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Customer Satisfaction and Challenges in Online Food Delivery: A Study in Surigao del Sur

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Abstract
With the rapid growth of online food delivery services, understanding customer satisfaction has become increasingly important for ensuring service quality and competitiveness. This study aimed to assess the level of customer satisfaction and identify the common challenges encountered by users of online food delivery platforms. Using a quantitative-descriptive research design, the study surveyed 390 respondents through a structured questionnaire. The participants were mostly young adults aged 18–25, predominantly female, and largely composed of single individuals with modest monthly incomes ranging from ₱10,000 to ₱29,999. Results revealed a generally high level of satisfaction across core service areas such as delivery accuracy, order fulfillment, and customer service. However, challenges like limited delivery range, lack of food variety, and occasional order errors were observed, though not perceived as highly serious. These findings suggest that while current delivery services meet customer expectations, addressing these areas could further enhance user experience and loyalty. The study offers practical insights for improving service delivery and highlights the need for more adaptive and responsive strategies in the online food service sector.

Keywords: customer satisfaction, online food delivery, service quality, delivery challenges, consumer experience, food service industry

1. Introduction

Online food delivery services refer to digital platforms or mobile applications that enable consumers to order food from restaurants and have it delivered directly to their doorstep. These services have revolutionized the traditional food industry by offering enhanced convenience, speed, and flexibility in accessing a wide variety of meal options (Ray et al., 2019). The rising demand for food delivery has been fueled by increased smartphone usage, improved internet access, and evolving consumer lifestyles—factors that became especially prominent during the COVID-19 pandemic, which prompted a widespread shift to contactless and home-based consumption (Kapoor & Vij, 2018). As a result, these platforms have become indispensable not only to customers seeking convenience but also to food establishments aiming to adapt to changing market dynamics. In recent years, the surge in online food delivery reflects a broader transformation in consumer behavior toward faster and more convenient service. This growing trend emphasizes the importance of understanding the dynamics of Online Food Delivery Services (OFD), including how users interact with platforms that offer seamless ordering and delivery experiences. Beyond basic transactions, OFD success hinges on delivering a satisfying overall experience—where factors such as promptness, accuracy, and order tracking significantly shape customer satisfaction and repeat use.

This rapid evolution of the OFD industry is largely attributed to advances in mobile technology, heightened demand for convenience, and the ongoing digital transformation across various sectors. Alden et al. (2023) and Uzir et al. (2021) highlights that perceived service quality, ease of use, value for money, service accessibility, fast delivery, and competitive pricing are among the key drivers of customer satisfaction. Suhartanto et al. (2019) also emphasize the critical relationship between e-service quality, food

quality, and consumer loyalty, noting how these elements contribute to long-term engagement. Furthermore, Ali et al. (2020) point out that OFD platforms respond to the needs of urban consumers who face time constraints that limit traditional dining. In the same vein, Cennamo (2021) underscores how these platforms are reshaping the food service industry by making it more responsive, flexible, and digitally integrated. As such, understanding the elements that influence customer satisfaction in OFD is essential in evaluating its effectiveness and ensuring continuous service improvement.

Despite their importance, challenges such as ensuring timely delivery and maintaining food quality remain significant concerns, particularly in rural and semi-urban areas. In addition, several issues such as cold food deliveries, order delays, incorrect items, bundled deliveries, unresponsive customer service, and difficulties in locating delivery addresses are persistent problems, especially in rural areas in the province of Surigao del Sur. Bernal-Sundiang et al. (2023) emphasize the logistical difficulties faced by delivery services in geographically isolated municipalities, while Gui et al. (2024) highlights gaps in technological adaptation and infrastructure in provincial areas. Ndukwe et al. (2023) underscores customer dissatisfaction arising from inconsistent service quality in rural regions. These findings reveal a significant gap in addressing the unique challenges of online food delivery in less urbanized settings. These insights provide a foundation for understanding the dynamics of online food delivery services and emphasize the need to explore service challenges. Despite the existing literature on service and food quality in online food delivery services, specific challenges remain underexplored.

Thus, this study aimed to determine the extent of customer satisfaction in terms of delivery time, accuracy of order fulfillment, item quality, customer service responsiveness, and delivery accuracy. Focusing on these challenges and satisfactions, the research seeks to understand how food delivery services manage and overcome issues in the delivery process, providing valuable insights for improvement. The findings provide valuable insights for academic and industry stakeholders, including local establishments, policymakers, and both current and future food delivery providers. This research seeks to deepen understanding in the field and enhance efforts to improve service quality and customer experiences in the online food delivery sector.

