



## Customer Satisfaction with Online Food Delivery Services in Cebu City, Philippines

Josephine V. Aragon and Grayfield T. Bajao, DM-HRM

Asian College of Technology – International Educational Foundation, Cebu City, Philippines

Email: [joaragonact@gmail.com](mailto:joaragonact@gmail.com)

ORCID: 0009-0007-1753-426X

Page | 1

### Abstract

This study aimed to assess customer satisfaction with online food delivery services in Cebu City, Philippines, with specific attention to delivery time, price, and rider performance, and to examine the relationship between customer satisfaction and selected demographic characteristics. A quantitative descriptive–correlational design was employed. Data were collected from 100 customers who had prior experience using online food delivery platforms through a random sampling technique. A structured, researcher-developed questionnaire was used. Data were analyzed using frequency and percentage distributions, weighted means, chi-square tests, and regression analysis. The results showed that customers were satisfied with delivery time and rider performance, indicating that timeliness, professionalism, and order accuracy were generally achieved. Moderate satisfaction was reported in terms of price, reflecting concerns related to delivery fees and overall cost. Significant relationships were found between age, income, and reason for ordering online and customer satisfaction in terms of delivery time and price. No significant relationship was observed between respondent profile variables and satisfaction with rider performance. The most commonly reported problems were delayed delivery, high delivery fees, and inaccurate or incomplete orders. The findings implied that efficient delivery systems, transparent pricing policies, and consistent rider performance are essential for improving customer satisfaction. Segment-specific service strategies based on user characteristics were also indicated. It was recommended that online food delivery platforms enhance delivery logistics, strengthen pricing transparency, improve rider training, and reinforce coordination with partner merchants. The study contributed empirical evidence to the growing literature on online food delivery services in an urban Philippine context.

**Keywords:** Online Food Delivery, Customer Satisfaction, Service Quality, Delivery Time, Price, Philippines

### 1. Introduction

The rapid growth of digital platforms has revolutionized many aspects of daily life, including how people order and consume food. Convenience, speed, and accessibility were improved through digital platforms. These services became more embedded in daily life after the Covid-19 pandemic, when mobility restrictions and health concerns reshaped consumer behavior (Pantano et al., 2020). In many cities, online food delivery has shifted from an optional service to a routine consumption channel.





Customer satisfaction has remained a central concern in this sector. High competition among platforms has intensified pressure to retain users. Satisfaction has been closely linked to repeat usage, positive reviews, and platform loyalty (Ray et al., 2019). When expectations were not met, customers shifted easily to alternative providers. This has made service quality a critical determinant of sustainability in online food delivery markets.

Recent studies showed that customer satisfaction in online food delivery depended on several interrelated factors. Delivery time was frequently identified as a strong predictor of satisfaction. Delays reduced perceived reliability and trust (Wu et al., 2024). Price fairness also influenced satisfaction, especially among low- and middle-income users. When pricing was viewed as unreasonable, dissatisfaction was reported even when service speed was acceptable (Octaviani et al., 2021). Rider performance further shaped customer experience. Professional behavior, communication, and accuracy during delivery affected customers' overall service evaluations (Macias et al., 2023).

Page | 2

In Asia, online food delivery platforms expanded quickly due to high mobile penetration and urban density. For India, convenience, competitive discounts, app service quality, fulfillment, and a variety of payment options were emphasized why they used OFDs (Pandey et al., 2021). In Malaysia, the main reason why they opted in to OFDs during and even after the pandemic were convenience, time-saving, and price-saving (Tan et al., 2024). In the Philippines, platforms such as GrabFood and Foodpanda became widely used in major cities. Cebu City emerged as a key hub for digital food consumption. The city has a young population, a growing service economy, and widespread smartphone users, the general public. These conditions supported the growth of online food delivery services. Despite this expansion, service complaints continued to be reported by users. Issues related to pricing, delayed delivery, incomplete orders, and limited menu options were frequently observed.

Local empirical evidence on customer satisfaction with online food delivery in Cebu City remained limited. Most existing Philippine studies were conducted in other provinces or focused on narrow consumer groups such as students (Arias & Bayna-Mariano, 2024; Managuite, 2023). City-specific evidence was needed to understand how demographic characteristics influenced satisfaction across service dimensions. Examining customer satisfaction within the Cebu City context allowed a more accurate assessment of user experiences in a highly urbanized setting. This study was conducted to assess customer satisfaction with online food delivery services in Cebu City, Philippines. Satisfaction was examined in terms of delivery time, price, and rider performance. The relationship between customer satisfaction and demographic variables was also analyzed. Common problems encountered by users were identified to support the formulation of an action plan. Findings from this study were intended to contribute empirical evidence for service improvement, platform management, and future research in digital food delivery services.

