



QUALITY OF SERVICE PROVIDED BY THE FOOD ORDERING COMPANIES TOWARDS SATISFYING THE NEEDS OF THE CUSTOMERS WITH REFERENCE TO COIMBATORE CITY

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Abstract:

The rapid expansion of food ordering companies has revolutionized the dining experience by offering convenience and accessibility to consumers. This study aims to evaluate the quality of service provided by food ordering companies in Coimbatore, focusing on how effectively these services satisfy customer needs. Through a comprehensive survey of customers using various food delivery platforms, key aspects such as delivery speed, food quality, pricing, user interface, and customer service were analyzed. The findings reveal significant insights into customer satisfaction levels and the areas where food ordering companies can enhance their service offerings to improve customer retention and loyalty. This study contributes to a better understanding of consumer behaviour in the food delivery industry and offers recommendations for service optimization.

Key Words: Quality of Service, Customer Satisfaction, Food Ordering Companies, Food Delivery Platforms, Consumer Behaviour, Service Optimization.

Introduction:

The food delivery industry has experienced exponential growth over the past decade, driven by the increasing demand for convenience, digitalization, and lifestyle changes. In urban areas like Coimbatore, the adoption of food ordering platforms has significantly altered how consumers interact with restaurants. The ease of placing orders through mobile apps and websites has reshaped the traditional dining experience, allowing customers to access a variety of cuisines from the comfort of their homes.

With this growth, the expectations of customers have also evolved, with emphasis placed on not only the speed and accuracy of deliveries but also on the overall quality of service. Factors such as food freshness, pricing, user-friendly interfaces, delivery personnel behavior, and prompt issue resolution have become critical in defining the success of these platforms. Customer satisfaction now plays a pivotal role in the competitive food delivery market, where companies strive to retain loyalty by meeting or exceeding customer expectations.

This study aims to explore the quality of service provided by food ordering companies in Coimbatore, examining whether they effectively satisfy the diverse needs of their customers. By focusing on key service components such as delivery speed, food quality, customer service, and overall user experience, this research seeks to provide insights into customer satisfaction levels in Coimbatore's food delivery sector. Moreover, it identifies areas where improvements can be made to enhance the overall consumer experience. Understanding these dynamics will not only help food delivery companies to refine their operations but also contribute to the ongoing development of the online food service industry in Coimbatore.

Review of Literature:

Parasuraman, Zeithaml, & Berry (1985) introduced the SERVQUAL model to assess service quality across various industries, including food services. The model focuses on five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Their study highlights that customer satisfaction is closely linked to perceived service quality. In the context of food delivery, these dimensions can be used to evaluate how well companies meet customer needs in areas like delivery speed, customer interaction, and food quality.

Mehta, Lalwani, & Han (2000) emphasized the significance of perceived service quality in the food industry. Their research demonstrated that factors such as timeliness, accuracy of order, and the overall experience play a crucial role in shaping customer satisfaction. For food delivery companies, understanding these service touchpoints is essential to enhance customer loyalty and retention, especially in competitive markets like Coimbatore.

Almohaimmed (2020) conducted a study on customer satisfaction with online food delivery platforms in Saudi Arabia, revealing that the ease of use of apps, delivery speed, and food freshness were the most influential factors for customer satisfaction. This research aligns with the current study by highlighting similar factors in Coimbatore, where technology and customer expectations are rapidly shaping the food delivery landscape.

Fasli & Agrahari (2021) examined the impact of customer service and app interface design on the overall satisfaction of food delivery customers in India. Their findings indicate that user-friendly interfaces and efficient customer support can significantly improve the perception of service quality. This study is particularly relevant to the Coimbatore market, where tech-savvy customers demand seamless digital experiences alongside timely food deliveries.

Cheng, Chen, & Hsu (2021) investigated the influence of social media reviews on food delivery services in Taiwan, finding that positive online feedback plays a major role in shaping customer expectations and trust. In Coimbatore, where social media usage is prevalent, companies that maintain a strong online presence with positive reviews are more likely to build customer loyalty and improve their service reputation.

Anjani & Daryanto (2022) studied food delivery services in Southeast Asia and concluded that delivery speed and food quality are the top priorities for customers. They also noted that service failures, such as wrong orders or late deliveries, have a

lasting negative impact on customer satisfaction. These insights are applicable to the Coimbatore market, where similar expectations exist, and companies need to continuously improve to remain competitive.