2. Literature Review

Online food delivery (OFD) services have fundamentally transformed global food consumption patterns by leveraging e-commerce platforms and mobile applications to provide unprecedented convenience (Muangmee et al., 2021). This digital revolution in food service has enabled consumers to access diverse cuisines with just a few taps, eliminating traditional barriers of time and distance. However, the rapid growth of OFD platforms has also introduced significant operational challenges, including inconsistent food quality, delivery delays, and fluctuating customer satisfaction levels. Industry analysts warn that if these systemic issues remain unresolved, they could gradually erode consumer trust and negate the core value proposition that makes OFD services attractive in the first place. The convenience-driven model of food delivery now faces a critical juncture where technological innovation must be balanced with consistent service execution to maintain long-term viability.

The COVID-19 pandemic served as a powerful catalyst for OFD adoption worldwide, as lockdowns and health concerns forced consumers to rely on delivery services for daily meals (Kajandren et al., 2023). This surge in demand created both opportunities and challenges for platforms, which struggled to scale operations while maintaining service quality. While digital payment integration has been shown to enhance customer satisfaction and loyalty (Chai & Yat, 2019), the industry's overreliance on technological solutions often overlooks fundamental service requirements. Delivery personnel shortages, traffic congestion, and restaurant capacity issues frequently undermine the promise of seamless service, leading to frustrated customers and negative reviews. Experts caution that without addressing these operational bottlenecks, OFD platforms risk losing their competitive edge despite continued market growth.

Modern consumers evaluate OFD services through a complex lens that extends far beyond basic digital functionality (Saad, 2020; Hong et al., 2021). Payment flexibility, particularly the continued demand for cash-on-delivery options in many markets, remains a crucial factor in platform adoption. Simultaneously, customers expect intuitive app interfaces, real-time order tracking, and personalized recommendations as standard features. However, scholars warn that these technological enhancements cannot compensate for failures in core service delivery (Hult et al., 2019). A beautifully designed app means little if the food arrives cold or incomplete, highlighting the need for OFD providers to maintain equilibrium between digital

innovation and operational excellence. This balancing act represents one of the sector's most persistent strategic challenges as it matures.

The SERVQUAL model provides a valuable framework for evaluating service gaps in reliability, responsiveness, and assurance dimensions within the OFD sector. However, critics argue that traditional service quality metrics require significant adaptation to address digital-specific pain points like app crashes, geolocation inaccuracies, or inconsistent delivery personnel performance (Ray et al., 2019). Some platforms have begun implementing advanced analytics to monitor these digital-native quality indicators, but standardization remains elusive. The absence of industry-wide benchmarks for what constitutes "good" delivery service further complicates quality improvement efforts, leaving each platform to develop its own measurement systems and customer satisfaction metrics.

Behavioral intention models offer useful insights into the psychological drivers of customer loyalty within the OFD sector (Suhartanto et al., 2019; Yusra & Agus, 2020). These models highlight how factors like perceived usefulness, social influence, and habitual usage shape long-term platform preferences. However, their theoretical constructs often fail to account for the visceral impact of practical service failures - a single incident of severely delayed delivery or incorrect orders can undo months of positive brand perception. The Philippine market exemplifies this tension, where despite strong cultural alignment with food delivery services (Reyes & Santos, 2020), platforms must still compete fiercely on execution quality to retain customers.

The Philippine OFD sector experienced explosive growth during the pandemic, with major platforms serving 9.3 million users at its peak (Cordero, 2023). This rapid adoption was fueled by the perfect storm of lockdown restrictions, the cultural importance of shared meals, and aggressive platform marketing. However, the market's expansion has revealed significant operational stresses, from traffic-clogged streets delaying deliveries to restaurants struggling with sudden demand spikes. Platform competition has intensified, with FoodPanda gaining dominance through superior affordability and delivery performance while competitors grapple with fee structures and reliability issues (Bare et al., 2021). The Philippine experience demonstrates how market potential alone cannot guarantee success - executional excellence remains the ultimate differentiator.

