

Customer Satisfaction on Foodpanda Online Delivery Application: A Systematic Literature Review

Journal of Tourism, Hospitality & Culinary Arts (JTHCA)
2024, Vol. 16 (1) pp 711-723
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UITM Press
Submit date: 30th October 2023
Accept date: 21st December 2023
Publish date: 30th April 2024

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Proposed Citation:

Ahmad, N. K. M., Hamdan, Y. N., Abu Bakar, S. K., Anuar, J., & Akbarruddin, M. N. A. (2024). Customer Satisfaction on Foodpanda Online Delivery Application: A Systematic Literature Review. *Journal of Tourism, Hospitality & Culinary Arts*, 16(1), 711-723.

Abstract

Post pandemic has presented food delivery businesses with advantageous circumstances to enhance their operational efficiency. Foodpanda as a prominent online platform for meal delivery services was designed to facilitate the seamless ordering and receipt of these products by customers. The primary aims of this study are to examine customer satisfaction on Foodpanda online delivery application. This secondary study obtained data from various sources such as textbooks, websites, published notes, reports, local and worldwide news, online articles, international papers, and previously conducted local studies. Based on the analysis from more than 30 articles, results have shown that among the factors are customer service quality, food varieties and promotional efforts, exert a substantial impact on customer satisfaction. Hence, it is imperative for Foodpanda as the online food delivery platforms to prioritize service quality dimensions and utilize switching obstacles as strategies to enhance customer satisfaction and foster repeat patronage.

Keywords:

Customer Satisfaction, Customer Service Quality, Foodpanda, Food Varieties, Promotional Efforts.

1 Introduction

Post pandemic has presented food delivery businesses with advantageous circumstances to enhance their operational efficiency (Kee et al., 2021). Food franchises and businesses collaborate such as McDonalds (McD) and Kentucky Fried Chicken (KFC) with online food delivery such as “Food Panda” and “Grab Food” which intend to increase sales, influence and shares among them (Mohamad et. al., 2023). Added with the importance of smartphones technology, the popularity of food delivery services is increasing due to its ability to provide customers, particularly those with busy business schedules, with enhanced flexibility and convenience. Online food delivery services are one of the services or business models of the current era since daily activities are highly dependent on the use of smartphones such as purchasing items in online stores, window shopping and other services. Individuals have the ability to strategize and establish the sequence of events through the use of online food delivery platforms, hence eliminating the need to engage in meal preparation or physically visit a restaurant and endure the waiting period for food to be prepared. Customers may potentially encounter a diverse range of food options, hence allowing for a multitude of choices. It is reported that 50.8% of customers place online meal orders for delivery within an hour or less of their homes or places of business (Thakural, 2021). As a result, the emergence of online meal delivery services has had a significant impact on customer satisfaction, particularly in the context of the COVID-19 epidemic.

Malaysia is home to a large number of meal delivery businesses, many of which provide their services online. According to Kamilah et al. (2020), Foodpanda is a prominent online platform for meal delivery services. This is an online platform for the delivery of food and beverages, designed to facilitate the seamless ordering and receipt of these products by consumers. Foodpanda, a prominent delivery platform, is utilised in several regions including Asia, Bulgaria, and Romania (Delivery, 2021). In the bustling cities of Southeast Asia, Lukas Nagel and Rico Wyder conceived Foodpanda, a culinary revolution that debuted in 2012 across Singapore, Malaysia, Indonesia, and Thailand, expanding to the Philippines in 2014. Spearheaded by Ralf Wenzel, Felix Plog, and Ben Bauer, Foodpanda swiftly grew into a global entity. Owned by Berlin-based Hero SE, Foodpanda's mobile delivery marketplace spans 50 nations, with its corporate headquarters nestled in the heart of Berlin, Germany. Foodpanda takes orders, distributes them directly to its partner restaurants, and then sends delivery riders to bring the food to the clients (Aryani et al, 2022). The primary objective of this service is to cater to diverse consumer preferences and ensure their pleasure by offering a wide range of meal delivery options. Additionally, Foodpanda endeavours to alleviate the financial strain on consumers by providing coupons and discounts for online food services, along with their goal statement of assisting individuals in satisfying their culinary desires. Foodpanda prioritizes the delivery of remarkable experiences and convenience to consumers, allowing them the flexibility to enjoy a wide variety of meal

options at their preferred time. The primary objective of the company is to optimize customer pleasure through the provision of high-quality meal delivery services, which includes the timely delivery of fresh food items. Additionally, they verify that the food ordering services provided are consistently accessible for every meal.