### Aim of the Study

This study aimed to assess customer satisfaction with online food delivery services in Cebu City, Philippines. Customer satisfaction was examined in terms of delivery time, price, and rider performance. The relationship between customer satisfaction and selected demographic characteristics was analyzed. Common problems encountered by users were identified as a basis for proposing an action plan to improve service quality.





## Research Questions

This study sought to answer the following research questions:

1. What is the profile of the respondents in terms of age, gender, income, highest educational attainment, and reasons for using online food delivery services?
2. What is the level of customer satisfaction with online food delivery services in terms of:
  - a. delivery time,
  - b. price, and
  - c. rider performance?
3. Is there a significant relationship between the respondents' profile and their level of customer satisfaction in terms of delivery time, price, and rider performance?
4. What problems are commonly encountered by customers when using online food delivery services?
5. What action plan may be proposed based on the findings of the study to improve customer satisfaction?

Page | 3

## Research Hypotheses

- **H<sub>01</sub>:** There is no significant relationship between the respondents' profile and their level of customer satisfaction with online food delivery services in terms of delivery time.
- **H<sub>02</sub>:** There is no significant relationship between the respondents' profile and their level of customer satisfaction with online food delivery services in terms of price.
- **H<sub>03</sub>:** There is no significant relationship between the respondents' profile and their level of customer satisfaction with online food delivery services in terms of rider performance.

## Theoretical Framework

This study was grounded on Expectancy Theory, the SERVQUAL model, and the Theory of Buyer Behavior. These theories explained how customer satisfaction was formed in online food delivery services. Expectancy Theory proposed by Vroom (1964) explained satisfaction as a result of the comparison between expected and actual service performance. Customers formed expectations regarding delivery time, pricing, and rider behavior. Satisfaction was achieved when these expectations were met. Dissatisfaction occurred when performance fell below expectations. This expectation–performance mechanism remained relevant in technology-based services, including online food delivery platforms (Wu et al., 2024).

The SERVQUAL model developed by Parasuraman et al. (1985) supported the assessment of service quality through customer perceptions. In this study, delivery time reflected service reliability. Rider performance represented responsiveness and assurance. Price fairness indicated perceived value. These dimensions were widely applied in recent online food delivery research to explain variations in customer satisfaction (Octaviani et al., 2021; Macias et al., 2023).

The Theory of Buyer Behavior by Howard and Sheth (1969) explained how demographic characteristics influenced satisfaction perceptions. Factors such as age, income, and reasons for ordering affected customer expectations





and service evaluations. Recent empirical studies confirmed that demographic and behavioral factors shaped satisfaction levels in online food delivery services (Arias & Bayna-Mariano, 2024; Managuite, 2023).

Together, these theories framed customer satisfaction as an outcome of expectation fulfillment, perceived service quality, and buyer characteristics. Delivery time, price, and rider performance were treated as core service dimensions, while customer profile variables were viewed as influencing satisfaction perceptions across these dimensions.

### Conceptual Framework

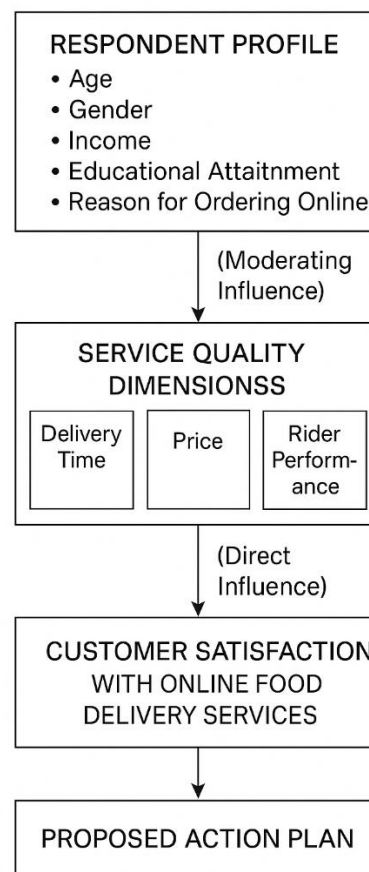


Figure 1. Schematic Diagram of Conceptual Framework

Figure 1 presents the conceptual framework illustrating the relationship between the study variables. Service quality dimensions—delivery time, price, and rider performance—served as the independent variables and were assumed to have a direct influence on customer satisfaction with online food delivery services, the dependent



variable. The respondent profile, consisting of age, gender, income, educational attainment, and reason for ordering online, functioned as the moderating variable, influencing how service quality was perceived and evaluated. Customer satisfaction outcomes provided the basis for the development of a proposed action plan aimed at improving online food delivery services.