As the OFD industry matures, it faces growing scrutiny regarding its broader societal impacts (Cordero, 2023). Public health experts increasingly highlight how delivery platforms may contribute to unhealthy eating patterns through aggressive marketing of calorie-dense foods and limited nutritional information. Environmental concerns about packaging waste and delivery emissions are also coming to the forefront. These challenges suggest that the next phase of industry evolution will require platforms to address not just operational efficiency, but also their role in shaping food culture and consumption habits. The most successful providers will likely be those that can balance commercial objectives with responsible business practices, ensuring sustainable growth in an increasingly conscious consumer marketplace.

3. Methodology

3.1 Design

This study utilized a quantitative descriptive research design to assess customer satisfaction and identify the challenges encountered in using online food delivery services in selected municipalities of Surigao del Sur. The approach focused on collecting numerical data to describe trends, patterns, and relationships among variables related to service quality and user experience.

3.2 Environment

The study was conducted in the municipalities of Carrascal, Cantilan, Madrid, Carmen, Lanuza, Cortes, Tago, and Tandag City in Surigao del Sur. These areas were selected due to their growing demand for food delivery services. Stratified proportional random sampling was used to select barangays from each municipality, ensuring representation across various socio-economic groups and geographic locations.

3.3 Participants

The participants consisted of household members who have used online food delivery services in the past six months. With assistance from the Municipal Planning and Development Offices (MPDOs), a total of 390 respondents were selected using stratified proportional sampling to ensure diversity in age, gender, education, and income. A statistician guided the sample distribution to achieve a balanced and

representative dataset.

3.4 Instrument

A three-part survey questionnaire was used to collect data for the study. The first part gathered the respondents' socio-economic profile, including age, sex, marital status, educational attainment, and monthly income. The second part measured satisfaction levels with online food delivery services using a 5-point Likert scale, where 1 indicated "Very Dissatisfied" and 5 indicated "Very Satisfied." This section evaluated five service aspects: delivery time, order accuracy, item quality, customer service, and delivery accuracy. The third part assessed the challenges encountered by users in using food delivery services through a series of statements rated on a 5-point Likert scale, with 1 representing "Not Very Serious" and 5 representing "Very Serious." The survey instrument was pilot-tested with 30 respondents to ensure reliability. Cronbach's Alpha values ranged from 0.87 to 0.97, confirming high internal consistency across the questionnaire.

3.4 Data Gathering Procedure

Formal approval to conduct the study was obtained from the Graduate School Dean, the Campus Director of North Eastern Mindanao State University, and the Municipal Planning and Development Offices of the selected municipalities. Consent letters were issued to all respondents, clearly stating the purpose of the study, the voluntary nature of participation, and the confidentiality of their responses. Survey questionnaires were personally administered to ensure clear instructions and high response rates. Collected data were checked, validated, and cleaned before analysis to ensure accuracy and completeness.

3.4 Data Analysis

Descriptive statistics (frequency, percentage, and weighted mean) were used to summarize socio-economic profiles, platform usage, and satisfaction levels. For qualitative responses, thematic analysis was employed to identify recurring themes related to challenges in food delivery services. This combination allowed for both numerical insights and in-depth understanding of user experiences.

3.4 Ethical Considerations

This study followed ethical guidelines to ensure the protection of all participants. Prior to data collection, formal approval was secured from the Graduate School Dean, Campus Director of North Eastern Mindanao State University, and the Municipal Planning and Development Offices (MPDOs) of Carrascal, Cantilan, Madrid, Carmen, Lanuza, Cortes, Tago, and Tandag City. Participants were informed about the purpose of the research and their rights as respondents. A written informed consent form was provided, emphasizing that participation was voluntary and that respondents could withdraw at any time without consequence. The study ensured full confidentiality—no names or identifying information were collected, and data were reported in aggregate form only. Responses were stored securely and used solely for academic purposes. Efforts were made to minimize any discomfort, and participants were treated with respect and dignity throughout the research process, in compliance with ethical research standards set by the university.

