



Examining the Factors that Influence Consumer Satisfaction with Online Food Delivery in Klang Valley, Malaysia

¹*Tan Hui Kok, ²Vincent Wee Eng Kim

^{1,2}Business and Management, Veritas University College, Malaysia

*Corresponding Author Email: hui kok23@gmail.com

Received: 13th June 2021

Accepted: 4th July 2021

Published: 20th July 2021

ABSTRACT

In World War II, female volunteers participated in the work of delivering food to soldiers. The idea of food service delivery spread from the UK to the United States, and food delivery has become a new business model worldwide. In 1987, Pizza Hut began to order by phone and provide food delivery services to capture market share. With the development of the internet and the popularity of smartphone, online ordering and online food delivery (OFD) have become a trend, lifestyle and multibillion-dollar business. In 2017, Malaysia's online food delivery boomed. There are numerous food ordering service platforms on the market, including FoodPanda, Uber Eats (now changed to GrabFood), Honestbee, Dahmakan, DeliverEat, Running Man Delivery, etc. Hence, this research aims to identify factors that continue to influence Malaysian consumer satisfaction with online food delivery after the COVID-19 pandemic and in the future. The results show that perceived price, promotion & discount, convenience motivation, service approach quality, and food quality positively impact the trend factors of OFD services. These findings can provide essential insights for OFD service providers, the restaurant industry and academics, critical for OFD services to improve consumer satisfaction.

Keywords: Consumer Satisfaction, Perceived Price, Promotion & Discount, Service Approach Quality, Food Quality

OPEN ACCESS

BACKGROUND AND INTRODUCTION

With the development of technology and lifestyle change, online shopping has become one of the most popular online activities. Online food delivery (OFD) services can be regarded as one of the time-saving online activities. Online food delivery is similar to online shopping, which needs to attract and meet consumer wants. OFD services have gradually changed consumers' food buying habits (Troise, O'Driscoll, Tani, & Prisco, 2020). The OFD services business is worth billions of dollars worldwide. In 2020, OFD services revenue will exceed \$136.431 billion US dollars. It is estimated that by 2024, the global market will reach 182.327 billion US dollars, with a growth rate of 7.5%. OFD services market has become the fastest growing industry in the food market, with revenues in Southeast Asia expected to reach \$956 million US dollars by 2022. Since 2017, OFD services have begun to sweep significant cities in Malaysia, such as Klang Valley, Penang, Malacca, Kuching, Ipoh, Johor Bahru, etc. There are many food ordering service platforms on the market, including FoodPanda, Uber Eats (now changed to GrabFood), Honestbee, Dahmakan, DeliverEat, Running Man Delivery, Food Ninja, LalaFood, etc. Among them, the competition between FoodPanda and GrabFood is the most intense. These OFD services are currently only concentrated in urban areas.

worldwide are under lockdown. The government encourages social distancing, and consumers cannot eat in restaurants to prevent the spread of the virus. In Malaysia, as customers choose to use online ordering food and buying food to maintain social distancing and prevent infection, online sales have increased by 90% between February and March. Online food ordering and online grocery applications or platforms have become popular. OFD service provides jobs to the delivery rider and brings profit opportunities for restaurants (Li, Miroso, & Bremer, 2020). OFD services are growing faster than before and have become the new normal for more people (Hadi Mohamad, Athirah Hamzah, Ramli, & Fathullah, 2020). Consumer satisfaction is an essential factor that helps OFD service companies stand out. OFD service companies must meet the needs of consumers in this aggressive market to avoid out of existence. This study identified factors that will continue to influence consumers' decision to adopt online food delivery services after the COVID-19 pandemic. This research explores and integrates economic and non-economic factors that influence consumer satisfaction with OFD services. Hence, this research examines the relationship of economic factors (perceived price, promotion & discount) and non-economic factors (convenience motivation, service approach quality, food quality) with consumer satisfaction towards OFD services.

The COVID-19 pandemic has led to the rapid growth of online food delivery. During the pandemic, many cities

RESEARCH OBJECTIVE

The objectives of this study:

1. To investigate whether perceived price, promotion & discount, convenience motivation, service approach quality, and food quality affects consumer satisfaction using OFD services.
2. To determine the most important factor that influences consumer satisfaction using OFD services.

RESEARCH QUESTION

Therefore, to achieve the above research goals, this research will try to answer the following research questions:

1. What is the impact of perceived price, promotion & discount, convenience motivation, service approach quality, and food quality on consumer satisfaction using OFD services?
2. What is the most important factor impacting consumer satisfaction using OFD service?