## 2. Literature Review

Page | 5

Online food delivery services have expanded rapidly in recent years due to widespread smartphone use, urbanization, and the growing preference for convenience-based consumption. Digital platforms reshaped how consumers access meals by integrating ordering, payment, and delivery into mobile applications. These services became particularly important during the Covid-19 pandemic, when mobility restrictions encouraged contactless transactions and home-based consumption. As a result, customer satisfaction emerged as a critical factor in sustaining platform usage and competitiveness (Pantano et al., 2020; Ray et al., 2019).

Customer satisfaction in online food delivery services has been examined using service quality and consumer value perspectives. Studies suggested that satisfaction is shaped by customers' evaluation of whether service performance met their expectations. When service attributes such as delivery speed, reliability, and clarity of information were perceived positively, higher levels of satisfaction and repeat usage were reported (Tandon et al., 2021). Conversely, delayed deliveries and inaccurate orders often led to dissatisfaction and negative behavioral intentions (Macias et al., 2023).

Delivery time has consistently been identified as a key determinant of customer satisfaction. Timely delivery enhanced perceived reliability and convenience, which were central to positive service evaluations. Studies conducted in Asian contexts showed that delivery efficiency was among the strongest predictors of satisfaction with online food delivery platforms (Yoopetch et al., 2022). When promised delivery times were not met, customer trust and satisfaction declined, regardless of food quality or pricing (Wu et al., 2024).

Price also played a significant role in shaping customer satisfaction, particularly among budget-conscious consumers. Customers evaluated price not only based on menu cost but also on delivery fees and perceived value for money. Research showed that perceived price fairness had a direct effect on satisfaction and loyalty intentions (Octaviani et al., 2021). When prices were viewed as disproportionate to service quality, dissatisfaction increased, leading users to switch platforms or reduce usage frequency.

Rider performance represented another critical dimension of service quality in online food delivery services. Delivery riders acted as the primary point of human interaction between the platform and the customer. Professional conduct, communication, and care in handling food were found to significantly affect customer satisfaction (Macias et al., 2023). Studies emphasized that courteous rider behavior and accurate delivery contributed to trust and positive service experiences, while poor communication and unprofessional behavior weakened customer perceptions (Prasetyo et al., 2021).

Demographic characteristics have also been shown to influence satisfaction with online food delivery services. Age, income, and usage motivation shaped expectations regarding speed, price sensitivity, and service reliability. Younger users tended to prioritize convenience and time savings, while users with lower income levels placed





greater emphasis on affordability (Azman et al., 2021). These findings suggested that customer satisfaction varied across segments, supporting the inclusion of respondent profile variables as moderating factors.

In the Philippine context, existing studies focused mainly on specific populations such as university students or small urban areas. Research among Filipino students revealed that while price influenced food choices, service quality dimensions such as system reliability and responsiveness were stronger predictors of satisfaction (Arias & Bayna-Mariano, 2024). Other local studies identified convenience motivation and promotional offers as key drivers of online food delivery usage but offered limited analysis of how service quality dimensions influenced satisfaction at the city level.

Page | 6

Despite the growing body of research, empirical evidence directly examining customer satisfaction with online food delivery services in Cebu City remains limited. Most studies emphasized usage motivation or behavioral intention rather than satisfaction across specific service dimensions. This gap highlighted the need for city-level research focusing on delivery time, price, and rider performance, with attention to how demographic characteristics shaped customer satisfaction. Addressing this gap provided a stronger empirical basis for improving service quality and developing targeted strategies for online food delivery platforms in Cebu City.

### 3. Methodology

#### Research Approach

A quantitative approach was adopted. This approach was appropriate for measuring customer satisfaction levels and examining relationships between variables using statistical analysis. Quantitative methods allowed objective assessment of delivery time, price, and rider performance as perceived by users of online food delivery services.

#### Research Design

A descriptive–correlational research design was used. The descriptive component determined respondent profiles and levels of customer satisfaction. The correlational component examined the relationship between respondent characteristics and satisfaction across service dimensions. This design was suitable for identifying patterns and associations without manipulating variables.

#### Data Collection

#### Population and Sampling

The study population consisted of residents of Cebu City, Philippines who had experience using online food delivery services. A total of 100 respondents aged 18 years and above were selected. A random sampling technique was applied to reduce selection bias and to ensure representation across different demographic groups.

#### Research Instrument

Data were collected using a researcher-made questionnaire. The instrument had three sections.

©2025 The Authors. This article is published by International Journal of Management, Analysis and Insights (IJOMAI) under VirtualRealia.Org





The first section gathered demographic information, including age, gender, income, educational attainment, and reason for ordering online.

The second section measured customer satisfaction using a 4-point Likert scale, ranging from 1 (Very Dissatisfied) to 4 (Highly Satisfied), covering delivery time, price, and rider performance. The third section identified problems encountered by respondents in using online food delivery services through checklist and open-response items.