Statement of the Problem:

The rapid growth of food ordering companies in Coimbatore has transformed the dining experience, offering convenience and accessibility. However, with increasing competition, these companies face the challenge of consistently meeting customer expectations. Issues such as delayed deliveries, inaccurate orders, food quality concerns, and poor customer service can negatively impact customer satisfaction. Despite the popularity of these services, there is a need to assess whether food ordering companies in Coimbatore are effectively addressing the needs and preferences of their customers to ensure high-quality service and long-term customer loyalty. This study aims to investigate the gaps in service quality and identify areas for improvement to enhance customer satisfaction.

Scope of the Study:

The scope of this study is to assess the quality of service provided by food ordering companies in Coimbatore and how well they meet the needs and expectations of their customers. The study focuses on various factors influencing customer satisfaction, such as delivery speed, food quality, pricing, ease of use of the platforms, and customer service. By analyzing feedback from customers using different food ordering platforms, the research aims to identify key strengths and weaknesses in the services offered. The findings of this study will provide valuable insights for food delivery companies in Coimbatore to improve their service quality and enhance customer satisfaction. Additionally, it will help businesses understand consumer behavior and preferences in the growing food delivery market.

Objectives of the Study:

- To assess the overall quality of service provided by food ordering companies in Coimbatore, focusing on key factors such as delivery speed, food quality, and customer service.
- To analyze the level of customer satisfaction with food ordering platforms in Coimbatore and identify the primary factors influencing their satisfaction.
- To identify the gaps between customer expectations and the services provided by food delivery companies.
- To provide recommendations for improving the quality of service to better meet customer needs and enhance their overall experience with food ordering platforms in Coimbatore.

Research Methodology:

Type of Research:

The research is descriptive in nature, focusing on assessing the quality of service provided by food ordering companies in Coimbatore. The study aims to gather detailed information about customer satisfaction and service quality, identifying key factors that influence the overall customer experience.

Source of Data Collection:

Primary Data:

The primary data is collected through a structured questionnaire distributed to customers who have used food ordering platforms in Coimbatore. The questionnaire is designed to gather information on customer satisfaction, service quality, and areas for improvement.

Secondary Data:

Secondary data is collected from various sources, including websites, academic journals, and reports related to the food delivery industry. These sources provide background information and support the analysis of customer satisfaction trends and service quality benchmarks.

Type of Sampling:

The study employs simple random sampling to select participants. This method ensures that every customer who uses food delivery services in Coimbatore has an equal chance of being selected, providing a diverse and unbiased sample for the research.

Sample Size:

The sample size for the study is 150 respondents, representing customers who use food ordering platforms in Coimbatore. This sample size is deemed sufficient to provide a representative view of customer satisfaction in the region.

Tools Used for the Study:

This tool is used to analyze the responses from the questionnaire, providing insights into the distribution of customer opinions across different service quality factors.

Descriptive statistics are used to summarize the data, giving a clear understanding of the average levels of customer satisfaction and the overall service quality provided by food delivery companies.

One-way ANOVA is employed to compare customer satisfaction levels across different variables, such as delivery speed, food quality, and customer service. It helps identify significant differences between groups and factors impacting overall satisfaction.

Limitations of the Study:

- The study focuses only on customers in Coimbatore, which may limit the generalizability of the findings to other regions with different customer expectations and market conditions.
- The study relies on self-reported data from customers, which may be subject to bias or inaccuracies, as respondents might not always provide truthful or accurate feedback.
- The data collection process was conducted over a limited period, which may not capture the full range of customer experiences or reflect seasonal variations in service quality.

- The study focuses on specific factors like delivery speed, food quality, and customer service, potentially overlooking other variables such as promotional offers, pricing strategies, and brand loyalty that could influence customer satisfaction.