4. Results And Discussion

Table 1: Demographic Profile of the Respondents (N=390)

Profile of the Respondents		Frequency	Percent (%)
Age	18 – 25 Years old	287	73.58
	26 – 35 Years old	79	20.25
	36 – 45 Years old	19	4.87
	46 – 55 Years old	3	0.77
	56 – 65 Years old	2	0.53
Sex	Male	127	32.56
	Female	263	67.44
Marital Status	Single	205	52.56
	Married	136	34.87
	Separated	46	11.80
	Widow/Widower	3	0.77

Income	Less than 10,000	67	17.18
	10,000 – 19,999	139	35.64
	20,000 – 29,999	137	35.12
	30,000 – 39,999	33	8.46
	40,000 – 49,999	10	2.58
	More than 50,000	4	1.02

The demographic profile of the respondents in table 1 shows key trends that help us understand the use of food delivery services in Carrascal, Cantilan, Madrid, Carmen, Lanuza, Cortes, Tago, and Tandag City in Surigao del Sur. These findings can guide food delivery services in adjusting their marketing strategies to meet the needs of different groups of people. First, age plays a big role in who uses food delivery services. The largest group of respondents (73.58%) was between the ages of 18 and 25 years old. This suggests that younger people are more likely to use food delivery services. Younger adults are often more comfortable with technology and prefer the convenience that food delivery offers. This finding is supported by other studies, like one by Ariffin et al. (2021), which shows that young adults are the main users of food delivery services because they enjoy the ease of using apps and online platforms. However, Vahia et al. (2021) pointed out that older adults are starting to use these services more, although at a lower rate. Therefore, while young adults make up the majority of food delivery users, there is a growing potential to attract older groups, especially by making services more accessible to them.

Second, gender also influences who uses food delivery services. A larger number of female respondents (67.44%) used food delivery services compared to male respondents (32.56%). This suggests that women may be more likely to order food online, possibly because they manage household tasks more often or prefer the convenience. This is similar to findings of Park and Lim (2020), and Gui (2020), who found that women are more likely to use food delivery services because of their family-oriented roles. On the other hand, Kasilingam and Krishna (2022) suggested that men also use these services, particularly because of their interest in convenience and technology. Therefore, food delivery services might consider promoting family-oriented options or special deals targeted at women, but they should also ensure their services appeal to men, especially by focusing on the technological ease of use.

Third, the marital status of the respondents shows that single people (52.56%) are more likely to use food delivery services. Single individuals often have fewer household responsibilities, which might make it easier for them to choose convenience over cooking at home. This is supported by Li et al. (2020), who found that single people tend to use food delivery services more because they have more disposable income and fewer family obligations. However, Milkman et al. (2021) showed that married people also use food delivery services, especially when both partners work full-time, which makes cooking at home more challenging. Therefore, food delivery services should target both single and married people, offering convenience for singles and promoting family meal deals for married couples.

Finally, income is another important factor in food delivery service usage. The majority of respondents (35.64%) earn between 10,000 and 19,999 PHP, suggesting that middle-income individuals are the most frequent users of these services. Middle-income earners are often looking for affordable options, and food delivery services that offer good value for money are likely to attract this group. This is supported by Barcelona et al. (2024), who found that people in the middle-income group are the most likely to use food delivery services because they balance cost with convenience. On the other hand, lower-income people (earning less than 10,000 PHP) tend to use these services less frequently, possibly due to financial constraints, while high-income earners are more willing to pay for premium services. Wang and He (2021) noted that higher-income individuals are more likely to use food delivery for convenience or to access better food options. Therefore, food delivery services could offer affordable options for low-income users and premium packages for high-income earners.

Table 2: The Extent of Customer Satisfaction

Variables	Item Statements	Weighted Mean	Verbal Description
Delivery Time	DT1	4.29	Very Satisfied
	DT2	4.19	Satisfied
	DT3	4.20	Very Satisfied
	DT4	4.26	Very Satisfied

	DT5	4.21	Very Satisfied
	Average Weighted Mean	4.23	Very Satisfied
Accuracy of Order Fulfillment	AOF1	4.53	Very Satisfied
	AOF2	4.34	Very Satisfied
	AOF3	4.21	Very Satisfied
	AOF4	4.17	Satisfied
	AOF5	4.40	Very Satisfied
	Average Weighted Mean	4.33	Very Satisfied
Item Quality	IQ1	4.42	Very Satisfied
	Q2	4.31	Very Satisfied
	IQ3	4.32	Very Satisfied
	IQ4	4.24	Very Satisfied
	IQ5	4.27	Very Satisfied
	Average Weighted Mean	4.31	Very Satisfied
Customer Service Responsiveness	CSR1	4.53	Very Satisfied
	CSR2	4.33	Very Satisfied
	CSR3	4.18	Satisfied
	CSR4	4.23	Very Satisfied
	CSR5	4.22	Very Satisfied
	Average Weighted Mean	4.30	Very Satisfied
Delivery Accuracy	DA1	4.27	Very Satisfied
	DA2	4.38	Very Satisfied
	DA3	4.37	Very Satisfied
	DA4	4.32	Very Satisfied
	DA5	4.30	Very Satisfied
	Average Weighted Mean	4.33	Very Satisfied
	Overall Weighted Mean	4.3	Very Satisfied