Page | 7

The questionnaire was checked first by an expert, revisions were made for clarity and relevance, and then pilot-tested with ten respondents who were not part of the final sample to measure its consistency and reliability.

### Data Analysis

Data were analyzed using appropriate statistical tools. Simple percentage and frequency counts were employed to describe the demographic profile of the respondents. Frequency count and percent distribution were utilized to summarize and present the mean and ranking of selected variables. Weighted mean and ranking were applied to analyze and interpret the respondents' level of customer satisfaction and the common problems they encountered. Chi-square and regression analysis was conducted to determine the significant relationship between the respondents' profile and their level of satisfaction with online food delivery services.

### Ethical Considerations

Ethical standards were strictly observed throughout the study. Informed consent was obtained from all respondents. Participation was voluntary, and respondents were allowed to withdraw at any time. Confidentiality and anonymity were ensured, as no identifying personal information was collected. Data were used solely for academic purposes. Ethical clearance and proper permissions were secured before data collection.

## 4. Results and Discussion

Table 1. Profile of the Respondents (n = 100)

Variable	Category	Frequency	Percentage (%)
Age	18–19 years	12	12.0
	20–29 years	55	55.0
	30–39 years	27	27.0
	40–49 years	6	6.0
Gender	Male	44	44.0
	Female	56	56.0
Monthly Income	Below ₱10,000	36	36.0
	₱10,000–₱19,000	12	12.0
	₱20,000–₱29,000	28	28.0
	₱30,000–₱39,000	12	12.0
	₱40,000–₱49,000	3	3.0





Variable	Category	Frequency	Percentage (%)
	₱50,000 and above	9	9.0
Educational Attainment	High school graduate	4	4.0
	College level	41	41.0
	College graduate	40	40.0
	Postgraduate	15	15.0
Reason for Ordering Online	Convenience of mobile ordering	40	40.0
	Avoid traffic congestion	25	25.0
	Easier ordering process	23	23.0
	Variety of menu choices	9	9.0
	Monitor expenses in real time	3	3.0

The results showed that most respondents were 20–29 years old, accounting for more than half of the sample. This age group represented young adults who were more familiar with mobile technology and digital platforms. Similar findings were reported in previous studies, which indicated that younger consumers were more active users of online food delivery services due to their preference for convenience and technology-driven solutions (Ray et al., 2019; Tandon et al., 2021).

In terms of gender, female respondents slightly outnumbered males. This suggested that women were more engaged in using online food delivery services. Prior research indicated that females often valued convenience and time efficiency, particularly when balancing work and household responsibilities (Azman et al., 2021). Regarding income, the largest proportion of respondents earned below ₱10,000 per month, followed by those earning ₱20,000–₱29,000. This distribution indicated that online food delivery services were widely used by low- to middle-income consumers. Price sensitivity among these income groups may influence satisfaction levels, especially in relation to pricing and delivery fees, as observed in earlier studies (Octaviani et al., 2021).

Concerning educational attainment, most respondents were college-level students or college graduates. This finding aligned with literature showing that individuals with higher educational exposure were more comfortable using digital platforms and online applications (Yoopetch et al., 2022).

Finally, the primary reason for ordering food online was convenience of mobile ordering, followed by avoidance of traffic congestion. This supported existing research emphasizing convenience and time savings as dominant motivations for using online food delivery services (Pantano et al., 2020). Fewer respondents cited expense monitoring, indicating that practicality and ease of access outweighed financial tracking considerations. Overall, the profile of the respondents reflected a predominantly young, educated, and digitally engaged group, whose characteristics were expected to influence their perceptions and satisfaction with online food delivery services.





**Table 2. Level of Customer Satisfaction in Terms of Delivery Time (n = 100)**

Indicator	Mean	Interpretation
Orders arrive within the promised delivery time	3.34	Satisfied
Delivery time is reasonably fast	3.41	Satisfied
Drivers follow the estimated delivery schedule	3.29	Satisfied
Orders are delivered without unnecessary delays	3.36	Satisfied
Delivery updates are timely and accurate	3.31	Satisfied
<b>Overall Mean</b>	<b>3.34</b>	<b>Satisfied</b>

Page | 9

Scale: 1.00–1.74 Very Dissatisfied; 1.75–2.49 Dissatisfied; 2.50–3.24 Moderately Satisfied; 3.25–4.00 Satisfied

The overall mean score indicated that respondents were satisfied with delivery time. This suggested that online food delivery platforms in Cebu City generally met customer expectations regarding timeliness. Fast and predictable delivery contributed to positive service evaluations.

The highest-rated item related to the speed of delivery. This finding reflected the importance placed on quick service in urban settings where time constraints were common. Previous studies reported that delivery efficiency strongly influenced satisfaction and repeat usage (Yoopetch et al., 2022; Wu et al., 2024).

