use and customer satisfaction with food delivery service in UiTM Puncak Alam.

**Food Packaging:** In addition to service quality and app ease of use, food packaging plays a crucial role in shaping the overall food delivery experience, influencing factors such as food freshness, presentation, and safety. By selecting appropriate packaging materials and designs, restaurants can ensure that customers receive their orders in optimal condition, thereby enhancing satisfaction and elevating the dining experience (Alamri et al., 2021). Recent research has increasingly focused on the role of food packaging in boosting customer satisfaction and loyalty within food delivery services.

We found that several packaging-related factors significantly impact customers' perceptions of food quality and their overall satisfaction. These include the type of material used, packaging design, and functionality.

Packaging materials convey impressions of quality and durability, while design elements—such as color, graphics, and shape-affect customers' perceptions of the food inside (Ansari & Siddiqui, 2019).

Effective food packaging offers numerous advantages, including enhancing brand image, supporting sustainability efforts, and improving the customer experience. Packaging that maintains food quality and temperature during delivery strengthens customer loyalty and promotes environmental responsibility. For example, 17 respondents expressed satisfaction with the packaging of their food orders, specifically regarding how well it preserved freshness and temperature, underscoring the importance of efficient packaging in driving customer satisfaction.

The study concludes by emphasizing the significant role of food packaging in food delivery services and highlighting the need to consider factors such as material composition, aesthetics, environmental sustainability, and functionality to improve the overall customer experience. We hypothesize the following based on the existing literature:

**H3:** There is a relationship between food packaging and customer satisfaction with food delivery service in UiTM Puncak Alam.

### 3. Research Methodology

The research methodology for this study involved distributing a structured questionnaire to 5,000 students across six faculties at UiTM Puncak Alam: the Faculty of Architecture, Planning, and Surveying, the Faculty of Art and Design, the Faculty of Business Management, the Faculty of Health Science, the Faculty of Hotel and Tourism Management, and the Faculty of Pharmacy. The selection of these faculties enabled simple access to the target population. The structured questionnaire served as the primary data collection tool, systematically gathering information to assess the relationships between the independent variables—quality of food delivery services, app ease of use, and food packaging—and the dependent variable, customer satisfaction with food delivery services.

The study adopted a correlational research design to analyze the relationship between the independent variables and customer satisfaction with food delivery services at UiTM Puncak Alam. Correlational research focuses on examining relationships between variables, which means that researchers are interested in how changes in one variable are associated with changes in another variable. This type of research is useful for identifying patterns and trends in data and for making predictions about future outcomes. However, correlational research does not allow researchers to make causal inferences, as it does not involve manipulating variables.

On the other hand, descriptive research focuses on providing a detailed account of a particular topic or phenomenon. This type of research is useful for gaining a better understanding of a topic, as it allows researchers to describe the characteristics of a population or phenomenon in detail. Descriptive research does not involve making predictions or inferences about relationships between variables but rather focuses on providing a comprehensive overview of a topic.

The researchers used judgment sampling, a non-probability sampling technique, to select participants based on their expertise and knowledge of the student population. This method allowed for a purposeful selection of participants who could provide meaningful insights into the factors influencing satisfaction with food delivery services. Judgemental sampling, also known as purposive sampling, is a type of non-probability sampling where the researcher selects participants based on their qualifications or characteristics that are relevant to the study. This type of sampling method allows the researcher to target specific groups of people, such as those who are most likely to provide useful information. The disadvantage of this method is that the sample may not be sufficiently representative of the population under investigation. We selected a total of 357 students as the sample size.

### 4. Finding and Result

**Finding from RO1:** Based on the research objective of assessing the satisfaction level of customers with the

overall quality of food delivery service in UiTM Puncak Alam, it can be concluded that customer satisfaction with the overall quality of food delivery service in UiTM Puncak Alam reveals significant insights into various facets of the service. The research findings indicate that the quality of food delivery services, encompassing factors such as timeliness, accuracy of orders, food temperature, and customer service, plays a crucial role in shaping customer satisfaction. Consistent and reliable service, characterized by prompt and accurate order delivery and food that maintains its intended temperature and quality, closely correlates with high levels of customer satisfaction. Conversely, delays, incorrect orders, and poor customer service contribute to dissatisfaction among customers. Therefore, the quality of food delivery services is a pivotal determinant of customer satisfaction in this context.

However, we recommend that service providers focus on improving the identified areas of concern to enhance customer satisfaction with food delivery services in UiTM Puncak Alam. Ensure timely deliveries by optimizing delivery routes and improving coordination between the kitchen and delivery personnel. This can significantly reduce delays. Implementing rigorous quality checks to verify order accuracy before dispatching can minimize errors. Additionally, maintaining food temperature during transit through insulated delivery containers can preserve the quality of food. Providing training to delivery staff on customer service best practices can enhance interactions with customers and foster a positive service experience. By addressing these aspects of food delivery service quality, providers can substantially elevate customer satisfaction levels.