Despite numerous organizations capitalize on the opportunity to increase revenue through Foodpanda, there are several issues have arisen with regards to customer satisfaction (Aryani et al, 2022) such as customers did not receive the order they specified on the application, payment was debited despite the fact that they did not receive their order, not fulfilling their needs on the type of food they crave, type of promotion, delivery time where to deliver needs in a reasonable time frame. Yin et. al.,(2023) stated that customer actually needs to use other applications such as Grabfood and Shopeefood to find foods or restaurants that are able to fulfil their desire and this will impact their satisfaction towards Foodpanda service. Some of the issues were not resolved and the customers were only given vouchers or unable to solve the problem due to the lack of the chat system. If the matter were taken to their official email then sometime, their person in charge will take over the case.

Foodpanda may encounter risks if it does not improve its refund system, as some customers opt to express dissatisfaction solely through comments on the restaurant site within the Foodpanda application. Failure to enhance this system could lead to a loss of customers who may switch to alternative food delivery applications. Given the significant impact of customer satisfaction on the credibility of both the restaurant and the food delivery service, it is imperative for Foodpanda to prioritize enhancing its refund process to ensure customer retention and loyalty. Inspired from the scenario of customer complaints (Mohd. Et. al., 2020), this secondary study tend to examine factors influencing customer satisfaction with Foodpanda application delivery namely customer service, food variety and promotions efforts.

2 Literature Review

2.1 Foodpanda Application

Foodpanda made its debut in Malaysia in 2012 and has since remained dedicated to facilitating prompt food delivery for its customers. In October 2019, Foodpanda expanded its services by partnering with select premier grocery chains in each nation, including Malaysia, to offer in-store on-demand delivery of groceries (Ganesh, K. S., & Malavika, J. (2020). Foodpanda also launched the Pandamart service, aiming to extend its reach across the nation. The Foodpanda delivery apps serve as third-party delivery services integrated into mobile applications, enabling restaurants or merchants to showcase their menus and food offerings. These applications provide customers with comprehensive information about the available foods or items, enhancing the credibility of the goods. Customers can easily browse through the offerings and make selections with just a click. Additionally, customers have a choice between paying with cash or an internet transfer. According to Aryani et.al., (2022), these applications enable users to

conveniently order food that is delivered directly to their doorstep, a scenario that has gained popularity in today's society due to its time-saving convenience and ease of use when purchasing goods. Customers can download the app from the Play Store, enter their address and necessary information, and enjoy attractive vouchers tailored for first-time users or Panda Pro members.

2.2 Smartphones Application Technology

Due to the convenience and widespread use of smartphones and apps among customers, online meal ordering and delivery services have grown in popularity across the globe over the past ten years (Irshad et al, 2023). Online food delivery systems are anticipated to reach a market value of \$134.49 billion by 2023 thanks to a projected 9.3% annual growth rate. The creation of food delivery applications was a breakthrough that successfully connected customers with nearby eateries, made use of the sharing economy's platform, and provided fresh commercial and employment prospects for the current market. Urban lifestyles have largely adopted the convenience of meal delivery services (Belanche et al., 2020). Researchers have found that customers' attitudes, desire, and intentions to try out new technologies and applications are predicted by both intrinsic and extrinsic reasons (Alalwan, 2020).

The introduction of mobile food delivery apps (MFDA), which offer a cutting-edge way to engage with customers and provide top-notch services, has completely altered the way the food sector operates. Customer rating, ordering review, meal tracking, navigational design, and user self-efficacy all have a positive impact on task technology fit (TTF), according to data gathered from MFDA and analysed using the structural equation modelling technique via Amos-23 and SPSS-22 (Shahzad et al., 2023). Information technology (IT) advancements have fundamentally changed how people work in many spheres of life, and the rise of the mobile internet, smartphones, and mobile phone applications has greatly aided e-commerce, which is essential to a nation's economic prosperity. Customers' opinions of technologies depend on their benefits, which are influenced by contextual circumstances. Users' self-efficacy is the conviction that people have the skills and expertise necessary to use new technology (Shahzad et al., 2023).