LITERATURE REVIEW

For a long time, consumer satisfaction has been significant research in marketing strategy. Nowadays, marketing activities will continue to follow the needs of consumers as a basic assumption for developing appropriate strategies to improve consumer satisfaction (Karolina Ileska, 2013). Consumer satisfaction can determine customer needs and determine what is of value to customers. Consumer satisfaction will help the product or service meet the excellent standard of a particular business.

Consumer Satisfaction

Customers are always the main key factor in market share and company development (Khadka & Maharjan, 2014). Satisfaction can be defined as meeting the needs and expectations of consumers. Consumer satisfaction measures the level and quality of services received by consumers (Brunero & Lamont, 2009). Therefore, satisfaction and loyalty are the key factors determining the successful implementation of the market. Tamminen (2016) said that consumer satisfaction forms the basis of a successful company. Satisfied customers ensure the company's competitive advantage over competitors and are the way to ensure the company's profit. Companies that want to gain market share need to provide customers with valuable and unique terms to beat competitors. Zhang & Pan (2009) confirmed that consumer satisfaction positively correlated with financial performance. The higher the consumer satisfaction score, the higher the profit margin.

Perceived Price

Price always plays an important role and determines the choice of product or service. Al-msallam (2015) indicated the price is an essential factor in generating consumer satisfaction because customers always evaluate the value of services based on their prices. Martin-Consuegra et al. (2003) showed that perceived price is directly affected by consumer satisfaction judgment. At the same time, perceived price fairness indirectly affects price acceptance through customer loyalty. Susanti (2019) stated that price is an essential factor in determining customer satisfaction because all consumers evaluate the value of the service received at the price they paid. As a result, perceived unfair prices may lead to brand abandonment and brand switching. Rothenberger's (2015) research shows that perceived price

fairness is an effective way to evaluate consumer satisfaction and increase customer loyalty.

H1: Perceived price has a positive influence on consumer satisfaction using OFD services.

Promotion & Discount

Promotion & discount are marketing communication tools used to stimulate revenue. The attractiveness of promotion & discount may temporarily affect consumers' purchasing decisions (Shaddy & Lee, 2020). Sale promotions & discount activities also can influence consumers to change brands, increase purchases and overspending. Discount is considered the most stimulating means of promotion that affects consumers' purchase intentions (Neha & Manoj, 2013). Pi & Huang (2011) research found that promotion can maintain customer loyalty by improving consumer satisfaction, trust and commitment. The research results of Alipour et al. (2018) showed that appropriate promotional activities have a significant impact on consumer satisfaction. Nakarmi's (2018) research shows that customers are too satisfied with price discounts, coupons, free samples and "buy one get one free". Therefore, promotional practices will improve sales by influencing consumers' purchase behaviour.

H2: Promotion & discount has a positive influence on consumer satisfaction using OFD services.

Convenience Motivation

The digital age has affected our lifestyle and business models. Digitalization enables customers to online shopping, online banking, remote working and online food ordering at anytime, anywhere (Radon, 2015). Consumers can easily place orders via mobile phone (Sata, 2013). Jeneefa & Rajalakshmy (2020) research shows that perceived control and convenience are the keys to customers using online ordering, leading to higher satisfaction. Perceived control is demonstrated in a mature food ordering system that enables customers to monitor the status of their food and notify customers after completing the order (Lim, 2018). Online shopping convenience can reduce the non-monetary cost, including time, energy and effort spent acquiring goods or services (Zeithaml, 1988). Khazaei et al. (2014) confirmed that convenience is a vital service attribute that positively impacts consumer satisfaction and behavioural response in electronic banking and online shopping.

H3: Convenience motivation has a positive influence on consumer satisfaction using OFD services.

Service Approach Quality

When customers are satisfied with a brand or store, they will always choose it, increasing sales and profits for the company (Agbor, 2011). Brady & Cronin (2001) believes that measuring the gap between expectations and perceptions cannot obtain an excellent psychological evaluation of service quality. Susskind et al. (2003) found that customer service orientation has positively affected consumer satisfaction. Michelli (2009) pointed out that the four service-centric approaches can enable customers to meet related needs. These approaches are relevant, easy & consistent, speedy, and secure. Logistics services are part of online shopping transactions to enhance customer loyalty (Hong, Zheng, Wu, & Pu, 2019). For OFD services, the delivery rider plays a vital role in this. Johnson & Karlay (2018) find

responsiveness, empathy, and assurance of the quality of service that influences consumer satisfaction.