Items related to schedule adherence and delivery updates also obtained satisfactory ratings. This implied that real-time tracking and communication features supported customer confidence. When customers were informed accurately, tolerance for minor delays increased. Similar patterns were observed in studies emphasizing reliability and transparency in online food delivery services (Macias et al., 2023).

Despite overall satisfaction, the item on schedule adherence received the lowest mean among indicators. This suggested occasional inconsistencies in delivery timing. Such gaps may affect satisfaction when expectations were not fully met. Prior research showed that unmet delivery promises reduced perceived reliability even when other service aspects were acceptable (Tandon et al., 2021).

In general, the findings confirmed that delivery time remained a decisive factor in customer satisfaction. Maintaining accurate estimates and minimizing delays were essential for sustaining positive customer perceptions.

**Table 3. Level of Customer Satisfaction in Terms of Price (n = 100)**

Indicator	Mean	Interpretation
Prices of food items are reasonable	3.21	Moderately Satisfied
Delivery fees are affordable	3.18	Moderately Satisfied
Service charges are fair	3.23	Moderately Satisfied
Discounts and promotions are beneficial	3.27	Satisfied
Overall cost matches service quality	3.24	Moderately Satisfied
<b>Overall Mean</b>	<b>3.23</b>	<b>Moderately Satisfied</b>

Scale: 1.00–1.74 Very Dissatisfied; 1.75–2.49 Dissatisfied; 2.50–3.24 Moderately Satisfied; 3.25–4.00 Satisfied



The overall mean indicated that respondents were moderately satisfied with pricing. This suggested that while prices were generally acceptable, some concerns remained regarding affordability and perceived value. Pricing was therefore a more sensitive aspect of customer satisfaction compared with delivery time.

The highest mean score was observed for discounts and promotions. This result showed that promotional strategies helped offset concerns related to food prices and delivery fees. Prior studies reported that promotional incentives improved perceived value and satisfaction, especially among frequent users of online food delivery platforms (Azman et al., 2021).

Page | 10

Indicators related to food prices, delivery fees, and service charges were rated at a moderate satisfaction level. This implied that cost-related elements continued to influence customer evaluations. Users with limited income were more likely to scrutinize total charges, including hidden fees. Similar findings were reported in earlier research, which noted that perceived price fairness had a direct effect on satisfaction and usage behavior (Octaviani et al., 2021).

The indicator assessing whether overall cost matched service quality also received a moderate rating. This suggested that some customers questioned the balance between price and service performance. When delivery speed or rider performance declined, price satisfaction was affected. Previous studies highlighted that even small inconsistencies in service quality could weaken price fairness perceptions (Prasetyo et al., 2021).

Overall, the findings indicated that price was an important but challenging dimension of customer satisfaction. Transparent pricing structures and consistent promotional strategies were essential to enhance perceived value among users.

**Table 4. Level of Customer Satisfaction in Terms of Rider Performance (n = 100)**

Indicator	Mean	Interpretation
Riders are courteous and respectful	3.45	Satisfied
Riders communicate clearly with customers	3.39	Satisfied
Orders are delivered accurately	3.48	Satisfied
Food is handled properly during delivery	3.44	Satisfied
Riders respond well to concerns or inquiries	3.36	Satisfied
<b>Overall Mean</b>	<b>3.42</b>	<b>Satisfied</b>

Scale: 1.00–1.74 Very Dissatisfied; 1.75–2.49 Dissatisfied; 2.50–3.24 Moderately Satisfied; 3.25–4.00 Satisfied

The overall mean indicated that respondents were satisfied with rider performance. This result suggested that delivery riders played a positive role in shaping customer experiences with online food delivery services in Cebu City.

The highest mean score was observed for accurate delivery of orders. Accuracy reduced inconvenience and minimized the need for follow-ups or complaints. Previous studies identified accuracy and proper food handling as strong contributors to positive service evaluations (Macias et al., 2023). Customers tended to associate accurate delivery with professionalism and reliability.



Indicators related to courtesy and respect also received high satisfaction ratings. Polite rider behavior enhanced customer comfort and trust during service encounters. Earlier research emphasized that the rider served as the visible representative of the platform, making interpersonal behavior critical to satisfaction (Prasetyo et al., 2021).

Communication with customers was likewise rated positively. Clear updates and responsiveness helped manage expectations, especially when slight delays occurred. Studies showed that effective communication reduced dissatisfaction even when service disruptions were experienced (Wu et al., 2024).

The lowest mean, although still within the satisfied range, was related to responsiveness to concerns. This indicated room for improvement in handling customer inquiries or unexpected issues. Training riders in customer interaction and problem resolution could further enhance service quality.

Overall, the findings showed that rider performance was a strong dimension of customer satisfaction. Consistent professionalism, accuracy, and communication contributed significantly to positive customer perceptions.