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Table 2 highlights customer satisfaction across five key service quality variables: Delivery Time, Accuracy of Order Fulfillment, Item Quality, Customer Service Responsiveness, and Delivery Accuracy. Each variable showed a high level of satisfaction, as reflected in the average weighted means, but notable insights can be derived from the lowest and highest item ratings within each category.

The average weighted mean for Delivery Time was 4.23, classified as "Very Satisfied." The highest-rated item was "The food delivery service delivers food as promised and on time" (4.29), reflecting customers' strong appreciation for timely deliveries. This aligns with the findings of Cui et al. (2024), which highlight that speed and reliability in delivery times significantly influence customer satisfaction. However, the lowest-rated item, "The food delivery service has adequate carriers for faster delivery of orders" (4.19), though still categorized as "Satisfied," suggests room for improvement. An inadequate number of delivery carriers may cause delays, especially during peak hours, potentially affecting overall customer experiences.

For Accuracy of Order Fulfillment, the average weighted mean was 4.33, indicating "Very Satisfied." The highest-rated item was "The food delivery service ensures that all items ordered by customers are included in the delivery" (4.53). This reflects the importance of fulfilling orders accurately, as errors can lead to dissatisfaction and loss of trust. The lowest-rated item, "The food delivery service has an error-free record in terms of food ordering and delivery" (4.17), highlights Lundgren and Nordborg (2024) stressed that consistent accuracy is a cornerstone of service quality, and addressing this issue could further boost customer satisfaction.

The variable Item Quality had an average weighted mean of 4.31, also categorized as "Very Satisfied." The highest-rated item, "The food delivery service ensures the food arrives in good condition and maintains its quality" (4.42), shows that customers highly value the preservation of food quality during transit. This aligns with findings by Suhartanto et al. (2019), who emphasized that food quality significantly affects customer loyalty in the food delivery industry. The lowest-rated item, "The food delivery service delivers food that meets or exceeds customer expectations in terms of taste and presentation" (4.24), though still rated as "Very Satisfied," indicates that customers may occasionally feel the delivered food does not

fully meet their standards. This suggests that ensuring consistent food quality from partner restaurants or providers is vital to maintaining satisfaction.

For Customer Service Responsiveness, the average weighted mean was 4.30, indicating "Very Satisfied." The highest-rated item, "The food delivery service ensures customer safety in transactions" (4.53), underscores the importance customers place on secure payment and privacy. In contrast, the lowest-rated item, "The food delivery service effectively resolves customers' complaints and compensates for inconvenience" (4.18), highlights a weaker area. While this score still falls within the "Satisfied" range, it points to an opportunity for improvement in how complaints are handled. Studies, such as Rane et al. (2023), emphasize that effective complaint resolution fosters customer loyalty and mitigates the negative impacts of service failures.

The variable Delivery Accuracy had the highest overall satisfaction, with an average weighted mean of 4.33. The top-rated item, "The food delivery service ensures deliveries are made to the correct address without errors" (4.38), reflects customers' appreciation for accurate service execution. Conversely, the lowest-rated item, "The food delivery service accurately follows special instructions provided by customers" (4.30), indicates some instances where specific customer requests may not have been fully addressed. Hassan et al. (2023) emphasized that meeting special instructions is crucial for enhancing perceived service personalization and improving customer satisfaction.

The results highlight strong customer satisfaction across all variables with an overall rating of 4.30, but they also reveal opportunities for improvement in specific areas. For Delivery Time, increasing the number of carriers during busy periods could enhance timeliness. Addressing occasional errors in Accuracy of Order Fulfillment, particularly in ensuring error-free records, could further build customer trust. In terms of Item Quality, ensuring consistent food standards from partner providers is crucial to meeting customer expectations. Enhancing complaint resolution processes within Customer Service Responsiveness could improve how customers perceive the service, particularly when issues arise. Finally, for Delivery Accuracy, ensuring that special instructions are followed with precision can further personalize the service and satisfy customer needs.

