

# Fast-Food Delivery Service: A study of the determining factors that affect Consumer's Satisfaction in Dasmariñas City, Cavite

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DOI: <https://doi.org/10.5281/zenodo.10730730>

Published Date: 01-March-2024

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**Abstract:** This study investigates the factors influencing consumer satisfaction in fast-food delivery services in Dasmariñas City, Cavite. Utilizing a quantitative research approach, data was gathered through an online survey targeting residents who have utilized fast-food delivery apps. The study found that respondents, primarily young adults and students, reported high levels of satisfaction with both service and food quality. The research employed purposive sampling and Likert scale analysis to assess satisfaction levels. Results suggest that fast-food delivery services effectively meet customer expectations, particularly in handling requests, responsiveness, food taste, packaging, and delivery accuracy. These findings provide insights for stakeholders to enhance service quality and customer satisfaction in the fast-food delivery industry. The research results furnished enterprises with significant insights to augment their operational procedures and satisfy customer demands, consequently elevating Dasmariñas City's fast-food delivery services. Moreover, the research may have wider ramifications for the fast-food sector by offering context-neutral statistics regarding customer satisfaction and choices. The ultimate objective of the study is to provide fast-food delivery businesses with strategic decision-making tools that will improve productivity and client happiness.

**Keywords:** Fast-food delivery, Consumer satisfaction, Service quality, Food quality, Delivery Service.

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## 1. INTRODUCTION

The customer starts by clicking on the preferred restaurant, reviews the menu, chooses an item, and then chooses whether they want it delivered or picked up. You can then pay for your order when you pick it up at the restaurant using cash, a credit card, or a debit card by using the app or website. (What Is Online Food Delivery? | Definition & meaning, 2023) When the COVID-19 pandemic burst out, food delivery services were both timely and essential. We are all aware that to stop the spread of COVID-19, governments all over the world instituted lockdowns and social isolation policies. Many restaurants were forced to discontinue their dine-in services or reduce their seating options as a result. People were either unable to attend restaurants in person or were afraid to do so, which caused a spike in demand for food delivery. To reduce physical touch and prevent the spread of viruses, numerous food delivery firms have adopted contactless delivery options. During the pandemic, when people were attempting to limit direct contact with others, this was extremely alluring. From the fact that food delivery services started to gain popularity. GrabFood, FoodPanda, La La Food, Zomato, and other well-known restaurants have launched their own food service delivery applications that are only available for their menu items. Fast food chains like McDonald's, Greenwich, and Jollibee have also utilized their own food delivery services. The market

for online food delivery services consists primarily of domestic transactions for online food delivery services and related services (Research and Market, 2022). The market for online food delivery services is anticipated to rise from \$115.11 billion in 2021 to \$128.32 billion in 2022 at a compound annual growth rate (CAGR) of 11.5%. To reach \$159.46 billion in 2026, the market is projected to grow at a compound annual growth rate (CAGR) of 5.6%. Generally, food delivery services increased in demand among customers anywhere in the country when the pandemic suddenly hit. Users frequently utilize food delivery services because they are easy and straightforward to operate, according to data by Founders Guide (2019). The choice of what to order, when to have it delivered, and how to pay is conveniently up to the customer. However, there are drawbacks to using food delivery services that may reduce consumer satisfaction. In accordance with the Food Safety Act of 2013 (the "Food Safety Act"), food business owners must make sure that their products conform to all applicable food law regulations that are pertinent to their activities in the food supply chain and that they have regulate policies to prevent, completely remove, or lessen risks to consumers. It outlines the duties of food premises proprietors, other governmental organizations, and food safety regulatory agencies (FSRA). The objective of this study is to identify variables that influence customer satisfaction with the food service delivery process at the chosen fast-Food establishments located in Waltermart in the City of Dasmariñas. To determine which factor might have an impact on the CUSTOMER'S satisfaction, the research will emphasize the variables that could have an impact on the Consumer's contentment with the Food Service and its Food Quality after receiving the orders.

### **STATEMENT OF THE PROBLEM**

1. What are the participants' demographic profile in terms of:
  - a. Age
  - b. Gender
  - c. Employment background  
Allowance/monthly income
  - d. Place of residence
2. What is the participants' level of satisfaction in terms of:
  - a. Food Service
  - b. Food Quality
3. What is the cumulative level of satisfaction of the Fast-Food Delivery Service?
4. What guidelines for the food delivery process can be proposed to the establishments because of the study?

### ***Statement of Hypothesis***

**Alternate Hypothesis:** There are significant factors that affect the customer's satisfaction with the use of various Food Delivery Services.