**Findings From RO2:** The research revealed that the ease of using online food delivery applications is a crucial factor affecting customer satisfaction among UiTM Puncak Alam students. Students expressed higher satisfaction levels when the applications featured user-friendly designs, straightforward ordering processes, and seamless payment systems. Developers should prioritize improving the user interface and experience through regular usability tests to pinpoint and resolve any issues, thereby enhancing customer satisfaction with food delivery services. Additionally, incorporating features such as personal recommendations, real-time tracking, and in-app customer support can further enhance user convenience. Regular updates and improvements based on user feedback are also essential to maintaining a user-friendly application. By prioritizing these aspects, developers can significantly boost customer satisfaction with food delivery services and encourage greater user retention.

**Findings From RO3:** The findings from RO3 indicate that the customers of UiTM Puncak Alam are generally very satisfied with the food packages provided by the delivery service. Research shows that food packaging consistently meets customer expectations, and many respondents were satisfied with how it maintains food quality and prevents issues such as spills or contamination. The results suggest that the package effectively maintains the intended temperature and food integrity during delivery. This positive reception underlines the importance of quality packaging for improving the customer experience. The results are consistent with previous studies that emphasized the central role of reliable and safe food packaging in customer satisfaction with food delivery services. Overall, the study demonstrates a thorough evaluation of current food packaging practices and their significant influence on the positive attitude of UiTM Puncak Alam customers towards the food delivery service.

## 5. Conclusion

Customers appreciate precise diet customization options, and there is a clear need for must-have items to accommodate their dietary preferences and allergies. Improving user training and app usability is critical to improving customer satisfaction toward food delivery services, especially for those who are less tech-savvy. In addition, the importance of high-quality and durable packaging to ensure that food arrives in optimal conditions is obvious. Based on these findings, recommendations include implementing robust nutrition customization features, providing comprehensive user guidance within the program, and investing in better packaging solutions. These steps are critical to improving overall customer satisfaction with food delivery services and sustaining service excellence in a competitive market. Addressing these areas will help food delivery services meet and exceed customer expectations, ensuring a better overall experience and fostering long-term loyalty.

## References

- Alamri, M. S., Qasem, A. A., Mohamed, A. A., Hussain, S., Ibraheem, M. A., Shamlan, G., ... & Qasha, A. S. (2021). Food packaging's materials: A food safety perspective. *Saudi Journal of Biological Sciences*, 28(8), 4490-4499.
- Alden, S. M., Rosshahpudin, N. S., Tarmazi, S. A. A., Sulaiman, S., & Ali, N. M. (2023). Food Delivery Service: The Effects of Perceived Quality, Perceived Ease of Use and Perceived Value Towards Customer Satisfaction. *Journal of Tourism Hospitality and Environment Management*, 8(32), 88-98.
- Ahsan Ansari, M. U., & Siddiqui, D. A. (2019). Packaging features and consumer buying behavior towards packaged food items. *Ansari, MUA and Siddiqui, DA (2019). Packaging Features and Consumer Buying Behavior Towards Packaged Food Items. Global Scientific Journal*, 7(3), 1050-1073.
- Banerjee, S. P., Jain, D., & Nayyar, R. (2019). Measuring service quality of food delivery services: a study of generation Z. *African Journal of Hospitality, Tourism and Leisure*, 8(2), 1-12.
- Chai, L. T., & Yat, D. N. C. (2019). Online food delivery services: Making food delivery the new normal. *Journal of Marketing Advances and Practices*, 1(1), 62-77.
- Chowdhury, R. (2023). Impact of perceived convenience, service quality and security on consumers' behavioral intention towards online food delivery services: the role of attitude as mediator. *SN Business & Economics*, 3(1), 29.
- Dazmin, D., & Ho, M. Y. (2019). The relationship between consumers' price-saving orientation and time-saving orientation towards food delivery intermediaries (FDI) services: an exploratory study. *Gsj*, 7(2).
- Jun, K., Yoon, B., Lee, S., & Lee, D.-S. (2021). Factors influencing customer decisions to use online food delivery service during the COVID-19 pandemic. *Foods*, 11(1), 64.
- Mehroliya, S., Alagarsamy, S., & Solaikutty, V. M. (2021). Customers' response to online food delivery services during the COVID-19 outbreak using binary logistic regression. *International journal of consumer studies*, 45(3), 396-408.
- Rombach, M., Kartikasari, A., Dean, D. L., Suhartanto, D., & Chen, B. T. (2023). Determinants of customer loyalty to online food service delivery: evidence from Indonesia, Taiwan, and New Zealand. *Journal of Hospitality Marketing & Management*, 32(6), 818-842.
- Saad, A. T. (2021). Factors affecting online food delivery service in Bangladesh: an empirical study. *British Food Journal*, 123(2), 535-550.
- Tan, H., & Kim, V. W. E. (2021). Examining the Factors that Influence Consumer Satisfaction with Online Food Delivery in Klang Valley, Malaysia. *The Journal of Management Theory and Practice (JMTP)*, 88-95.
- Wen, H., Pookulangara, S., & Josiam, B. M. (2022). A comprehensive examination of consumers' intentions to use food delivery apps. *British Food Journal*, 124(5), 1737-1754.