**Table 5. Relationship Between Respondent Profile and Customer Satisfaction (n = 100)**

Profile Variable	Satisfaction Dimension	Test Used	p-value	Result
Age	Delivery Time	Chi-square	0.041	Significant
Age	Price	Chi-square	0.036	Significant
Age	Rider Performance	Chi-square	0.058	Not Significant
Gender	Delivery Time	Chi-square	0.214	Not Significant
Gender	Price	Chi-square	0.189	Not Significant
Gender	Rider Performance	Chi-square	0.163	Not Significant
Income	Delivery Time	Regression	0.028	Significant
Income	Price	Regression	0.012	Significant
Income	Rider Performance	Regression	0.071	Not Significant
Educational Attainment	Delivery Time	Chi-square	0.092	Not Significant
Educational Attainment	Price	Chi-square	0.047	Significant
Educational Attainment	Rider Performance	Chi-square	0.083	Not Significant
Reason for Ordering Online	Delivery Time	Chi-square	0.034	Significant
Reason for Ordering Online	Price	Chi-square	0.029	Significant
Reason for Ordering Online	Rider Performance	Chi-square	0.064	Not Significant

Significance level:  $p < 0.05$

The results showed that selected respondent profile variables were significantly related to specific dimensions of customer satisfaction. Age was significantly associated with satisfaction in terms of delivery time and price. This finding suggested that younger and older users differed in their expectations regarding speed and affordability. Similar patterns were reported in earlier studies, where younger consumers prioritized faster delivery, while older users were more sensitive to pricing and service value (Azman et al., 2021).



Income demonstrated a significant relationship with satisfaction regarding delivery time and price. Respondents with higher income levels showed greater tolerance for delivery fees and time variability, while lower-income users were more critical of pricing and delays. Prior research confirmed that income influenced perceived price fairness and service evaluation in online food delivery platforms (Octaviani et al., 2021).

Educational attainment showed a significant relationship only with satisfaction in terms of price. This suggested that respondents with higher education levels were more aware of value comparisons across platforms. Educated users tended to evaluate pricing structures critically, especially when service performance did not meet expectations. Similar findings were observed in studies examining digital consumption behavior among educated consumers (Yoopetch et al., 2022).

Gender was not significantly related to any satisfaction dimension. This indicated that male and female respondents evaluated delivery time, price, and rider performance similarly. Previous studies also reported minimal gender-based differences in online food delivery satisfaction (Ray et al., 2019).

The reason for ordering online was significantly related to satisfaction in terms of delivery time and price. Users who prioritized convenience and time-saving were more sensitive to delivery speed, while those focused on cost savings were more affected by pricing. No significant relationship was found between respondent profile variables and satisfaction with rider performance. This suggested that rider professionalism was perceived consistently across demographic groups.

Overall, the findings partially rejected the null hypotheses. Respondent profile influenced customer satisfaction in terms of delivery time and price, but not in terms of rider performance. These results supported the conceptual framework and showed that demographic factors moderated specific satisfaction dimensions.

**Table 6. Problems Encountered by Customers in Online Food Delivery Services (n = 100)**

Problem Encountered	Frequency	Percentage (%)
Delayed delivery	42	42.0
High delivery fees	38	38.0
Inaccurate or incomplete orders	31	31.0
Limited availability of food options	24	24.0
Difficulty contacting the rider	19	19.0
Poor application performance	16	16.0
Lack of customer support response	14	14.0
Issues with payment or billing	11	11.0
Food quality concerns upon arrival	9	9.0

*Multiple responses were allowed.*

The most frequently reported problem was delayed delivery, which affected more than two-fifths of the respondents. This finding indicated that delays remained a persistent issue, despite overall satisfaction with delivery time. Occasional delays may have resulted from traffic congestion, weather conditions, or rider availability. Previous studies reported that delivery delays were among the most common sources of



dissatisfaction in online food delivery services and had a negative effect on trust and repeat usage (Wu et al., 2024).

High delivery fees are ranked as the second most common issue. This supported earlier findings that price sensitivity was a concern among users, particularly those with limited income. Additional service charges and peak-time pricing may have contributed to negative perceptions of price fairness. Prior research emphasized that transparency in pricing played a crucial role in customer satisfaction and platform loyalty (Octaviani et al., 2021).

Page | 13

Inaccurate or incomplete orders were also reported by a significant proportion of respondents. Errors during order preparation or delivery created inconvenience and reduced satisfaction. Studies highlighted that order accuracy was closely linked to perceived reliability and service quality in online food delivery platforms (Macias et al., 2023).