Table 3: Challenges encountered in Customer Satisfaction

Indicators	Weighted Mean	Verbal Description
1. The delivery service frequently fails to meet the estimated delivery times.	3.20	Normal
2. The delivery fee is unreasonably high considering the CCMCLCORTA and Tandag City area.	3.20	Normal
3. The delivery service accepts only a few ranges of delivery distances.	3.37	Normal
4. There is a lack of education and training for delivery personnel in food safety measures.	3.11	Normal
5. There is mislabeling or substitution of food items during delivery.	2.97	Normal
6. The customer service of the delivery service does not effectively resolve issues and queries.	2.96	Normal
7. There is mishandling of food upon delivery.	2.98	Normal
8. The variety and options of food items available for delivery are limited.	3.30	Normal
9. The food being delivered is not the same as advertised by the food delivery service.	2.96	Normal
10. The riders are rude.	2.62	Normal
Average Weighted Mean	**3.07**	**Normal**

Legend: 1.0 – 1.79 – Not Very Serious; 1.8 – 2.59 – Not Serious; 2.6 – 3.39 – Normal; 3.4 – 4.19 – Serious; 4.2 – 5 – Very Serious

The findings in table 3 indicate that the challenges encountered in customer satisfaction were generally rated as normal, with an overall weighted mean of 3.07. This suggests that while these challenges exist, they are not perceived as highly problematic by customers. However, certain areas, such as delivery distance limitations (3.37) and limited food options (3.30), received slightly higher ratings, indicating that customers may find these aspects somewhat restrictive. These results align with the study by Riaz et al. (2022), which highlighted that delivery radius constraints and lack of diverse food choices often contribute to moderate dissatisfaction among customers. Expanding delivery coverage and increasing menu options could improve service appeal.

In contrast, issues related to mislabeling or substitution of food items (2.97), ineffective customer service (2.96), and food not matching advertisements (2.96) were rated lower but still within the normal range. This suggests that while such errors occur, they do not significantly disrupt customer satisfaction. However, Peinkofer and Jin, (2023) emphasized that consistent inaccuracies in order fulfillment can erode trust over time, potentially leading to long-term dissatisfaction. Strengthening quality control measures and enhancing communication between restaurants and customers may help mitigate these concerns.

Interestingly, rider behavior (2.62) received the lowest rating among the challenges. This implies that rudeness among delivery personnel is not a major concern, contradicting findings by Uzir et al. (2021), who argued that customer interactions with delivery personnel significantly impact overall satisfaction. The relatively low rating could suggest that most delivery services maintain a professional workforce or that customer expectations regarding rider interactions are relatively low. However, occasional complaints about rudeness should not be ignored, as positive interactions contribute to a better customer experience.

The perception of high delivery fees (3.20) and delays in meeting estimated delivery times (3.20) also fell within the normal range. This suggests that while some customers consider these factors inconvenient, they do not significantly deter them from using delivery services. A study by Huang (2023) found that customers often tolerate higher fees and occasional delays if the overall service quality meets expectations. However, competitive pricing and efficient time management remain crucial in maintaining customer trust and loyalty.

Overall, while the challenges identified in the study were not deemed serious or very serious, they still present opportunities for improvement. Addressing delivery range limitations, expanding food options, improving order accuracy, and refining customer service strategies could enhance customer satisfaction further. The findings suggest that while current services are acceptable, there is room for optimization to ensure long-term competitiveness and customer retention.

6. Conclusions And Recommendations For Future Studies

This study aimed to assess customer satisfaction and identify the common challenges encountered in using online food delivery platforms. A quantitative survey method was employed to gather responses from users, focusing on key service quality dimensions and operational issues affecting their experience. Findings indicate that customers are generally very satisfied with the core services provided by food delivery platforms, especially in terms of timely delivery, accurate order fulfillment, and secure transactions. However, the study also uncovered recurring concerns such as limited delivery coverage, occasional service lapses, and areas in customer service that require improvement. These highlight the need for continuous refinement to maintain high satisfaction levels and strengthen customer trust. Future research may explore user experience through a qualitative lens to gain deeper insights into customer expectations. Studies comparing multiple delivery platforms, examining regional service disparities, or evaluating the role of emerging technologies like AI in food logistics could provide meaningful directions for enhancing service design and responsiveness in the evolving digital marketplace.

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