

FOOD DELIVERY PLATFORM THAT AFFECTS CUSTOMER SATISFACTION: BASIS FOR PROPOSED IMPROVEMENT PLAN

ABSTRACT

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This study explored the impact of the rapid growth of food delivery platforms, focusing on Foodpanda, on customer convenience in Novaliches, Quezon City. Using the IMRD (Introduction, Method, Results, and Discussion) framework, the research addresses how the surge in demand for online food delivery—especially during the COVID-19 pandemic—has influenced consumer reliance on Foodpanda for easy and contactless meal access. Despite its convenience, Foodpanda users frequently encounter issues such as delayed deliveries, missing items, app malfunctions, and inadequate customer service, which negatively impact overall satisfaction. Anchored in the Order-to-Delivery (OTD) theoretical framework, this study employed a descriptive quantitative design, using a structured survey administered to 50 active users selected via quota sampling from three barangays: Sauyo, San Bartolome, and Sta. Monica. Data analysis involved the use of weighted mean, Kruskal-Wallis H-test, and Mann-Whitney U-test to assess customer satisfaction across the three critical delivery stages: pre-delivery, during delivery, and post-delivery. The findings indicated that most users were young adults between 18 and 29 years old, predominantly female, and belonged to low-income households, with cash as the preferred payment option. Respondents expressed high levels of satisfaction across all delivery stages, particularly highlighting the ease of registration, order placement, GPS tracking, and customer support services. Nonetheless, recurring issues such as delayed deliveries, ineffective problem resolution, and frequent system glitches were reported as significant concerns. The study revealed no significant differences in customer satisfaction across the various delivery stages, highlighting the necessity for consistent service quality throughout the entire delivery process. In response, an improvement plan was developed, recommending real-time estimated time of arrival (ETA) updates, comprehensive app debugging, enhanced training focused on empathetic customer service, expansion of delivery coverage areas, and the implementation of an “Order Photo Proof” feature to minimize order inaccuracies. The findings indicated that while Foodpanda generally fulfills customer expectations, addressing logistical challenges and strengthening communication and system reliability are vital for sustainable growth. The study further recommends implementing targeted promotions, upgrading technical infrastructure, and maintaining a balanced emphasis on all delivery stages to foster high customer satisfaction and loyalty in an increasingly competitive online food delivery market.

RECOMMENDED CITATION

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