Other issues, such as limited food options, difficulty contacting riders, and application performance problems, were reported less frequently but still affected user experience. These problems suggested gaps in platform coordination and communication. Poor responsiveness and technical issues were found in previous research to negatively influence service evaluations, even when delivery speed was acceptable (Prasetyo et al., 2021).

Overall, the problems identified indicated that while online food delivery services were generally satisfactory, operational and pricing challenges persisted. Addressing these issues was essential to improving customer satisfaction and sustaining platform use in Cebu City.

**Table 7. Proposed Action Plan for Improving Online Food Delivery Services**

Area of Concern	Identified Issue	Proposed Action	Responsible Entity	Expected Outcome
Delivery Time	Delayed delivery	Improve rider allocation and route optimization during peak hours	Platform management	Reduced delivery delays
Pricing	High delivery fees	Implement transparent pricing and flexible promotional schemes	Platform management	Improved price satisfaction
Order Accuracy	Inaccurate or incomplete orders	Strengthen coordination between merchants and riders	Merchants and riders	Higher order accuracy
Rider Performance	Difficulty contacting riders	Provide communication and service training for riders	Platform management	Better rider–customer interaction
Platform Support	Limited customer support response	Enhance customer support availability and response systems	Platform management	Faster issue resolution

The action plan will be proposed to the merchants, platform management, and most especially to the delivery riders. This was developed based on the most frequently reported problems and satisfaction gaps identified in the study. Delivery delays emerged as the primary concern, indicating a need for more efficient rider deployment and route planning mechanisms, especially during high-demand periods. Improving logistical coordination was expected to enhance reliability and customer trust.



Pricing concerns highlighted the importance of transparent fee structures and targeted promotional strategies. Price-related dissatisfaction may be reduced through flexible discounts and clearer communication of charges. Such measures were essential for maintaining customer satisfaction among low- to middle-income users.

Issues related to order accuracy and rider communication suggested operational gaps between platforms, merchants, and delivery personnel. Strengthening coordination and providing focused training were expected to improve service consistency. Enhancing customer support systems was also necessary to address service concerns promptly and reduce dissatisfaction.

Page | 14

Overall, the action plan provided practical, evidence-based strategies that could support improved customer satisfaction with online food delivery services in Cebu City.

### Implications of the Results

The findings of the study when it comes to the level of satisfaction received by the respondents have important managerial, operational, and academic implications for online food delivery services in Cebu City and similar urban settings.

From a managerial perspective, the generally high satisfaction with delivery time and rider performance indicated that current operational strategies were effective but required further strengthening. Platform managers should prioritize consistent delivery scheduling and accurate time estimates, especially during peak hours. The moderate satisfaction with pricing suggested the need for clearer and more transparent pricing structures. Service charges and delivery fees should be communicated clearly to avoid negative perceptions of price fairness. Promotional strategies may also be used selectively to improve perceived value among price-sensitive users.

From an operational standpoint, the results highlighted the central role of delivery riders in shaping customer satisfaction. Riders were perceived positively in terms of courtesy, communication, and order accuracy. These findings supported the importance of continuous rider training and performance monitoring. Addressing recurring operational issues such as delayed deliveries and inaccurate orders required stronger coordination between platforms and partner restaurants. Improving customer support responsiveness may also enhance overall service reliability and trust.

The findings further demonstrated that demographic characteristics, particularly age and income, influenced customer satisfaction with delivery time and price. This suggested that service strategies should be customized to different user segments. Younger users valued speed and convenience, while lower-income users were more sensitive to pricing. Segment-specific approaches may help platforms improve user satisfaction and retention.

From an academic and research perspective, the study contributed empirical evidence to the growing literature on online food delivery services in a Philippine urban context. It confirmed the applicability of service quality and expectancy-based frameworks in explaining customer satisfaction. The results also supported the moderating role of respondent profile variables in evaluating service outcomes. Future studies may build on these findings by exploring behavioral intentions, loyalty, or the long-term sustainability of online food delivery services.







Overall, the implications of the results emphasized the need for integrated service management strategies that addressed operational efficiency, pricing transparency, and human interaction to enhance customer satisfaction in online food delivery platforms.

## 5. Conclusion and Recommendations

### Conclusion

This study assessed customer satisfaction with online food delivery services in Cebu City, Philippines, focusing on delivery time, price, and rider performance. The findings showed that customers were satisfied with delivery time and rider performance, indicating that online food delivery platforms generally met expectations in terms of speed, professionalism, and accuracy. Moderate satisfaction was observed in terms of price, suggesting continued concerns related to delivery fees and perceived value.

The results further revealed that respondent profile variables, particularly age, income, and reason for ordering online, were significantly related to customer satisfaction in terms of delivery time and price. No significant relationship was found between respondent profile and rider performance, indicating that riders were evaluated consistently across demographic groups. Delayed delivery, high delivery fees, and inaccurate orders were the most common problems encountered by customers.

