Customer Satisfaction towards Mobile Food Delivery Apps during Covid-19 Pandemic

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ABSTRACT

In this era of technology, the development and explosion of the internet has created the online business platform for the services and products. One of the areas is the food delivery services. With development of mobile applications for food delivery, it has eased the process of delivering the ordered food, and at the same time create convenience to the beverage industry (Wang et al., 2019). The outbreak of COVID-19 pandemic in early last year has impacted everyone’s daily life and resulted in pandemic control measures such as Movement Control Order (MCO) by the Malaysian government around the country. This change has required Malaysian to engage with new norms such as wearing masks, physical distancing and hand hygiene in their daily life. The pandemic has also sparked a new consumption pattern in society. Many people have opted for food delivery services and thus inflated the demand of food delivery service in Malaysia. Hence, understanding customer satisfaction towards the mobile food delivery apps is essential. There are several studies on the customer satisfaction towards online food delivery service during the COVID-19 pandemic (Prasetyo et al., 2021; Rahim & Yunus, 2021). Pasetyo et al. (2021) investigated the customer satisfaction and loyalty from the extended Theory of Planned Behaviour perspective. Meanwhile Rahim and Yunus (2021) examined the relationship between service quality, food quality and price of e-hailing food delivery service. However, these studies did not examine the effect of convenience and website quality on consumers satisfaction toward the mobile food delivery apps. Based on these, this study aims to examine the influence of the factors, namely service quality, convenience, price and website quality on customer satisfaction towards the mobile food delivery apps during the COVID-19 pandemic in Malaysia.

Keywords: Customer Satisfaction, Mobile Food Delivery Apps, COVID-19 Pandemic