H4: Service approach quality has a positive influence on consumer satisfaction using OFD services.

Food Quality

Food is the basic need of all humankind (Mahendran, 2013). Food quality involves several aspects, including food appearance, taste, menu diversity, health and freshness. As we all know, food quality is at the core of meeting the needs of restaurant customers, which can achieve loyal customers and repeat purchases (Rozekhi, Hussin, Siddiqe, Rashid, & Salmi, 2016). Taste is the most important element of food quality and is considered a vital attribute of the gourmet experience. Kannan (2019) also found that food quality fundamentally affects consumer satisfaction and behavioural intentions. Several studies have shown that food quality positively impacts consumer satisfaction (Zhong & Moon, 2020). Petrescu et al. (2020) found that consumers said that food quality is related to freshness, taste and appearance. Savov & Kouzmanov (2014) showed that consumers assess the food quality based on price, taste and appearance.

H5: Food quality has a positive influence on consumer satisfaction using OFD services.

RESEARCH MODEL

The following conceptual model describes the relationship between perceived price, promotion & discount, convenience motivation, service approach quality, food quality and consumer satisfaction using OFD services.



Figure 1. Research model

METHODOLOGY

This study was conducted in Klang Valley, the most prosperous urban in Malaysia, within one month (8 March to 4 April 2021). A questionnaire survey was conducted through Google Form, and an online self-management questionnaire was used to enable participants to fill in and submit the questionnaire more flexibly and conveniently. A total of 646 respondents were collected. There are no incomplete data. This study uses non-probability sampling because it is more cost-effective and faster than probability sampling. Purposive or Judgmental Sampling allows the researcher to be more subjective, selective, and critical when selecting research samples. Compared with random samples, selecting participants has some characteristics, making it easier to generalize the sample. At the same time, due to the feasibility, cost and time constraints of the study, non-probability sampling will be highly reliable in this study.

The survey consists of six parts. Section A is demographic data, such as age, gender, marital status, level of education, and occupation category. Section B to G is the questionnaire items used to measure perceived price, promotion & discount, convenience motivation, service approach quality, food quality and consumer satisfaction using OFD services. The survey questions are evaluated using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Researchers used descriptive analysis, reliability testing (Cronbach Alpha), and inferential analysis (ANOVA, Linear Regression, and Multiple Linear Regressions) to analyze the research data.

RESULTS

The composition of respondents is fairly balanced in terms of gender. Female respondents accounted for 50.3% (N=325), male respondents accounted for 49.7% (N=321). As for the age group, nearly half of the respondents, 44.7% were between 35 and 44 years old, followed by 21.1% between 45 and 54 years old, and 20.4% between 25 and 34 years old. The smallest group is 10.8% of young people under the age of 24 and 2.9% of those over 55 years old. The result indicates that singles prefer to use OFD services compare with married people, which comprises 69.3% or 448 respondents, followed by married, 30.7% or 198 respondents. In terms of education, the Degree-level respondents accounted for the highest 63.8%, followed by Master (20.9%), Diploma (11%), High School (3.1%), and PhD (1.2%). As for occupation categories, most of the respondents were employees, accounting for 62.2% or 402 respondents, followed by self-employed 13.6% or 88 respondents; students 11.8%, or 76 respondents; freelancers 8.7%, which is 56 respondents; and 3.7% of housewives/retirees, or 24 respondents. The majority respondents are an employee who is most suitable for this study as the primary customer in this OFD market.

Table 1. Demographic Data

	Frequency	Percent
Gender		
Female	325	50.3
Male	321	49.7
Age		
24 years old and below	70	10.8
25-34 years old	132	20.4
35-44 years old	289	44.7
45-54 years old	136	21.1
55 years old and above	19	2.9
Marital Status		
Married	198	30.7
Single	448	69.3
Education Level		
High School	20	3.1
Diploma	71	11.0
Degree	412	63.8
Master	135	20.9
PhD	8	1.2
Occupation		
Student	76	11.8
Self Employed	88	13.6
Employee	402	62.2
Freelancer	56	8.7
House Wife/Retired	24	3.7

Mean and Standard Deviation of Construct

The average mean of all constructs evaluated by the participants was 3.96. That means the factors affecting consumer satisfaction seem to affect positively, but there is still much room for improvement.