Overall, the findings confirmed that service quality dimensions and customer characteristics jointly influenced satisfaction with online food delivery services. The study supported the relevance of service quality and expectancy-based frameworks in explaining customer satisfaction within a digital service environment.

### Recommendations

Based on the findings, several recommendations were proposed:

Online food delivery platforms should improve delivery logistics, particularly during peak hours, to reduce delays and enhance reliability. Accurate delivery time estimates and optimized rider allocation should be prioritized.

Pricing structures should be made more transparent. Delivery fees and service charges should be clearly communicated to users. Flexible promotions and discounts may be used to improve perceived price fairness, especially among price-sensitive customers.

Continuous training programs for delivery riders should be implemented. Emphasis should be placed on communication skills, customer interaction, and problem resolution to maintain high levels of rider performance.

Stronger coordination between platforms and partner merchants is recommended to improve order accuracy. Clear protocols should be established to reduce errors in order preparation and delivery.

Future studies may examine additional variables such as customer loyalty, reuse intention, and platform trust. Qualitative approaches and larger samples may also be considered to deepen understanding of customer experiences with online food delivery services in other urban areas.







These recommendations provided practical guidance for improving service quality and customer satisfaction in online food delivery services in Cebu City.

## References

Page | 16

Arias, R. M., & Bayna-Mariano, L. R. (2024). Determinants of customer satisfaction and continuance intention in online food delivery services among Filipino consumers. *Asian Journal of Business and Accounting*, 17(1), 45–62. <https://doi.org/10.22452/ajba.vol17no1.3>

Azman, N. S., Chan, C. S., & Kanapathy, K. (2021). Customer satisfaction of online food delivery services: The role of service quality and demographic factors. *Journal of Foodservice Business Research*, 24(4), 446–462. <https://doi.org/10.1080/15378020.2021.1878459>

Howard, J. A., & Sheth, J. N. (1969). *The theory of buyer behavior*. John Wiley & Sons.

Macias, J. F., Cacho-Elizondo, S., & Montero-Navarro, A. (2023). Service quality, trust, and satisfaction in online food delivery platforms. *British Food Journal*, 125(6), 2121–2138. <https://doi.org/10.1108/BFJ-09-2022-0824>

Managuite, E. J. (2023). Factors influencing the use of online food delivery services among Filipino consumers. *Philippine Journal of Business and Economics*, 10(2), 65–78.

Pandey, S., Chawla, D., & Puri, S. (2021). Food delivery apps (FDAs) in Asia: an exploratory study across India and the Philippines. *British Food Journal*, 124(3), 657–678. <https://doi.org/10.1108/bfj-01-2020-0074>

Pantano, E., Priporas, C. V., Devereux, L., & Pizzi, G. (2020). Preservice and in-service expectations of online food delivery services. *Journal of Retailing and Consumer Services*, 54, 102009. <https://doi.org/10.1016/j.jretconser.2019.102009>

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41–50. <https://doi.org/10.1177/002224298504900403>

Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C., Young, M. N., Persada, S. F., & Redi, A. A. N. P. (2021). Factors affecting customer satisfaction and loyalty in online food delivery service during the COVID-19 pandemic. *Sustainability*, 13(15), 8648. <https://doi.org/10.3390/su13158648>

Ray, A., Dhir, A., Bala, P. K., & Kaur, P. (2019). Why do people use food delivery apps? A uses and gratification theory perspective. *Journal of Retailing and Consumer Services*, 51, 221–230. <https://doi.org/10.1016/j.jretconser.2019.05.025>

Tan, S. Y., Lim, S. Y., & Yeo, S. F. (2024). Online food delivery services: cross-sectional study of consumers' attitude in Malaysia during and after the COVID-19 pandemic. *F1000Research*, 10, 972. <https://doi.org/10.12688/f1000research.73014.2>





Tandon, A., Kaur, P., Bhatt, Y., Mäntymäki, M., & Dhir, A. (2021). Why do people purchase from food delivery apps? A consumer value perspective. *Journal of Retailing and Consumer Services*, 63, 102667. <https://doi.org/10.1016/j.jretconser.2021.102667>

Vroom, V. H. (1964). *Work and motivation*. John Wiley & Sons.

Page | 17

Wu, L., Chen, K., Liu, J., & Cheng, X. (2024). Delivery efficiency, perceived reliability, and customer satisfaction in online food delivery platforms. *International Journal of Hospitality Management*, 115, 103584. <https://doi.org/10.1016/j.ijhm.2023.103584>

Yoopetch, C., Klongthong, W., & Phonharath, P. (2022). Millennials' online food delivery behavior: The role of perceived value and service quality. *Journal of Hospitality and Tourism Technology*, 13(4), 620–635. <https://doi.org/10.1108/JHTT-02-2022-0041>