Data Analysis and Interpretation:

Percentage Analysis:

| Demographic Variables | Particulars | Frequency | Percent |
|---|-----------------------|-----------|---------|
| Age | 18-25 Years | 51 | 34 |
| | 26-35 Years | 60 | 40 |
| | 36-45 Years | 29 | 19.3 |
| | 46 and above | 10 | 6.7 |
| Gender | Male | 82 | 54.7 |
| | Female | 68 | 45.3 |
| Occupation | Student | 15 | 10 |
| | Employed | 69 | 46 |
| | Self-employed | 31 | 20.7 |
| | Homemaker | 20 | 13.3 |
| | Other | 15 | 10 |
| Monthly Income | Below Rs.20,000 | 27 | 18 |
| | Rs.20,001 - Rs.40,000 | 75 | 50 |
| | R.40,001 - Rs.60,000 | 44 | 29.3 |
| | Rs.60,001 and above | 4 | 2.7 |
| Frequency of Using Food Delivery Services | Daily | 39 | 26 |
| | Weekly | 70 | 46.7 |
| | Monthly | 24 | 16 |
| | Occasionally | 17 | 11.3 |
| Preferred Food Delivery Platform | Swiggy | 41 | 27.3 |
| | Zomato | 54 | 36 |
| | Uber Eats | 39 | 26 |
| | Other | 16 | 10.7 |
| Total | | 150 | 100 |

- Age:** The majority of respondents (40%) fall within the 26-35 years age group, followed by 34% in the 18-25 years group, indicating that young adults are the dominant users of food delivery services. Only 6.7% of respondents are aged 46 and above.
- Gender:** A slight majority of the respondents are male (54.7%), while females account for 45.3%.
- Occupation:** A significant proportion of the respondents (46%) are employed, followed by self-employed individuals (20.7%) and homemakers (13.3%). Students make up 10%, and the remaining 10% fall under other categories.
- Monthly Income:** Half of the respondents (50%) earn between Rs. 20,001 and Rs. 40,000, while 29.3% earn between Rs. 40,001 and Rs. 60,000. Only 2.7% of respondents earn above Rs. 60,001.
- Frequency of Using Food Delivery Services:** The majority (46.7%) of respondents use food delivery services weekly, followed by 26% who use it daily. A smaller percentage use the service monthly (16%) or occasionally (11.3%).
- Preferred Food Delivery Platform:** Zomato is the most preferred food delivery platform, used by 36% of respondents, followed by Swiggy (27.3%) and Uber Eats (26%). Other platforms account for 10.7% of usage.

Descriptive Statistics for Various Dimensions:

| | | N | Mean | SD |
|--------------------------------|---|-----|------|-------|
| Delivery Speed | The food is delivered within the promised time. | 150 | 2.75 | 1.372 |
| | I am satisfied with the speed of delivery | 150 | 2.6 | 1.248 |
| Food Quality | The quality of food delivered meets my expectations | 150 | 2.64 | 1.406 |
| | The food is delivered fresh and in good condition | 150 | 2.47 | 1.235 |
| | The packaging of the food is appropriate and secure. | 150 | 2.49 | 1.23 |
| Customer Service | Customer service is responsive and helpful | 150 | 2.86 | 1.311 |
| | Issues related to orders are resolved efficiently | 150 | 3.09 | 1.285 |
| User Interface and Ease of Use | The food ordering app/platform is easy to navigate | 150 | 3.38 | 1.359 |
| | The ordering process is smooth and efficient | 150 | 2.39 | 1.111 |
| | I find the payment options on the app/platform to be convenient | 150 | 2.51 | 1.145 |
| Pricing and Value for Money | The prices charged are reasonable for the service provided | 150 | 2.79 | 1.382 |
| | I believe the food delivery platform offers good value for money | 150 | 2.93 | 1.369 |
| Reliability | I can rely on the food delivery platform for accurate order fulfillment | 150 | 2.6 | 1.259 |
| | The food ordering platform rarely makes mistakes with my orders. | 150 | 3.06 | 1.286 |
| Overall Satisfaction | I am satisfied with the services provided by the food delivery platform | 150 | 2.71 | 1.333 |
| | I would recommend this food delivery platform to others. | 150 | 2.9 | 1.432 |

The descriptive statistics indicate that respondents' overall satisfaction with various aspects of food delivery services in

Coimbatore is moderate to low. Delivery speed received a mean score of 2.75, with satisfaction regarding delivery speed slightly lower at 2.60, indicating room for improvement. Food quality dimensions, including freshness and packaging, also scored below average, with mean scores around 2.47 to 2.64. Customer service had mixed results, with responsiveness rated 2.86 and issue resolution rated higher at 3.09. The user interface was the most positively rated dimension, with ease of navigation scoring 3.38, but efficiency and payment convenience were rated lower, around 2.39 to 2.51. Pricing and value for money received moderate satisfaction, with scores around 2.79 to 2.93. Reliability in order fulfillment and accuracy showed varied results, with means ranging from 2.60 to 3.06. Overall satisfaction was moderate, with a score of 2.71, while recommendations had a mean score of 2.90, suggesting that customers are somewhat satisfied but feel there are areas for improvement, particularly in speed, food quality, and pricing.

