

Consumer Satisfaction and Service Quality of Food Delivery Apps

K. SARANYA

Assistant Professor in Commerce, NIFT-TEA College of Knitwear

Fashion, East of TEKIC, Mudalipalayam, SIDCO, Tirupur -641 606

ABSTRACT

The rapid growth of food delivery applications such as Swiggy, Zomato, Uber Eats, and Dunzo has transformed the Indian food service industry. The increasing use of smartphones, internet penetration, convenience-based lifestyles, and promotional strategies have significantly impacted consumer behaviour. This study aims to analyse the level of consumer satisfaction and the service quality performance of food delivery apps using responses collected from 50 participants. The study uses descriptive percentage analysis and the weighted average method to examine customer perceptions regarding delivery speed, food quality, app usability, payment convenience, and customer support. The findings reveal that timely delivery, accuracy of orders, app performance, and discounts are major determinants of consumer satisfaction. The study concludes with practical suggestions to help food delivery platforms enhance service quality and overall customer experience.

KEYWORDS

Food Delivery Apps, Consumer Satisfaction, Service Quality, Delivery Performance, Weighted Average Method, Percentage Analysis, Online Food Ordering, Mobile Applications.

INTRODUCTION

Food delivery applications have revolutionised the way consumers order food in India. These platforms act as intermediaries between restaurants and customers and offer convenient services such as real-time tracking, digital payments, and personalised recommendations. The widespread adaptation of smartphones, busy work schedules, and the influence of digital marketing have significantly boosted their popularity. However, with increasing competition, service quality has become a major differentiating factor. Elements such as speed of delivery, behaviour of delivery personnel, accuracy of food items, app interface, discounts and offers, and customer support collectively shape consumer satisfaction. Understanding these variables is crucial for improving performance and retaining customers in a highly competitive market. This study aims to assess how consumers rate the service quality of food delivery apps and identify the key areas that influence satisfaction levels.

OBJECTIVES OF THE STUDY

1. To analyse the level of consumer awareness and usage patterns of food delivery apps.
2. To evaluate consumer satisfaction regarding service quality factors such as delivery speed, food quality, app usability, and customer support.
3. To identify the major determinants influencing satisfaction with food delivery services.
4. To apply weighted average and percentage analysis methods to interpret consumer responses.

5. To provide suggestions for improving the performance and service quality of food delivery platforms.

STATEMENT OF THE PROBLEM

Despite the increasing popularity of food delivery apps, many users still face challenges such as delayed delivery, incorrect orders, high delivery charges, poor customer service, and inconsistent food quality. As competition intensifies, service providers must understand consumer expectations and address dissatisfaction effectively. Therefore, it becomes essential to study how consumers perceive the service quality of food delivery apps and what factors most influence their satisfaction. This study attempts to fill this gap by analysing consumer perceptions, satisfaction levels, and improvement areas.

RESEARCH METHODOLOGY

AREA OF THE STUDY:

The study is concluded in the Tiruppur cities.

SAMPLE SIZE:

Simple random sampling technique is used to collect data from 30 People.

SOURCES OF DATA:

- Primary Data: To fulfil the requirements of the study, the Primary data was collected from the well-structured questionnaire.
- Secondary Data: The secondary data has been collected by referring to various journals, articles, magazines and various relevant websites and e-content.

TOOLS USED FOR ANALYSIS:

For the analysis purpose, the following tools are to be used:

1. Weighted Average Score
2. Descriptive or Percentage Analysis

REVIEW OF LITERATURE

1. Parasuraman et al. (1988)

Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, which has become one of the most foundational frameworks in service quality research. The model identifies five critical dimensions that shape customer perceptions of service quality: Reliability, Responsiveness, Assurance, Empathy, and Tangibles. Reliability refers to the ability of a service provider to deliver the promised service accurately and consistently. Responsiveness highlights the willingness of employees to assist customers promptly. Assurance deals with the knowledge, courtesy, and trustworthiness of service staff. Empathy emphasizes personalized attention and care, while Tangibles involve the physical appearance of facilities, personnel, and communication materials. This model has been widely applied across various industries, including hospitality, banking, healthcare, and digital services. In the context of food delivery apps, SERVQUAL is used to evaluate how well digital platforms satisfy customer expectations regarding delivery speed, food accuracy, communication, and customer service. Many modern researchers adopt SERVQUAL to measure service quality gaps by

comparing expected service levels with perceived performance, making it a fundamental theoretical base for understanding service quality in online food delivery systems.