2.3 Customer Satisfaction

Customers are essential to any business' ability to turn a profit. The key priority and brand ambassadors are the customers (Tien Dat et al., 2021). Of course, in order for organizations to succeed for a long time, customer feedback and satisfaction are required. Due to its immediate effects on the organization's financial situation and positively affects how the public perceives the organization, customer happiness is extremely vital to the organization. Thus, any business must make sure that its customers are satisfied by offering them good services, the greatest products, and exceptional solutions after they have made a purchase (Aminuddin et al., 2020). Organizations must take into account a number of aspects in order to meet customer expectations including price, brand image, product or service expenses, customer emotions, and product or service quality (Ferdani, 2020). Customer satisfaction is crucial

due to their opinion and satisfaction influenced the credibility of the restaurant and service of the food delivery. Some of the reasons that customers love to use Foodpanda is due to its convenient ordering process which is user friendly and suitable to most ages. Next, this service also provides a variety of choices where it delivers a diverse option of food vendors and services that have partnership with the food delivery service such as Food Panda. In addition, timely and reliable deliveries play an important key factor, and it works according to the time frame given to the customer. Furthermore, from this service, customers can deliver their opinion and rating for the service and it's an open source where people can share and view each other rating that influences the store rating.

2.4 Customer Service Quality as Factors Influencing Customer Satisfaction

Ali et. al, (2021) agreed that the significant impact of service quality on business performance, it is crucial for organizations to prioritize and focus on delivering high-quality service. Unsatisfactory experiences may lead customers to leave negative reviews, potentially harming the reputation and success of foodservice organizations. Furthermore, customers place orders through the delivery application relying on the information provided and the reliability of the restaurant, often sharing feedback such as recommendations to inform future purchases. According to him, the overall service quality and customer satisfaction were greatly influenced by reliability, a crucial factor that also plays a significant role in shaping consumer contentment.

One of the key elements that affect how customers perceive a firm is the quality of its services. Foodpanda is one of the food delivery applications that have a lot of problems with consumer satisfaction (Yeo et al., 2021) involving the Foodpanda application and determine whether those characteristics are the store, the Foodpanda employees who are riders, or other aspects. In addition, the quality of the food may suffer given that it is only delivered by motorbike. Customers say that they are unable to follow the Foodpanda rider's precise location due to problems with the online ordering system. By offering high-quality services, Yeo et. al, (2021) stated that Foodpanda can enhance customer satisfaction, leading customers to share positive experiences with friends and family. Hence, prioritizing customer satisfaction and establishing delivery service goals should be paramount for Foodpanda. Furthermore, customer satisfaction encompasses a comprehensive evaluation of a service or product, reflecting the overall purchasing and usage experience.

2.5 Food Variety as Factors Influencing Customer Satisfaction

Through food delivery services like Foodpanda, a wide variety of dishes that are suited for Malaysians are readily available. Customers can choose from a wide range of cuisines, including Malay, Indian, Chinese, and Western. It also offers a huge selection of beverages from different shops, as well as food ranging from the entrée to the dessert. The price that Foodpanda offers based on the food that they offer can influence customer happiness (Mat Nayan & Hassan, 2020). A few well-known brands and stores have partnered with Foodpanda in an effort to expand their consumer base.

Customers who want to eat any meals from the desired brand will find this to be incredibly helpful. They may just use their smartphone to order it instead of going alone. Some of the companies that work with Foodpanda including Pizza Hut, McDonald's, Zus Coffee, Tealive, and many more. Isantamaria (2023) specified that small businesses have also taken advantage of the opportunity to join Foodpanda in order to grow their customer base and enhance their revenues. The restaurants will receive a tablet and a tiny printer for taking orders and tracking once they join up and are accepted as a Foodpanda merchant. Every order that goes in, they will get commissions ranging from 25 to 30 percent. As mentioned by Kaur et.al., (2021), not only this benefited both parties but the progress of the country also increased because the elderly are also good at using applications compared to before. The fact that everyone receives what they desire demonstrates how this application benefits numerous parties.

2.6 Promotional Offers as Factors Influencing Customer Satisfaction

Foodpanda launched its marketing on social media channels. It has a Facebook page so that regular interactions can take place, visibility can be maintained, and brand value can be preserved. On Twitter, the business has thousands of followers. These promotional activities are to compete with other applications that are increasingly established due to the increasing number of users, especially when Covid-19 hits (Ganesh et. al., 2020). Due to the fact that numerous Malaysians were unable to leave their homes at that time, many turned to using the application as a means to satisfy their hunger. Additionally, Panda Rewards provides users with 10 Panda Points for every dollar spent on eligible products through a personalized points-based system. Customers can exchange their Panda Rewards for specific menu items once they have acquired 200 of them and will receive a surprise Good Fortune Gift, such as bonus points, exclusive discounts, or free meals. Thakural (2021) also highlighted that the accumulation of Panda Rewards points leads to better rewards options for members. Customers can redeem rewards ranging from a free upgrade to a premium entrée, a complimentary drink of their choice, to even a free family-sized meal. Panda Rewards do not expire unless there are no qualifying purchases in 12 months. Foodpanda may get a lot of new users and expand into a significant and well-known online delivery business by engaging in promotional activity.