Table 2. Ranking of the mean

	Std. Deviation	Mean
Perceived Price	0.519	3.90
Promotion & Discount	0.635	3.82
Convenience Motivation	0.497	4.23
Service Approach Quality	0.530	4.04
Food Quality	0.679	3.84
Consumer Satisfaction	0.555	3.90

Reliability Testing Cronbach's Alpha

The reliability of a measure shows the degree to which there is no prejudice in ensuring consistent measurement across time and items in the instrument. As shown, five variables score 0.7 above and one variable score 0.6 above, the reliability of the data is verified.

Table 3. Cronbach's Alpha

	No. of Item	Cronbach's Alpha
Perceived Price	5	0.66
Promotion & Discount	5	0.76
Convenience Motivation	5	0.75
Service Approach Quality	5	0.82
Food Quality	5	0.93
Consumer Satisfaction	5	0.79

The impact of perceived price on consumer satisfaction using OFD services

Table 4. Model Summary of perceived price on consumer satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.516 ^a	0.266	0.265	0.476

Table 5. ANOVA analysis of perceived price on consumer satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Regression	52.848	1	52.848	233.739	.000 ^b
Residual	145.609	644	0.226		
Total	198.457	645			

Table 6. Coefficients of perceived price on consumer satisfaction

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.756	0.142		12.395	.000
Perceived price	0.551	0.036	0.516	15.289	.000

When consumer satisfaction using OFD services was predicted, it was found that perceived price (Beta = 0.55, $p <$

.01) was a significant predictor. The overall model fit was adjusted $R^2 = 0.27$ and 27% of the variance in consumer satisfaction using OFD services can be explained by perceived price. Therefore, the increase in perceived price will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The impact of promotion & discount on consumer satisfaction using OFD services

Table 7. Model Summary of promotion & discount on consumer satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.474 ^a	0.225	0.224	0.489

Table 8. ANOVA analysis of promotion & discount on consumer satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Regression	44.656	1	44.656	186.986	.000 ^b
Residual	153.801	644	0.239		
Total	198.457	645			

Table 9. Coefficients of promotion & discount on consumer satisfaction

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.317	0.117		19.727	.000
Promotion & discount	0.415	0.030	0.474	13.674	.000

The results show that promotion & discount (Beta = 0.42, $p <$.01) was a significant predictor by analyzing the relationship between promotion & discount and consumer satisfaction. The overall model fit was adjusted $R^2 = 0.22$ and 22% of the variance in consumer satisfaction using OFD services can be explained by promotion & discount. Therefore, the increase in promotions and discounts will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The impact of convenience motivation on consumer satisfaction using OFD services

Table 10. Model Summary of convenience motivation on consumer satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.322 ^a	0.104	0.102	0.526

Table 11. ANOVA analysis of convenience motivation on consumer satisfaction

	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.561	1	20.561	74.433	.000 ^b

Residual	177.896	644	0.276		
Total	198.457	645			

Table 12. Coefficients of convenience motivation on consumer satisfaction

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Beta	Beta		
(Constant)	2.384	0.177		13.452	.000
Convenience motivation	0.359	0.042	0.322	8.627	.000

Subsequently, through the analysis of consumer satisfaction using OFD services, it was found that convenience motivation (Beta = 0.36, $p < .01$) was a significant predictor. The overall model fit was adjusted $R^2 = 0.10$ and 10% of the variance in consumer satisfaction using OFD services can be explained by convenience motivation. Therefore, the increase in convenience motivation will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The impact of service approach quality on consumer satisfaction using OFD services

Table 13. Model Summary of service approach quality on consumer satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.560 ^a	0.314	0.313	0.460

Table 14. ANOVA analysis of service approach quality on consumer satisfaction

Sum of Squares	df	Mean Square	F	Sig.	
Regression	62.270	1	62.270	294.465	.000 ^b
Residual	136.187	644	0.211		
Total	198.457	645			

Table 15. Coefficients of service approach quality on consumer satisfaction

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.532	0.139		10.995	.000
Service approach quality	0.586	0.034	0.560	17.160	.000

Perform linear regression analysis on service approach quality and consumer satisfaction using OFD services. It was found that service approach quality (Beta = 0.59, $p < .01$) was a significant predictor. The overall model fit was adjusted $R^2 = 0.31$ and 31% of the variance in consumer satisfaction

using OFD services can be explained by service approach quality. Therefore, the increase in service approach quality will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The impact of food quality on consumer satisfaction using OFD services

Table 16. Model Summary of food quality on consumer satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.788 ^a	0.621	0.602	0.342

Table 17. ANOVA analysis of food quality on consumer satisfaction

Sum of Squares	df	Mean Square	F	Sig.	
Regression	123.242	1	123.242	1055.209	.000 ^b
Residual	75.215	644	0.117		
Total	198.457	645			

