

LEVEL OF SATISFACTION ON FOOD DELIVERY: AN ASSESSMENT

ABSTRACT

AUTHORS

Nicaella Barnuevo
Nicole Ann Barrientos
Jamaica Espiña
Joey Mae Orongan
Erica Remigio

RESEARCH ADVISER

Christine D. Calvo, LPT

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Hospitality Management

KEYWORDS

*food delivery services;
customer satisfaction;
technological efficiency;
convenience; user experience;
data collection*

ARTICLE ID

AASGBCPJMRA-B27541

The food delivery industry is rapidly evolving, with technology playing a vital role in its growth and efficiency. In today's fast-paced lifestyle, food delivery services offer convenience for individuals seeking quick access to their favorite meals. This study aims to evaluate the impact of technology on food delivery services, focusing on its potential to improve efficiency and productivity. With the rise of delivery apps and digital platforms, the industry is undergoing major transformations in how food is ordered, managed, and delivered. This chapter presents the methodology of the study, detailing the research design, respondents, sampling method, research instruments, instrument validation, data gathering procedures, statistical treatment, materials used, and experimental procedures. The researchers drew the following conclusions: A majority of the respondents were female, comprising 64% (16 out of 25) of the participants. Additionally, 68% (17 respondents) were within the age range of 21 to 30 years old. The results indicated that customers were generally satisfied with the food delivery services. The study also found that food delivery services are perceived as convenient and easy to use by most customers. This chapter summarizes the research results and key findings, followed by recommendations. Based on the data collected, it proposes improvements to enhance the current development program.

RECOMMENDED CITATION

Barnuevo, N., Barrientos, N. A., Espiña, J., Orongan, J. M., & Remigio, E. (2025). Level of Satisfaction on Food Delivery: An Assessment. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 107.