2.7 Customer Service Quality in Influencing Customer Satisfaction with Foodpanda

Customer satisfaction refers to the cognitive evaluation made by buyers regarding a brand, indicating whether their experience with the purchased product or service was satisfactory or unsatisfactory. Based on the previous statement, the initial definition relates to the conceptual understanding of customer satisfaction, which suggests that it stems from obtaining goods or services from a particular brand. In this context, customers assess the value of the items relative to the benefits gained from the product or service (Irshad et al, 2022). Organisations prioritise customer satisfaction to such an extent that they consider service quality to be an equally critical element, given that it is service quality that fosters customer loyalty. Due to the significance of service quality, numerous researchers have implemented distinct service quality dimensions. The

SERVQUAL instrument, developed by Parasuraman et al. in 1988, is the initial and most widely utilised framework for assessing service quality dimensions. Furthermore, in the realm of online commerce, scholars have adapted the SERVQUAL model specifically for online food delivery services. Further investigation is required to comprehend the intricacies of meeting customer service expectations with regard to E-service. Service quality for online food delivery (OFD) services extends beyond the intangible element of e-service quality, as the provision of food constitutes the tangible component of the organization (Sjahroeddin, 2018).

E-service refers to the provision of interactive services on the internet using contemporary information and telecommunications technologies, as well as diverse technological media (Boyer et al., 2002). According to Zeithaml (2000), e-service quality refers to the ability of a website to efficiently and effectively facilitate various activities, ranging from shopping and purchasing to the delivery of services. The food sector is currently experiencing the impact of extensive technological advancements and changing consumer preferences, particularly with regards to convenience. As a result, E-commerce has become a commonplace practise within the industry. The process of ordering food online is typically carried out using websites or mobile applications. The majority of food service providers operate primarily through online platforms. As a result, it is more appropriate to assess the quality of these services using measurements that focus on e-service quality, rather than traditional service quality dimensions.

The most widely used models for assessing e-service quality are the WebQual dimensions (Barnes & Vidgen, 2002; Loiacono et al., 2002), E-S-Qual dimensions (Parasuraman et al., 2005), and the E-service quality hierarchy model (Blut et al., 2015). These characteristics have been implemented in online enterprises across numerous industries and have yielded varying outcomes influenced by diverse circumstances. The aspects that are considered in the context of website and app design are information quality, privacy and security, payment and delivery. Previous studies in the online food delivery (OFD) business have explored the application of these four criteria, as evidenced by the works of Kedah et al. (2015) and Sihipman (2019).

The primary determinant of a business's ability to deliver excellent service to consumers and achieve success in a competitive market is the quality of the services it offers. This element also serves as a strategic approach to outperform competitors. The effective management and control of services in a firm can lead to a high degree of quality, resulting in the satisfaction of client expectations (Ali et al., 2021). The assessment of service quality by customers is based on the perceived discrepancy between their desired expectations and the actual experience they receive. Based on the aforementioned information, the definition of service quality can be inferred as the degree of superior management and fulfilment of customer desires or requirements, with the aim of meeting or exceeding their expectations (Ramadhan, 2020).

2.8 Food Varieties in Influencing Customer Satisfaction with Foodpanda

It is worth noting that a significant proportion of respondents (35%) expressed a likelihood to refer Foodpanda to their acquaintances due to its food varieties (Ramlan et al, 2020). This outcome is seen favourable as it promotes the adherence to home confinement measures and prioritises the safety of individuals post pandemic. Foodpanda has gained recognition for its provision of support and accessibility amidst the prevailing challenging circumstances. There is a high likelihood (39%) that customers will persist in utilizing Foodpanda in the future, regardless of the post-pandemic landscape. Furthermore, Ramlan et. al, (2020) mentioned that, this finding indicates that the participants possess an understanding of the practicality of Foodpanda and express contentment with the provided services. When participants were asked to provide ratings regarding their level of satisfaction with Foodpanda, the majority of respondents said that they were either satisfied (42%) or very satisfied (30%). The observed positive consequence suggests that Foodpanda is effectively promoting a sense of caution among respondents and facilitating the safety of a significant number of individuals by enabling them to consume meals within the confines of their residences. In addition, the company has made efforts to offer varieties of food choices to its customers, with the aim of sustaining favourable commercial performance in the long term. Hence, it can be argued that a significant enhancement in food varieties have a direct positive impact on the overall customer satisfaction and commercial success of Foodpanda.