Table 18. Coefficients of food quality on consumer satisfaction

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Beta	Beta		
(Constant)	1.432	0.077		18.549	.000
Convenience motivation	0.644	0.020	0.788	32.484	.000

When predicting consumer satisfaction using OFD services, it was found that food quality (Beta = 0.64, $p < .01$) was a significant predictor. The overall model fit was adjusted $R^2 = 0.62$ and 62% of the variance in consumer satisfaction using OFD services can be explained by food quality. Therefore, the increase in food quality will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The most important factor impacting consumer satisfaction using OFD service

Table 19. Model Summary of perceived price, promotion & discount, convenience motivation, service approach quality, and food quality on consumer satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.841 ^a	0.707	0.705	0.301

Table 20. ANOVA analysis of perceived price, promotion & discount, convenience motivation, service approach quality, and food quality on consumer satisfaction

Sum of Squares	df	Mean Square	F	Sig.	
Regression	140.362	5	28.072	309.259	.000 ^b
Residual	58.095	640	0.091		

Total	198.457	645			
-------	---------	-----	--	--	--

Table 21. Coefficients of perceived price, promotion & discount, convenience motivation, service approach quality, and food quality on consumer satisfaction

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Beta			
(Constant)	0.070	0.128		0.549	.583
Perceived price	0.137	0.027	0.129	5.059	.000
Promotion & discount	0.089	0.022	0.102	4.144	.000
Convenience motivation	0.049	0.028	0.044	1.773	.077
Service approach quality	0.233	0.028	0.223	8.319	.000
Food quality	0.470	0.022	0.575	21.106	.000

The multiple linear regressions were carried out to investigate whether perceived price, promotion & discount, convenience motivation, service approach quality, and food quality could significantly explain consumer satisfaction using OFD services. The results of the multiple regression analysis showed that the model explained 71% of the variance and that the model significantly explains consumer satisfaction using OFD services, $F(5, 640) = 309.26, p < .01$.

Based on the standardized coefficient beta, food quality ($B = 0.58, p < .01$) significantly explained more of the variance in consumer satisfaction using OFD services compared to service approach quality ($B = 0.22, p < .01$), perceived price ($B = 0.13, p < .01$) and promotion & discount ($B = 0.10, p < .01$). Base on unstandardized coefficients beta, food quality ($B = 0.47, p < .01$), service approach quality ($B = 0.23, p < .01$), perceived price ($B = 0.14, p < .01$) and promotion & discount ($B = 0.09, p < .01$) has contributed significantly to the model. Convenience motivation ($B = 0.05, p < .01$) shows that this variable did not significantly explain the variance in the dependent variable, when the significance level of 0.08 exceeds 0.01. In conclusion, the most important factor explaining the variance in consumer satisfaction using OFD services is food quality.

The final predictive model is as follow:

$$\text{Consumer satisfaction using OFD services} = (0.47 * \text{food quality}) + (0.23 * \text{service approach quality}) + (0.14 * \text{perceived price}) + (0.09 * \text{promotion \& discount})$$

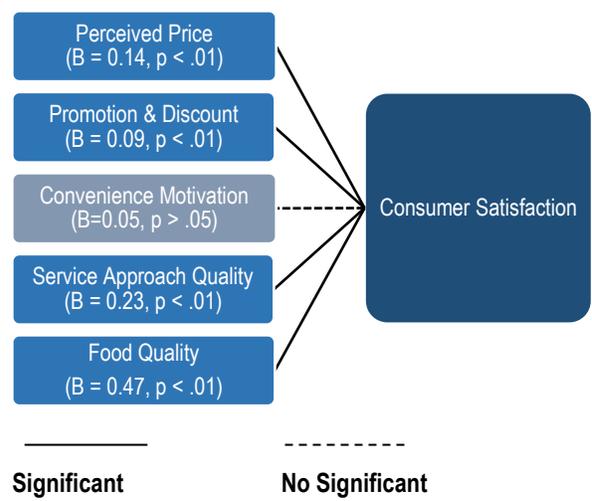


Figure 2. Framework Model and Results

DISCUSSION AND CONCLUSION

This study examines the relationship of perceived price, promotion & discount, convenience motivation, service approach quality, food quality with consumer satisfaction and clarifying what factors can continue driving the development of the food delivery market. It also investigated the relationship between consumer satisfaction and purchasing decisions using OFD services. The critical finding is that food quality has the most positive impact on consumer satisfaction, among other factors. The result is consistent with Kannan (2019), Mohaydin et al. (2017), Pfeifer et al. (2014), Rozekhi et al. (2016) and Zhong (2020) research. This research may help to understand better the significance of food quality in the foodservice industry and fill the gaps in research on factors that affect consumer satisfaction. This result may also show that the food quality (mean=3.84) provided has not yet met consumers' high expectations, and there is a lack of high-quality and high-value food.