Comparison between Age of the Respondents and Various Dimensions of the Study:

There is a significance difference between age of the respondents and various dimensions of the study

| | Age of the Respondents | N | Mean | SD | F | Sig |
|--------------------------------|------------------------|-----|------|-------|-------|-------|
| Delivery Speed | 18-25 Years | 51 | 2.97 | 1.218 | 2.326 | 0.077 |
| | 26-35 Years | 60 | 2.62 | 1.047 | | |
| | 36-45 Years | 29 | 2.36 | 0.925 | | |
| | 46 and above | 10 | 2.4 | 1.049 | | |
| | Total | 150 | 2.67 | 1.102 | | |
| Food Quality | 18-25 Years | 51 | 2.72 | 0.793 | 3.048 | 0.031 |
| | 26-35 Years | 60 | 2.54 | 0.793 | | |
| | 36-45 Years | 29 | 2.2 | 0.574 | | |
| | 46 and above | 10 | 2.5 | 0.612 | | |
| | Total | 150 | 2.53 | 0.761 | | |
| Customer Service | 18-25 Years | 51 | 2.94 | 1.023 | 0.072 | 0.975 |
| | 26-35 Years | 60 | 3.01 | 0.923 | | |
| | 36-45 Years | 29 | 2.98 | 0.807 | | |
| | 46 and above | 10 | 2.9 | 0.615 | | |
| | Total | 150 | 2.97 | 0.914 | | |
| User Interface and Ease of Use | 18-25 Years | 51 | 2.58 | 0.857 | 3.066 | 0.03 |
| | 26-35 Years | 60 | 2.76 | 0.838 | | |
| | 36-45 Years | 29 | 3.13 | 0.545 | | |
| | 46 and above | 10 | 2.67 | 0.703 | | |
| | Total | 150 | 2.76 | 0.805 | | |
| Pricing and Value for Money | 18-25 Years | 51 | 3.07 | 0.985 | 2.033 | 0.112 |
| | 26-35 Years | 60 | 2.79 | 0.88 | | |
| | 36-45 Years | 29 | 2.83 | 0.859 | | |
| | 46 and above | 10 | 2.35 | 0.944 | | |
| | Total | 150 | 2.86 | 0.927 | | |
| Reliability | 18-25 Years | 51 | 2.99 | 0.946 | 1.142 | 0.334 |
| | 26-35 Years | 60 | 2.8 | 0.85 | | |
| | 36-45 Years | 29 | 2.64 | 0.778 | | |
| | 46 and above | 10 | 2.75 | 0.486 | | |
| | Total | 150 | 2.83 | 0.855 | | |
| Overall Satisfaction | 18-25 Years | 51 | 2.71 | 1.04 | 0.462 | 0.71 |
| | 26-35 Years | 60 | 2.9 | 0.906 | | |
| | 36-45 Years | 29 | 2.84 | 1.07 | | |
| | 46 and above | 10 | 2.65 | 0.784 | | |
| | Total | 150 | 2.81 | 0.974 | | |

The analysis of variance (ANOVA) results reveal some differences in customer satisfaction across age groups for specific service dimensions in food delivery. While delivery speed showed slight differences across age groups, the results were not statistically significant ($p = 0.077$). However, for food quality ($p = 0.031$) and user interface and ease of use ($p = 0.030$), significant differences were observed, indicating that satisfaction with these aspects varies among different age groups. Younger respondents (18-25 years) tended to rate food quality and ease of use slightly higher than older groups. Other factors like customer service, pricing, reliability, and overall satisfaction showed no significant differences across age groups, with p -values greater than 0.05, indicating that satisfaction levels for these dimensions remain relatively consistent regardless of the respondent's age. Overall, while some age-related variations exist, particularly in food quality and user interface, the satisfaction across other dimensions is generally stable across different age groups.