## **2. LITERATURE REVIEW**

According to Faizar et al. (2021), Technology has changed the food delivery industry and contributed to changes in customer preferences. Consumers' reliance on technology has prompted them to purchase home-delivered meals online. Placing an order on a food delivery app need only a few clicks, therefore consumers prioritize convenience. The result of this analysis indicated that the factors influencing customer satisfaction with online meal delivery services are completely reliant on the quality of the meals ordered or obtained, food neatness, food cost when ordering food online and the connectivity of the system for food delivery services.

The most effective technique for clients to buy food is online delivery because all they need to do is wait at home. There seem to be, nevertheless, drawbacks that could affect customer satisfaction. One of them is that mishaps regularly happen when prepared food and refreshments are delivered. Another is that sometimes there are a lot of customers inside the restaurant, so you might have to wait a little while for your food when you order food online for delivery.

Based on Yoopetch et al.'s (2022) study, it has been found that online food ordering saves consumers time and assists businesses in acquiring new customers. There are several aspects that impact consumer satisfaction with this new innovative dining concept. The study shows that food quality increases customer satisfaction and consumer loyalty online. When food

is good, consumers repurchase it and recommend it to others. This demonstrates the importance of food quality in both physical restaurants and online food delivery businesses. Fast food restaurants and online food delivery services must provide food that meets the needs of consumers. Prioritize food appearance, taste, variety, and nutritional value. Food quality and perceived value are affected by the quality of food delivery services.

Utilizing various food delivery applications on a mobile phone is an innovative dining method and a great boost for the restaurant industry. As a result of the pandemic, consumers' lifestyles and consumption patterns have changed, and several restaurants have been forced to close due to a lack of regular clients. During the peak of the pandemic, food delivery apps were one of the most popular and significant alternatives for restaurants, allowing them to better serve their current customers and reach new consumers via food delivery apps. The number of users of food delivery applications has increased due to the increasing demand for new technologies. The study shows that food quality and delivery quality are the factors that influence customer satisfaction. The perception of food quality has significant effects that go beyond satisfaction. Food quality includes appearance, taste, and sanitary quality. The application for food delivery may need to carefully consider which restaurants to partner with on its platforms. Another factor is delivery quality, which includes the accuracy of the food delivered, whether it is packaged well and does not leak, and whether it arrives in good condition. These are some of the factors that affect customer satisfaction and indicators if they will re-use the application.

Platforms for online food delivery service connect restaurants and consumers. These partner restaurants show their menus on platforms to attract more customers, and customers can easily buy food online and have it delivered to their own homes. With this food delivery business, they encounter problems such as negative feedback. The study by Hong et al., 2016 shows that customers are dissatisfied with very slow meal delivery service, which affects customer satisfaction. When customers receive their food, it is often cold, and some find that their food has been compressed during delivery, which affects the quality of their food.

### CONCEPTUAL FRAMEWORK

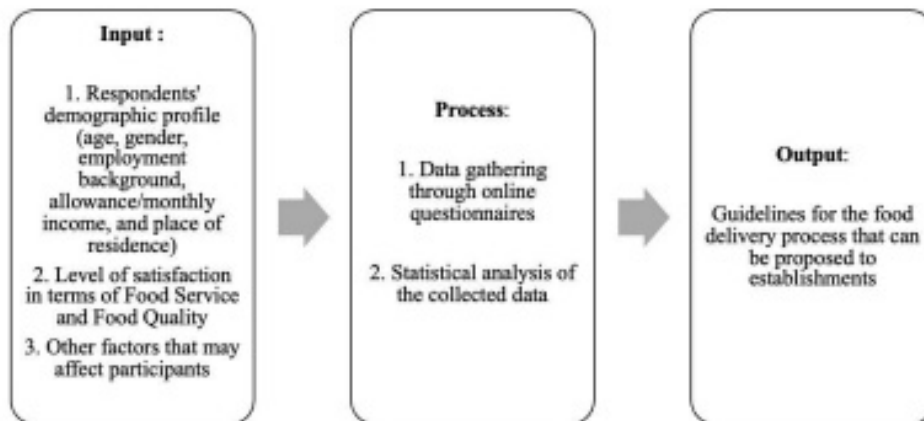


Fig 1

This research will utilize the Input-Process-Output (IPO) model as the conceptual framework. The input will encompass the necessary aspects for the initial stage of the study, such as the demographic profile of the respondents, including age, gender, employment background, allowance/monthly income, and place of residence. The second aspect is the level of satisfaction concerning Food Service and Food Quality. The third aspect involves exploring other factors that may influence the participants. The process includes data gathering through online questionnaires and statistical analysis of the data. The output will be a set of guidelines for enhancing the food delivery process. These guidelines can be proposed to food establishments to improve their overall service quality and customer satisfaction.