Besides, service approach quality, perceived price, promotion & discount and convenience motivation significantly influenced the consumer using OFD services. OFD services can increase service quality to gain consumer retention, provide price fairness to fulfill customer needs, offer discounts to attract customers to repeat orders, and satisfy the customer's access & transaction convenience through innovation. These findings are consistent with Johnson et al. (2018), Arlanda & Suroso (2018), Zhang & Prasongsukarn (2017) and Khazaei et al. (2014) research into consumer satisfaction with service quality, perceived price, promotion & discount and convenience motivation.

Researchers found that compared with other variables, the convenience motivation of using OFD services has a minor impact on consumer satisfaction. Convenience motivation does not seem to be necessary anymore. It may be that consumers can easily get food without ordering online. This result is consistent with Radon (2015), that convenience is no longer a unisex perfume; it cannot fit everyone in one type. OFD service companies need to create a new definition of convenience for customers to improve consumer satisfaction. Huang & Oppewal (2006) pointed out that the delivery fee will affect consumers' reluctance to order food online because they are unwilling to pay the delivery fee.

Therefore, online food ordering companies need to ensure food quality, service approach quality, perceived prices and promotion & discount to improve consumer satisfaction. Consumer satisfaction can increase the company's revenue from loyal customers by providing high-quality food, reliable customer service, reasonable prices and effective promotional coupons. However, under different circumstances, the moderating effects of cities and countries may be other. There have been preliminary studies investigate differences in food quality in OFD service experience.

According to several researches, after-sales service (customer engagement) can maintain a profitable long-term relationship with customers and obtain customer satisfaction and loyalty. Customer engagement is crucial and essential so that customers can feel that they are valuable. Liu (2019) found that hedonistic motives and new experiences (customer experience) greatly affected consumer satisfaction with OFD services in Bangkok, Thailand. The research of Jelison (2017) and Ryu et al. (2010) also shows that perceived hedonic value is positively correlated with customer buying behaviour. Besides, there is a significant positive correlation between income level and consumer satisfaction. Rohman et al. had proved that the income level had affected consumer satisfaction towards customer loyalty (Rohman & Rahayu, 2015). Klopota et al. (2016) found that the high-income level significantly impacts customer's attitudes towards loyalty. Thus, income level can be regarded as one of the influencing factors of consumer satisfaction with purchasing behaviour. There is a lack of research to investigate the impact of income levels on consumer satisfaction, especially in the food industry.

LIMITATION & FUTURE RESEARCH

The study was also affected by methodological limitations, which limited the nature of the questions and answers requested by participants. All factors in the current survey use 5-point Likert scales and restrict participants' ability to explain their answers further. Due to the limited abilities of the participants, it is impossible to explain in detail the reasons for their specific positions on the questions raised in the questionnaire, so the research results may not reflect the actual situation. It may be necessary to conduct in-depth qualitative research (such as interviews) to investigate the reasons for consumer satisfaction with OFD services. Therefore, in future research, it is could mix qualitative and quantitative approaches and examine new variables that affect Malaysian consumers' satisfaction with OFD services, such as after-sales service (customer participation), customer experience, hedonistic motivation, and income level.

References

Agbor, J. M. (2011). *The Relationship between Customer Satisfaction and Service Quality*. 270–271.

Al-msallam, S. (2015). Customer Satisfaction and Brand Loyalty in the Hotel Industry. *International Journal of Management Sciences and Business Research*, (9), 1–13.

Alipour, M., Pour, B. M., & Darbahaniha, A. (2018). The Effects of the 7P Marketing Mix Components on Sporting Goods Customer Satisfaction. *International Journal of Business and Management Invention*, 7(1), 20–26.

Arlandza, R., & Suroso, A. (2018). The Influence of Food & Beverage Quality, Service Quality, Place, and Perceived Price to Customer Satisfaction and Repurchase Intention. *Journal of Research in Management*, 1(1). <https://doi.org/10.32424/jorim.v1i1.18>

Brady, M. K., & Jr.Cronin, J. J. (2001). Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach. *Journal of Marketing*. <https://doi.org/10.1007/s10840-017-0265-3>

Brunero, S., & Lamont, S. (2009). *Using and understanding consumer satisfaction to effect an improvement in mental health service delivery*. 272–278.