2. Mehta & Mani (2019)

Mehta and Mani (2019) conducted an empirical study to examine the major determinants of customer satisfaction in online food delivery applications. Their research revealed that delivery speed, availability of discounts and promotional offers, and the ease of navigating the mobile application significantly influence user satisfaction. According to their findings, quicker delivery leads to a higher likelihood of repeat usage, as customers value convenience and time-saving features. The study also highlighted that discounts and cashback offers play a major role in attracting price-sensitive consumers, especially students and young working professionals. App navigation was another important determinant — users prefer applications that are simple, intuitive, and visually appealing. The study concluded that improving UI design, reducing order processing time, and introducing regular promotional schemes can substantially enhance customer satisfaction levels. This research provides valuable insights into how operational efficiency and marketing strategies contribute to the success of food delivery services.

3. Kaur (2020)

Kaur (2020) focused her study on understanding why millennials are increasingly adopting online food delivery apps. Her research indicated that convenience, multiple payment options, and time-saving advantages were the top factors motivating millennials to use these platforms. Since millennials lead fast-paced lifestyles, they prefer services that reduce effort and waiting time. The availability of diverse payment methods such as UPI, digital wallets, credit cards, and cash on delivery further increases the ease of using these apps.

Kaur also emphasized that online food delivery platforms align well with millennials' preference for digital interactions, personalized recommendations, and real-time tracking. The study observed that millennials' technological familiarity and preference for digital convenience make them the primary user segment for online food delivery services. Additionally, the study noted that customer reviews, app ratings, and price comparisons influence millennials' purchasing decisions. Thus, the research sheds light on user behaviour patterns and the growing dependence on technology-enabled services.

4. Suhail & Singh (2021)

In their research, Suhail and Singh (2021) explored the relationship between customer support quality and customer loyalty in the digital food delivery sector. They found that the speed and effectiveness of customer support, especially during service failures such as late deliveries or incorrect orders, significantly influence customer retention. The study stated that customers are more likely to remain loyal to apps that offer quick resolutions to complaints, transparent communication, and respectful interactions. Their analysis also suggested that poor customer service can lead to negative reviews, low app ratings, and discontinuation of app usage. The researchers emphasized that customer support is not merely a support function but a strategic element that builds trust and long-term loyalty. Furthermore, they recommended that food delivery platforms invest in chatbots, AI-enhanced helpdesks, and trained human agents to handle complex queries. The study reinforced that customer loyalty is strongly associated with how well a platform manages after-sales service and problem resolution.

5. Kumar & Sharma (2022)

Kumar and Sharma (2022) conducted a study focusing on operational factors that influence customer satisfaction in food delivery ecosystems. Their findings revealed that order accuracy, hygiene standards, and real-time tracking play significant roles in shaping customer perceptions. Order accuracy refers to delivering the exact food items requested by the customer without errors. The researchers noted that even minor mistakes in orders reduce trust and satisfaction. They also emphasized the increasing importance of hygiene standards, especially after the COVID-19 pandemic. Customers are now more aware of cleanliness, safe packaging, and contactless delivery options. Real-time tracking was identified as

a crucial feature that enhances transparency and reduces customer anxiety by allowing them to monitor the delivery progress. The authors concluded that improving operational processes, ensuring high hygiene standards, and adopting reliable tracking technologies can significantly improve overall service quality. They also highlighted that consistent operational performance leads to higher customer satisfaction and positive word-of-mouth.