### 3. METHODOLOGY

This chapter will provide the information regarding the process of the researchers will partake in order to gather data from the chosen participants and resources. It provides necessary information as to what the researchers will decide to do in the research from research design and its appropriateness, instruments for data collection, as well as the chosen demographic of participants who will be needed in data collection. Lastly, this chapter will also discuss the methods used to analyze various data gathered during the research process.

### ***Research Design***

This research will utilize the Quantitative Research Method. It focuses on the statistically analyzed data that will be collected upon doing a survey and consists of numerical analysis to produce more accurate results from the data gathered. A survey questionnaire via Google Forms will be designed in a simple and explicit manner for the participants to gain easy understanding while answering. The survey questionnaire will be distributed via direct communication to the selected participants located in Dasmariñas City, Cavite.

### ***Research Locale***

The research will be conducted at Walter Mart Shopping Center Dasmariñas, located at Km. 30 Brgy. Burol, E. Aguinaldo Highway, Dasmariñas, Cavite. Walter Mart is a prominent retail chain in the Philippines, operating numerous supermarkets, department stores, and shopping centers across the country. In Dasmariñas, Cavite, the Walter Mart branch along Aguinaldo Highway serves as a popular shopping destination for both locals and visitors. The Walter Mart Dasmariñas branch hosts various establishments and restaurants that utilize different food delivery services, including Jollibee, McDonald's, KFC, and Mang Inasal. The researchers aim to conduct a study titled "The Fast-Food Delivery Service: An Examination of Determining Factors Affecting Consumer Satisfaction in Dasmariñas City, Cavite." This study will be carried out through an online survey targeting individuals who have experience with ordering from both fast food delivery apps and online food delivery apps at the Walter Mart Dasmariñas branch.

### ***Participants of the Study and Research Sampling***

People who eat at fast food restaurants and students who tried using a quicker food delivery service are the participants in our study. In line with the aims of the study, the researcher aims to collect 25 participants for each fast-food delivery service (Jollibee, McDonald's, KFC, and Mang Inasal), totaling 100 food delivery consumers who will respond to the online survey. Researchers will use a sampling technique to select their respondents. Sampling techniques help researchers choose their respondents by searching for many individuals and selecting specific respondents from it. Meanwhile, research participants were selected using the purposive technique. Purposive sampling, also known as judgmental, selective, or subjective sampling, is a type of non-probability sampling in which researchers can select members of a population based on their own judgement to participate in their surveys. This survey sampling method requires that researchers understand the purpose of their research to select and approach potential survey participants appropriately (Alchemer, 2021). Hence, the researchers will utilize purposive sampling to ensure that participants are residents of Dasmariñas, Cavite. Selected participants for the study will include individuals who have personally utilized fast food delivery apps and online food delivery platforms at the Walter Mart Dasmariñas branch.

### ***Research Instrument and Data Gathering Procedures***

The use of online forms will be utilized as an online survey for the target participants to answer various questions that need to be identified in the research. The researchers use the 4-point Likert scale to identify the Customer's Satisfaction based on their satisfaction and its factors on using Fast-Food Delivery Platforms in terms of the Food Service and the Food Quality. After selecting the target respondents to participate in the study, a google form will be disseminated, in which the respondents can get the access by clicking the URL that will be distributed through the respondents' preferred communication medium. The form will also be posted in various social media platforms should the lack of participants occur. The method used by the researchers of the questions is the Likert Scale for the participants to convey their answers based on their satisfaction and experience with the food delivery app. Following the completion and compilation of the survey results, the researcher analyzed each participant's response and, in accordance with the respondents' data privacy, the responses were transposed as data, while maintaining the respondents' demographic information.

### ***Data Treatment and Analysis***

The likert scale will be the one that the researchers are going to use in this study. A Likert scale is a widely known way to assess opinions, knowledge, interpretations, moral standards, and cognitive decline. A Likert-type scale is composed of a variety of assertions from which survey participants can measure their responses to interpretative questions. (McLeod, 2023)

As there are many different types of likert scales, the researchers will employ a 4-point likert scale in this research. There were no neutral responses from the participants, therefore the researchers chose to utilize this scale. On a scale of one to four, respondents score their level of agreement with a subject:

**Likert Scale**

3.50 – 4.00 Very Satisfied

2.50 – 3.49 Satisfied

(4) Very Satisfied with a range of 3.50 - 4.00;

(3) Satisfied with a range of 2.50 - 3.49;

(2) Dissatisfied 1.50 - 2.49;

(1) Very Dissatisfied with a range of 1.00 -1.49.

The mean will be calculated using the average of the overall distribution of the respondents' responses on a likert scale survey. Every mean was verbally interpreted using a 4-point likert scale. To solve the mean, the researchers will gather all the data and then add all the responses of the participants. After adding all the responses of the participants, the overall data will be divided for the total mean of the respondents.