Farris, P. W., Bendle, N. T., Pfeifer, P. E., & Reibstein, D. J. (2010). *Marketing Metrics: The Definitive Guide to Measuring Marketing* (2nd ed.). New Jersey: Pearson Education.

Godiya Jis Jelison, by. (2017). *Factors Positively Affecting Purchase Behavior of Coffee Consumers in Wattana District in Bangkok*.

H, J., & Mh, R. (2020). A Study on Consumer Expectations and Satisfaction with Online Food Ordering Portals. *Journal of Emerging Technologies and Innovative Research*, 6(71), 838–852.

Hadi Mohamad, A., Athirah Hamzah, A., Ramli, R., & Fathullah, M. (2020). E-Commerce beyond the Pandemic Coronavirus: Click and Collect Food Ordering. *IOP Conference Series: Materials Science and Engineering*, 864. <https://doi.org/10.1088/1757-899X/864/1/012049>

Hong, W., Zheng, C., Wu, L., & Pu, X. (2019). Analyzing the relationship between consumer satisfaction and fresh e-commerce logistics service using text mining techniques. *Sustainability (Switzerland)*, 11. <https://doi.org/10.3390/su11133570>

Huang, Y., & Oppewal, H. (2006). Why consumers hesitate to shop online: An experimental choice analysis of grocery shopping and the role of delivery fees. In *International Journal of Retail and Distribution Management* (Vol. 34). <https://doi.org/10.1108/09590550610660260>

Johnson, E. C., & Jesse S. Karlay. (2018). *Impact of Service Quality on customer Satisfaction*. 18(5), 39–44. <https://doi.org/10.9790/0837-1853944>

Kannan, R. (2019). The Impact of Food Quality on Customer Satisfaction and Behavioural Intentions: A Study on Madurai Restaurant. *Innovative Journal of Business and Management*, (March 2017). <https://doi.org/10.15520/ijbm>

Karolina Ilieska. (2013). Customer Satisfaction Index – as a Base for Strategic Marketing Management. *TEM Journal*, 2(294), 327–331. Retrieved from www.temjournal.com

Khadka, K., & Maharjan, S. (2014). Value, satisfaction and customer loyalty. *Marketing for Entrepreneurs and SMEs*, (November), 21–36. <https://doi.org/10.4337/9781781955970.00008>

Khazaei, A., Manjiri, H., Samiey, E., & Najafi, H. (2014). The Effect of Service Convenience on Customer Satisfaction and Behavioral Responses in Bank Industry. *International Journal of Basic Science & Applied Research*, 3(1), 16–23.

Klopota, I., Vrhovec-Zohar, K., & Mahič, E. (2016). Impact of Income on Customers' Loyalty: Are Customers with Higher Income more Loyal? *Business Systems Research Journal*, 7(1), 81–88. <https://doi.org/10.1515/bsrj-2016-0006>

Li, C., Miroso, M., & Bremer, P. (2020). Review of online food delivery platforms and their impacts on sustainability. *Sustainability (Switzerland)*, 12(14), 1–17. <https://doi.org/10.3390/su12145528>

Lim, J. W. (2018). *Fast Food Ordering System Using Mobile Application a Report Submitted To*. (May), 131. Retrieved from http://eprints.utar.edu.my/3031/1/fyp_IB_2018_LJW_-_1402014.pdf

Liu, H. (2019). *Factors positively influencing customer satisfaction of online food delivery services of customers in bangkok and its vicinity*. 1–103. Retrieved from http://dspace.bu.ac.th/bitstream/123456789/4406/1/Haiyang_Liu.pdf

Mahendran, A. (2013). A study on customer satisfaction on food delivery mechanism of universal PDS in Tamil Nadu (India). *International Journal of Agricultural Economics and Extension*, 1(8), 61–67. Retrieved from www.internationalscholarsjournals.org

Martin-Consuegra, Department, D., Molina, A., & Esteban, A. (2003). An integrated model of price, satisfaction and loyalty: an empirical analysis in the service sector. *Journal of Product & Brand Management*. <https://doi.org/10.1108/10610420710834913>

Michelli, J. (2009). Are you service-centric? Retrieved from https://customerthink.com/are_you_service_centric/

Mohaydin, G., Chand, A., Aziz, B., Bashir, M., & Irfan, J. (2017). Effect of Food Quality on Customer Perceived Satisfaction Level and Mediating Effect of Food Safety on Them. *International Journal of New Technology and Research*, (1), 34–41.