ANALYSIS

➤ WEIGHTED AVERAGE SCORE

Table 1

Food delivery app in order of importance

S. No	Factor	Respondents						Total	Weighted Average Score	Rank
		Level	MI	SI	N	SU	LI			
		Score	5	4	3	2	1			
1	Food quality	Level	14	8	5	3	0	30	4.1	2
		Score	70	32	15	6	0	123		
2	Delivery time	Level	15	10	5	0	0	30	4.3	1
		Score	75	40	15	0	0	130		
3	App usability	Level	10	6	6	5	3	30	3.5	5
		Score	50	24	18	10	3	105		
4	Variety of restaurants	Level	10	10	5	3	2	30	3.7	3
		Score	50	40	15	6	2	113		
5	Payment options	Level	9	8	6	5	2	30	3.56	4
		Score	45	32	18	10	2	107		

Source: Primary Data

It is inferred from the above table that out of 30 respondents, Delivery time is the main factor that influences the People to order food in online. Food quality as 2nd factor that influences the People to order food in online, followed by the Variety of restaurants 3rd, Payments options stands in 4th position and the least influential factor is the App usability. The Delivery time is considered as a major influential factor (4.3) to the decision on order food in online.

➤ DESCRIPTIVE OR PERCENTAGE ANALYSIS

Table 2

Most frequently used features in the app

S.No	Basis	Number of respondents	Percentage
1	Login/Registration	6	20
2	Navigation/Search	9	30
3	Payment options	10	33.3
4	Social sharing	3	10
5	Others	2	6.7
	Total	30	100

Source: Primary Data

The above table shows that out of 30 respondents' 33.3 percent of the respondents use Payment options with online food delivery app ,30 percent of the respondents use Navigation or Search with online food delivery ,20percent of the respondents use Login or Registration with online food delivery app,10percent of the respondents use Social sharing with online food delivery app,6.7percentof the respondents use Others features with online food delivery app .

The study concluded that most (33.3%) of the respondents use Payment options with online food delivery app.

Table 3

Rating the quality of the food delivered to the app

S.No	Basis	Number of respondents	Percentage
1	Excellent	7	23.3
2	Good	20	66.7
3	Fair	3	10
	Total	30	100

Source: Primary Data

The above table shows that out of 30 respondents' 66.7 percent of the respondents are rating the food as Good, 23.3 percent of the respondents are rating the food as Excellent ,10 percent of the respondents are rating the food as Fair.

The study concluded that most (66.7%) of the respondents are rating the food as Good.

FINDINGS

- **46%** of Convenience and time-saving are the primary reasons users prefer food delivery apps.
- **60%** of Respondents first hear about the food delivery app in social media.
- **87%** of Respondents do not have any issues with customer support.

- **57%** of Respondents consider fast delivery as most important when using a food delivery app.
- **77%** of Respondents rate the timelines of the food delivery as good.

SUGGESTIONS

1. Improve the punctuality of deliveries by optimising routes and increasing delivery personnel.
2. Enhance food packaging standards to maintain freshness and temperature.
3. Strengthen customer support with faster response times and reliable resolution systems.
4. Offer loyalty programs to retain frequent users.
5. Implement AI-based predictions for delivery time to improve accuracy.
6. Provide transparent information about extra charges such as surge pricing or packaging fees.
7. Regularly monitor and train delivery executives to ensure courteous behaviour.
8. Collaborate with restaurants to maintain consistent food quality.

CONCLUSION

The study concludes that food delivery apps have gained strong acceptance among consumers due to convenience, digital accessibility, and promotional offers. Service quality plays a crucial role in determining user satisfaction and loyalty. Delivery speed, app usability, and order accuracy are the strongest contributors to satisfaction, while food quality and customer support need attention. By improving operational efficiency and service quality, food delivery platforms can continue to grow in a competitive market and ensure a superior customer experience.

REFERENCES

1. Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality.
2. Kaur, P. (2020). Consumer preference towards online food delivery services.
3. Mehta, P., & Mani, D. (2019). Determinants of customer satisfaction in online food delivery apps.
4. Kumar, S. & Sharma, R. (2022). A study on service quality in food delivery platforms.
5. Suhail, M., & Singh, A. (2021). Customer satisfaction and loyalty in digital food delivery services.