Comparison between Frequency of Using Food Delivery Services and Various Dimensions:

There is a significance difference between frequency of using food delivery services and various dimensions

| | Frequency of Using Food Delivery Services | N | Mean | SD | F | Sig |
|----------------|---|----|------|-------|-------|-------|
| Delivery Speed | Daily | 39 | 2.81 | 1.249 | 0.344 | 0.793 |
| | Weekly | 70 | 2.65 | 1.091 | | |
| | Monthly | 24 | 2.65 | 0.915 | | |
| | Occasionally | 17 | 2.5 | 1.09 | | |

| | | | | | | |
|--------------------------------|--------------|-----|------|-------|-------|-------|
| | Total | 150 | 2.67 | 1.102 | | |
| Food Quality | Daily | 39 | 2.72 | 0.665 | 1.46 | 0.228 |
| | Weekly | 70 | 2.5 | 0.792 | | |
| | Monthly | 24 | 2.32 | 0.86 | | |
| | Occasionally | 17 | 2.55 | 0.645 | | |
| | Total | 150 | 2.53 | 0.761 | | |
| Customer Service | Daily | 39 | 2.95 | 0.937 | 0.437 | 0.727 |
| | Weekly | 70 | 2.91 | 0.91 | | |
| | Monthly | 24 | 3.13 | 0.824 | | |
| | Occasionally | 17 | 3.09 | 1.034 | | |
| | Total | 150 | 2.97 | 0.914 | | |
| User Interface and Ease of Use | Daily | 39 | 2.62 | 0.925 | 2.304 | 0.079 |
| | Weekly | 70 | 2.93 | 0.733 | | |
| | Monthly | 24 | 2.69 | 0.702 | | |
| | Occasionally | 17 | 2.47 | 0.842 | | |
| | Total | 150 | 2.76 | 0.805 | | |
| Pricing and Value for Money | Daily | 39 | 2.96 | 0.899 | 0.542 | 0.654 |
| | Weekly | 70 | 2.87 | 0.966 | | |
| | Monthly | 24 | 2.85 | 0.961 | | |
| | Occasionally | 17 | 2.62 | 0.801 | | |
| | Total | 150 | 2.86 | 0.927 | | |
| Reliability | Daily | 39 | 2.87 | 0.908 | 0.273 | 0.845 |
| | Weekly | 70 | 2.86 | 0.785 | | |
| | Monthly | 24 | 2.69 | 0.845 | | |
| | Occasionally | 17 | 2.82 | 1.06 | | |
| | Total | 150 | 2.83 | 0.855 | | |
| Overall Satisfaction | Daily | 39 | 2.94 | 1.046 | 1.046 | 0.374 |
| | Weekly | 70 | 2.81 | 1.001 | | |
| | Monthly | 24 | 2.85 | 0.759 | | |
| | Occasionally | 17 | 2.44 | 0.95 | | |
| | Total | 150 | 2.81 | 0.974 | | |

The ANOVA results show that there are no statistically significant differences in customer satisfaction across different frequencies of food delivery service usage for all measured dimensions, as indicated by p-values greater than 0.05.

- Delivery Speed: Daily users (mean = 2.81) rate delivery speed slightly higher than occasional users (mean = 2.50), but this difference is not statistically significant ($p = 0.793$).
- Food Quality: Daily users give a higher rating (mean = 2.72) than monthly users (mean = 2.32), but the difference is not significant ($p = 0.228$).
- Customer Service: The satisfaction with customer service is slightly higher for monthly users (mean = 3.13) compared to daily users (mean = 2.95), but the difference is not significant ($p = 0.727$).
- User Interface and Ease of Use: Weekly users (mean = 2.93) rate the ease of use of the platform higher than daily users (mean = 2.62), but this difference is marginally insignificant ($p = 0.079$).
- Pricing and Value for Money: Daily users (mean = 2.96) rate value for money slightly higher than occasional users (mean = 2.62), but this difference is not statistically significant ($p = 0.654$).
- Reliability: There are minimal differences in ratings of reliability across groups, with daily users rating it 2.87 and monthly users rating it 2.69 ($p = 0.845$).
- Overall Satisfaction: Daily users have a slightly higher overall satisfaction (mean = 2.94) compared to occasional users (mean = 2.44), but the difference is not significant ($p = 0.374$).