Nakarmi, A. (2018). Effect of Sales Promotion on Consumer Behavior. *Seinajoki University of Applied Science*, 1(33), 1–44.

Neha, S., & Manoj, V. (2013). Impact of Sales Promotion Tools on Consumer's Purchase Decision towards White Good (Refrigerator) at Durg and Bhalai Region of CG, India. *Research Journal of Management Sciences*, 2(7), 10–14.

Petrescu, D. C., Vermeir, I., & Petrescu-Mag, R. M. (2020). Consumer understanding of food quality, healthiness, and environmental impact: A cross-national perspective. *International Journal of Environmental Research and Public Health*, 17(1).

- <https://doi.org/10.3390/ijerph17010169>
- Pi, W., & Huang, H. (2011). Effects of promotion on relationship quality and customer loyalty in the airline industry: The relationship marketing approach. *African Journal of Business Management*, 5(11), 4403–4414. <https://doi.org/10.5897/AJBM10.1426>
- Radon, A. (2015). UTILIZING THE CONCEPT OF CONVENIENCE AS A BUSINESS. *Organizations and Markets in Emerging Economies*, (January), 6–21. <https://doi.org/10.15388/omee.2015.6.2.14219>
- Rohman, F., & Rahayu, M. (2015). Customer Income as the Moderator on the Relation of Customer Satisfaction , Loyalty and Switching Intention (Study Case through Telkomsel Customers at Makassar City). *International Journal of Business and Management Invention*, 4(2), 16–24.
- Rothenberger, S. (2015). *Fairness through transparency: The influence of price transparency on price fairness perceptions*. 32(15/008), 0–32.
- Rozekhi, N. A., Hussin, S., Siddiqe, A. S. K. A. R., Rashid, P. D. A., & Salmi, N. S. (2016). The Influence of Food Quality on Customer Satisfaction in Fine Dining Restaurant: Case in Penang. *International Academic Research Journal of Business and Technology*, 2(2), 45–50.
- Ryu, K., Han, H., & Jang, S. S. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management*, 22(3), 416–432. <https://doi.org/10.1108/09596111011035981>
- Sata, M. (2013). Consumer Buying Behavior of Mobile Phone Devices. *Journal of Marketing and Consumer Research-An Open Access International Journal*, 2(8), 8–15.
- Savov, A. V., & Kouzmanov, G. B. (2014). *Food Quality and Safety Standards at a Glance*. 2818(2009). <https://doi.org/10.2478/V10133-009-0012-8>
- Shaddy, F., & Lee, L. (2020). Price Promotions Cause Impatience. *Journal of Marketing Research*, 57(1), 118–133. <https://doi.org/10.1177/0022243719871946>
- Susanti, C. E. (2019). The Effect of Service Quality and Perceived Price Fairness on Consumer Loyalty through Consumer Satisfaction on Budget Hotel in East Java. *Indian Journal of Science and Technology*, 12(6), 1–7. <https://doi.org/10.17485/ijst/2019/v12i6/141954>
- Susskind, A. M., Kacmar, K. M., & Borchgrevink, C. P. (2003). Customer Service Providers ' Attitudes Relating to Customer Service and Customer Satisfaction in the Customer-Server Exchange. *Journal of Applied Psychology*, (October 2014). <https://doi.org/10.1037/0021-9010.88.1.179>
- Tamminen, T. (2016). *Development of Customer Satisfaction*.
- Troise, C., O'Driscoll, A., Tani, M., & Prisco, A. (2020). Online food delivery services and behavioural intention – a test of an integrated TAM and TPB framework. *British Food Journal*. <https://doi.org/10.1108/BFJ-05-2020-0418>
- Zeithaml, V. A. (1988). *Consumer Perceptions of Price Quality and Value*.
- Zhang, C., & Pan, F. (2009). the Impacts of Customer Satisfaction on Profitability : a Study of State-Owned Enterprises in China. *Service Science*, 1(1), 21–30.
- Zhang, Q., & Prasongsukam, K. (2017). A relationship study of price promotion , customer quality evaluation , customer satisfaction and repurchase intention : a case study of Starbucks in Thailand. *International Journal of Management and Applied Science*, 3(9), 29–32. Retrieved from <http://www.ccsenet.org/journal/index.php/ijbm/article/view/39568>
- Zhong, Y., & Moon, H. C. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods*.