2.9 Promotional Offers in Influencing Customer Satisfaction with Foodpanda

Promotion encompasses the various strategies and tactics employed by sellers in order to enhance consumer knowledge and recognition of their items. There exist multiple categories of promotions, among which one is promotional in nature. As stated by Chaudhary (2018), promotion encompasses many tactics aimed at stimulating consumption, such as coupons, cashback incentives, discount offers, bonuses, and gifts. Based on past research, it has been established that customers are most motivated to consistently order food online by the presence of promotions and discounts. Due to the ever-evolving nature of promotional strategies, it is imperative to continuously enhance and diversify creative approaches in order to attain customer satisfaction (Esa et al, 2023). A study conducted by Esa et. al, (2023) in Terengganu reveals a significant correlation between advertising style and customer satisfaction, particularly concerning Foodpanda delivery, among students. Customers perceive the codes and promotional offers supplied by Food panda, such as price reductions and delivery discounts, as highly appealing. Consequently, these incentives contribute significantly to their overall satisfaction with the services offered by Food panda. The adverts presented on the platform also capture their attention and stimulate their desire to make purchases. Hence, the study conducted by Mulyani (2020) provides evidence that clients express satisfaction towards various promotional activities offered by Food panda services (Esa et al, 2023).

Social media can be defined as a digital platform that enables users to communicate, collaborate, and share information. It serves as a tool for businesses to generate sales, attract new customers, and maintain relationships with existing customers (Sanny et al., 2020). Social media marketing is a marketing approach employed by firms to engage with and establish a presence within an interconnected community of online consumers. Social media marketing encompasses five key areas: entertainment, communication, personalization, trendsetting, and word of mouth (WOM). Irshad et al (2022) examine social media marketing as a form of entertainment, advertising, communication, trend-setting, personalised messaging, and word-of-mouth promotion. Research conducted on the utilisation of social media within professional sports teams reveals that a significant proportion of Twitter posts (about 40%) and Instagram posts (around 34%) are focused on top athletes. Moreover, it has been shown that postings connected to athletes tend to attract the highest rates of attention.

Foodpanda should expand its coverage of restaurants, particularly Muslim-friendly ones, through promotional offers. Additionally, enhancing promotions would make customers feel appreciated and satisfied with the application and service. Consumer satisfaction is vital as it indicates the extent to which a company's products or services meet consumer needs. Seo, (2020), concluded that the consumer's application performance and intent to order food via mobile applications will increase as a result of their contentment with mobile applications. Gratifying customer is the most important factor for a business to increase its profit, which will result in the company's success and aid in maintaining the economic development of the country. According to a previous study (Yasin, 2010), customer satisfaction is the end outcome of a product's performance meeting a customer's expectations. The effectiveness of mobile applications will influence an individual's decision-making efforts.

3 Methodology

3.1 Research Design

This research centres on the factors influencing customer satisfaction with Foodpanda delivery services in Malaysia. The factors involved customer service quality, food varieties and promotional offers. In order to accomplish the research purpose, a variety of secondary data sources were gathered from online search engines and academic databases. The investigation encompassed well-known open access publications and platforms, including Research Gate, Emerald, Google Scholar, and Elsevier, with other pertinent online articles obtained through a Google search, paper, earlier research, journals, books and other sources. In order to ascertain pertinent publications, particular keywords were employed, namely "Foodpanda", "Foodpanda online delivery", "customer satisfaction", "factors influencing customer satisfaction", "customer service delivery", "type of promotions" and "food varieties". Researchers will analyse more than 20 articles related to the keywords search.

4 Conclusion

Three factors namely customer service quality, food varieties and promotional offers are vital in influencing customer satisfaction with Foodpanda online delivery services. Foodpanda's online delivery services should be accompanied by a competent and reliable customer service platform where customers can address their complaints directly, rather than solely engaging with a chatbot system. This approach is essential to prevent potential customer dissatisfaction and maintain high levels of service quality and customer satisfaction. Future research could empirically investigate the Malaysian perspective to reaffirm the factors influencing online delivery applications during the post-pandemic phase of Covid-19.

5 Acknowledgement

This study was made possible by the continuous support from FPHP Visibility Research Grant Scheme (VRGS): 600-TNCPI 5/3/DDF(FPHP)(002/2022). Authors are sincerely grateful for their financial support, which has made this research possible.

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