

ONLINE FOOD DELIVERY SERVICE FOR SALES IMPROVEMENT: BASIS FOR CUSTOMER SATISFACTION PLAN

ABSTRACT

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The online food delivery industry in the Philippines continues to experience rapid growth, attracting a substantial number of new customers daily. With the evolving market landscape, competition among food delivery startups and businesses has intensified. In this dynamic environment, customer satisfaction emerges as a critical factor for business success. Companies that prioritize customer satisfaction over profit are more likely to sustain a competitive advantage. Given the increasing interest in food delivery services, this sector holds significant potential for future expansion and sales improvement. The study employed a quantitative research design using a descriptive-inferential survey method. Purposive sampling was used to select participants based on specific criteria relevant to the study's objectives. This approach enabled the researcher to gather data from individuals with direct experience using online food delivery services. Questionnaires were distributed to assess various aspects of customer experience, focusing on current conditions and behaviors within the industry. The findings revealed key customer perceptions of online food delivery services, specifically in terms of reliability, responsiveness, tangibility, empathy, and acceptability. These service dimensions were evaluated to understand their influence on overall customer satisfaction and to identify areas for improvement. The results highlighted customer preferences and expectations that can inform a strategic plan to enhance satisfaction and drive sales growth. The study suggests that the future of online food delivery will depend on sustainability, streamlined logistics, and achieving a balance between customer convenience and business profitability. Technological innovation is expected to play a vital role in overcoming existing operational challenges. The expansion of delivery services into new markets, coupled with improved service integration and diversification, presents opportunities for broader market capture. A well-developed customer satisfaction plan based on these insights can serve as a foundation for long-term business success.

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