

Chapter 18


Assessment of Customer Satisfaction in Online Food Delivery Within Klang Valley

Gobinath Selvanayagam

 <https://orcid.org/0009-0006-0544-0277>

Help University, Malaysia

Devendren Sathasivam

 <https://orcid.org/0000-0001-8777-7901>

Sunway University, Malaysia

Gopinath Sangaran

Taylor's University, Malaysia

ABSTRACT

This paper attempts to investigate how satisfied customers are with online meal delivery services in the Klang Valley, an industry that is expanding quickly due to changes in consumer behaviour and technological improvements. This study aims to examine the relationship between customer satisfaction and important elements including food quality, sales promotion, and e-service quality, as the demand for efficiency and convenience grows. The study will collect data from purchasers who use online meal delivery services by using an online questionnaire and a quantitative research approach. The results will shed light on consumer preferences and expectations, which is critical for improving the level of services and streamlining business operations in the food delivery industry.

Food and beverages are essential parts of people's everyday lives. Previously, the only ways to obtain food were to order takeaway, cook or dining out. Although there may be some options for food delivery, they are extremely limited to select eateries, the majority of which are fast food establishments (An et al., 2023). This change in the environment has affected how customers place food orders, how restaurants run their businesses, and how delivery services operate (Chen et al., 2020).

The rise in smartphone usage has been critical to the expansion of online food delivery businesses (Hartanto et al., 2023) with an expected 3.4 billion smartphone users worldwide (Hu et al., 2022), this group has emerged as the key consumer base for online food and beverage purchases (Stuber et al., 2022). Mobile apps have not only made ordering easier, but they have also encouraged more frequent

DOI: 10.4018/979-8-3693-7683-6.ch018

purchases (Cho et al., 2020). The global online meal delivery market is expected to rise from the revenue in the online food delivery (OFDS) market is forecasted to reach US\$1.20tn in 2024, In the meal delivery market and the number of users is expected to reach 2.5bn users by 2029 (Statista, n.d.).

The COVID-19 pandemic has led to an increase in the use of mobile technology and services. Many are resorting to internet activities such as shopping, ordering takeout, and working remotely to minimize face-to-face interactions (Khlaif et al., 2022). Increased convenience, more meal selections, and promotions with savings are just a few benefits that have resulted from the growth of online food delivery services (OFDS), Consumer spending on food delivery rose dramatically during the COVID-19 pandemic. Customer expenditure on food delivery grew significantly during the first COVID-19 wave, suggesting a shift in consumer behaviour toward online ordering (Hong et al., 2022). The frequency of online meal ordering systems has increased due to their user-friendly design, which has also enhanced consumer accessibility (Yang et al., 2012).

The Online food delivery services (OFDS) sector will grow significantly as companies adapt to changing customer demands. This shift clearly shows how the pandemic has influenced customers' short-term behaviour as well as creating the conditions for the long-term expansion of the online food delivery services (OFDS) sector (Francioni et al., 2022).

In large cities like Klang Valley, there are well-established online food delivery services (OFDS) that have become a phenomenon in part of people's life (Chowdhury, 2023). Consumers choose online food delivery services (OFDS) for several purposes, the most prevalent being the desire for speedy and easy meals to economize time during or following a demanding workday (Chung, 2022).

BACKGROUND OF STUDY

Technology has substantially affected many elements of human living, especially in the restaurant business. It is imperative for restaurant operators to leverage technological advancements to meet evolving customer needs and enhance the overall dining experience, given that an increasing number of patrons are resorting to digital platforms for meal ordering (Dana et al., 2021).

The frequency of online meal ordering systems has increased due to their user-friendly design, which has also enhanced consumer accessibility (Yang et al., 2012) is one of the most progressive forms of hospitality in Malaysia. 2020 has seen a shift in online food delivery services (OFDS), making it a necessary component of any food and beverage business (Anbumathi et al., 2022). The survey states that the profit margin on online meal delivery increased dramatically between 2017 and 2020, from 76,193 million to 122,739 million (Belarmino et al., 2021) and by 2024, the online meal delivery business will bring in \$182,327 million worldwide and \$410 million in Malaysia (Han et al., 2021).

The market for apps that deliver food online has grown increasingly competitive (Jin & Pan, 2023) as such it is a valuable marketing strategy (Majeed et al., 2022) to stay in business and prevent customers from quickly switching brands, online food delivery services (OFDS) need to cater to consumer needs and preferences. Most restaurants in Malaysia have outsource to utilize applications from third parties instead of using apps from the merchant. Rakuten Insight conducted a meal delivery poll in April 2023, and approximately 79% of Malaysian respondents said that Grab meal was the app they used the most for food delivery (Bi et al., 2023). Food Panda emerged as the most popular meal delivery app, as reported by almost 76% of the participants (Hasi, 2020).

24 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/assessment-of-customer-satisfaction-in-online-food-delivery-within-klang-valley/363562

Related Content

Recurring Onion and Tomato Crises in India: A Critical Analysis and Future Perspectives

Mallikarjun Dhotre, K. N. Nithin, Ramesh Kolluruand Suseelendra Desai (2025). *Emerging Trends in Food and Agribusiness Marketing* (pp. 123-160).

www.irma-international.org/chapter/recurring-onion-and-tomato-crises-in-india/360638

Demand for Food Diversity in Romania

Lucian Luca, Cecilia Alexandriand Bianca Puna (2020). *Environmental and Agricultural Informatics: Concepts, Methodologies, Tools, and Applications* (pp. 792-804).

www.irma-international.org/chapter/demand-for-food-diversity-in-romania/232989

Herbal Benefits of Tea

Etetor Roland Eshietand Ernest E. Smith (2017). *Exploring the Nutrition and Health Benefits of Functional Foods* (pp. 117-146).

www.irma-international.org/chapter/herbal-benefits-of-tea/160596

Non-Thermal Food Preservation Methods in the Meat Industry

Basak Gokce Col, Sergen Tuggumand Seydi Ykm (2020). *Technological Developments in Food Preservation, Processing, and Storage* (pp. 44-64).

www.irma-international.org/chapter/non-thermal-food-preservation-methods-in-the-meat-industry/243545

In Vivo Date Palm

Rasmia Darwesh (2022). *Handbook of Research on Principles and Practices for Orchards Management* (pp. 203-226).

www.irma-international.org/chapter/in-vivo-date-palm/309170