Comparison between Preferred Food Delivery Platform and Various Dimensions:

There is a significance difference between Preferred Food Delivery Platform and various dimensions

| | Preferred Food Delivery Platform | N | Mean | SD | F | Sig |
|------------------|----------------------------------|-----|------|-------|-------|-------|
| Delivery Speed | Swiggy | 41 | 2.82 | 1.213 | 0.332 | 0.802 |
| | Zomato | 54 | 2.63 | 1.029 | | |
| | Uber Eats | 39 | 2.63 | 1.11 | | |
| | Other | 16 | 2.56 | 1.094 | | |
| | Total | 150 | 2.67 | 1.102 | | |
| Food Quality | Swiggy | 41 | 2.68 | 0.722 | 1.406 | 0.244 |
| | Zomato | 54 | 2.58 | 0.73 | | |
| | Uber Eats | 39 | 2.37 | 0.872 | | |
| | Other | 16 | 2.4 | 0.622 | | |
| | Total | 150 | 2.53 | 0.761 | | |
| Customer Service | Swiggy | 41 | 3.02 | 0.942 | 0.173 | 0.914 |
| | Zomato | 54 | 2.99 | 0.774 | | |

| | | | | | | |
|--------------------------------|-----------|-----|------|-------|-------|-------|
| | Uber Eats | 39 | 2.88 | 1.048 | | |
| | Other | 16 | 3 | 1 | | |
| | Total | 150 | 2.97 | 0.914 | | |
| User Interface and Ease of Use | Swiggy | 41 | 2.69 | 0.884 | 1.125 | 0.341 |
| | Zomato | 54 | 2.72 | 0.765 | | |
| | Uber Eats | 39 | 2.76 | 0.813 | | |
| | Other | 16 | 3.1 | 0.684 | | |
| | Total | 150 | 2.76 | 0.805 | | |
| Pricing and Value for Money | Swiggy | 41 | 2.7 | 0.79 | 0.998 | 0.396 |
| | Zomato | 54 | 2.83 | 0.863 | | |
| | Uber Eats | 39 | 3 | 1.118 | | |
| | Other | 16 | 3.06 | 0.946 | | |
| | Total | 150 | 2.86 | 0.927 | | |
| Reliability | Swiggy | 41 | 2.84 | 0.745 | 0.42 | 0.739 |
| | Zomato | 54 | 2.82 | 0.875 | | |
| | Uber Eats | 39 | 2.91 | 0.91 | | |
| | Other | 16 | 2.63 | 0.957 | | |
| | Total | 150 | 2.83 | 0.855 | | |
| Overall Satisfaction | Swiggy | 41 | 2.78 | 0.975 | 0.448 | 0.719 |
| | Zomato | 54 | 2.84 | 0.97 | | |
| | Uber Eats | 39 | 2.88 | 0.996 | | |
| | Other | 16 | 2.56 | 0.981 | | |
| | Total | 150 | 2.81 | 0.974 | | |

The ANOVA results indicate that there are no statistically significant differences in customer satisfaction across different food delivery platforms (Swiggy, Zomato, Uber Eats, and others) for all measured dimensions, as evidenced by p-values greater than 0.05.

- Delivery Speed: Swiggy users rated delivery speed the highest (mean = 2.82), while users of other platforms rated it slightly lower (mean = 2.56), but the difference is not significant ($p = 0.802$).
- Food Quality: Swiggy users also rated food quality higher (mean = 2.68) compared to Uber Eats (mean = 2.37) and other platforms (mean = 2.40), but this difference is not statistically significant ($p = 0.244$).
- Customer Service: Customer service satisfaction is quite similar across all platforms, with Swiggy (mean = 3.02), Zomato (mean = 2.99), Uber Eats (mean = 2.88), and other platforms (mean = 3.00) showing minimal variation ($p = 0.914$).
- User Interface and Ease of Use: Other platforms had the highest rating (mean = 3.10), while Swiggy users rated it at 2.69, but the difference was not statistically significant ($p = 0.341$).
- Pricing and Value for Money: Uber Eats (mean = 3.00) and other platforms (mean = 3.06) had higher ratings compared to Swiggy (mean = 2.70), but again, the differences were not significant ($p = 0.396$).
- Reliability: Uber Eats had the highest reliability score (mean = 2.91), followed closely by Swiggy (mean = 2.84), but there was no significant difference between platforms ($p = 0.739$).
- Overall Satisfaction: Overall satisfaction scores were fairly consistent across platforms, with Swiggy (mean = 2.78), Zomato (mean = 2.84), Uber Eats (mean = 2.88), and other platforms (mean = 2.56), and no significant differences were found ($p = 0.719$).

Findings:

- The majority of respondents (40%) fall in the age group of 26-35 years, indicating that young adults are the dominant users of food delivery services.
- In terms of gender, a slight majority (54.7%) are male. Regarding occupation, the largest group of respondents (46%) are employed, highlighting that working professionals are the primary users of these services.
- In terms of monthly income, half of the respondents (50%) earn between Rs. 20,001 and Rs. 40,000, representing the majority income group.
- When it comes to the frequency of using food delivery services, most respondents (46.7%) use these services weekly.
- Zomato is the most preferred food delivery platform, used by 36% of respondents, followed by Swiggy with 27.3% of users.
- There are no significant differences in customer satisfaction across different usage frequencies, indicating that the frequency of using food delivery services does not significantly impact satisfaction levels in delivery speed, food quality, customer service, user interface, pricing, reliability, or overall satisfaction.
- There are no significant differences in customer satisfaction across the various food delivery platforms for any of the service dimensions, indicating that user experiences with delivery speed, food quality, customer service, interface, pricing, reliability, and overall satisfaction are relatively similar across Swiggy, Zomato, Uber Eats, and other platforms.

Suggestions:

- Improve Delivery Speed: Although there are no significant differences in satisfaction levels across platforms, delivery speed remains a critical factor for customer satisfaction. Food delivery companies should explore strategies such as optimizing delivery routes, increasing delivery personnel, and partnering with more local restaurants to reduce delivery times.

- **Enhance Food Quality and Packaging:** Since food quality and packaging are essential for a positive customer experience, food delivery platforms should focus on ensuring that food is consistently delivered fresh and well-packaged. Regular checks and quality control measures at restaurants can help maintain standards.
- **Target Working Professionals:** With the majority of users being young, employed individuals, food delivery companies can tailor marketing campaigns to this demographic. Offering convenient, quick meal options, lunch deals, or subscription services for busy professionals could enhance user engagement.
- **Leverage Weekly User Base:** As most respondents use food delivery services weekly, companies can introduce loyalty programs, discounts, or special promotions for frequent users to maintain their interest and encourage continued use of the platform.
- **Improve User Interface and Experience:** While satisfaction with the user interface is generally positive, further improving app design, making navigation more intuitive, and enhancing the overall user experience could differentiate one platform from another in a competitive market.
- **Pricing and Value for Money:** As pricing is a critical factor for customers, platforms could offer more value-driven options such as bundled deals, discounts for bulk orders, or reduced delivery fees during non-peak hours to improve perceived value.
- **Focus on Consistency Across Platforms:** Although satisfaction levels are similar across platforms, food delivery companies should ensure consistency in delivery speed, food quality, and customer service to maintain a competitive edge and retain customers. Periodic feedback collection and improvements based on customer insights can help ensure high-quality service.
- **Explore Differentiation Strategies:** Since customer satisfaction is relatively similar across platforms, companies may want to explore unique offerings, such as eco-friendly packaging, health-conscious menu options, or personalized meal recommendations, to stand out from competitors and attract a more diverse customer base.

Conclusion:

The study reveals that young adults, particularly those aged 26-35 years and predominantly employed professionals, are the primary users of food delivery services in Coimbatore. The majority of respondents prefer using these services on a weekly basis, with Zomato and Swiggy being the most popular platforms. Customer satisfaction across different usage frequencies and platforms is consistent, indicating that factors like delivery speed, food quality, customer service, and pricing are perceived similarly by users, regardless of how often they use the services or which platform they choose.

While no significant differences were found in satisfaction levels across platforms or frequency of use, food delivery companies can still explore areas for improvement, such as enhancing delivery speed, food quality, and user experience, to further elevate customer satisfaction. Consistency in service quality, along with targeted marketing strategies for frequent users and working professionals, will be key to maintaining customer loyalty and growing in an increasingly competitive market.

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