**4. PRESENTATION ANALYSIS AND INTERPRETATION OF DATA**

**Demographic profile of the respondent’s**

**Table 1.0 Age**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
19 and below	17	15.7 %
20-30 years old	61	56.5 %
31-40 years old	7	6.5 %
41-50 years old	19	17.6 %
51-60 years old	4	3.7 %
Total	108	100

Table 1.0 shows the demographic profile of the respondents based on age. The data indicates that the majority of respondents, are (56.5%) fall within the 20-30 age range, highlighting a significant representation of young adults. Other age groups include 19 and below (15.7%), 31-40 years old (6.5%), 41-50 years old (17.6%), and 51-60 years old (3.7%). This distribution across different age groups provides insights into the age diversity among the respondents and helps contextualize their perspectives and experiences with fast-food delivery services.

**Table 1.1 Gender**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Female	64	59.3 %
Male	44	40.7 %
Total	108	100

Table 1.1 shows the gender distribution among the respondents. It indicates that a slightly higher proportion of females (59.3%) participated compared to males (40.7%). This distribution sheds light on the gender representation among individuals who have experience with fast-food delivery services in the area.

**Table 1. 2 Employment background**

<b>What is your current employment background?</b>	<b>Frequency</b>	<b>Percentage</b>
Employed full-time	17	15.7 %
Employed part-time	10	9.3 %
Self-employed	12	11.1 %
Student	56	51.9 %
Unemployed	13	12.0 %
Total	108	100

Table 1.2 provides insights into the employment background of the respondents. The majority of respondents identify as students (51.9%), followed by those who are unemployed (12.0%) and employed part-time (9.3%). Additionally, there is a notable percentage of respondents who are employed full-time (15.7%) or self-employed (11.1%). The diverse employment backgrounds among respondents give us a better understanding of how employment background may influence perspectives on fast-food delivery services.

**Table 1.3 Allowance/monthly income**

Monthly Income/Allowance	Frequency	Percentage
Above ₱40,000	6	5.6 %
Below ₱10,000	60	55.6 %
₱10,000-₱20,000	21	19.4 %
₱20,001-₱30,000	16	14.8 %
₱30,001-₱40,000	5	4.6 %
Total	108	

Table 1.3 presents the monthly income or allowance of respondents. The majority (55.6%) earn below ₱10,000. Additionally, (19.4%) fall within the ₱10,000 to ₱20,000 range, (14.8%) between ₱20,000 to ₱30,000, and (4.6%) between ₱30,000 to ₱40,000. Only a small percentage (5.6%) earn above ₱40,000. These figures underscore the financial diversity among respondents and how it may impact their perceptions and behaviors regarding fast-food delivery services.

**Table 1.4 Place of residence**

Place of residence	Frequency	Percentage
Nearby town/city	18	16.7 %
Outside Cavite province	1	0.9 %
Within Dasmariñas	89	82.4 %
Total	108	100

Table 1.4 illustrates where respondents live. The majority (82.4%) are from Dasmariñas, which is the primary focus of the study. Some (16.7%) live in nearby towns or cities, while only a few (0.9%) are from outside Cavite province. This helps the researchers understand that the study is centered around Dasmariñas and the surrounding areas, providing insight into the community's views on fast-food delivery services.

**FOOD SERVICE QUALITY**

**Table 2.0 Service Quality**

Service Quality	JOLLIBEE	Verbal Interpretation	Kfc	Verbal Interpretation	Manginasa	Verbal Interpretation	Mcdonalds	Verbal Interpretation
The handling of requests regarding my ordered food meets my satisfaction.	3.31	Satisfied	3.3	Satisfied	3.32	Satisfied	3.41	Satisfied
The responses to my concerns or inquiries were handled effectively.	3.35	Satisfied	3.26	Satisfied	3.32	Satisfied	3.41	Satisfied
The quality and attitude of the delivery riders met my satisfaction.	3.46	Satisfied	3.44	Satisfied	3.54	Very Satisfied	3.59	Very Satisfied
The estimated delivery time provided is usually accurate and reliable.	3.35	Satisfied	3.52	Very Satisfied	3.43	Satisfied	3.44	Satisfied
The proper handling of food placed in the delivery box ensures that my order arrives intact and fresh.	3.31	Satisfied	3.48	Satisfied	3.46	Satisfied	3.63	Very Satisfied
The delivery riders demonstrate caution and care when delivering my order.	3.38	Satisfied	3.59	Very Satisfied	3.5	Very Satisfied	3.63	Very Satisfied
<b>Overall Satisfaction of the service Quality</b>	<b>3.36</b>	<b>High Satisfaction</b>	<b>3.43</b>	<b>High Satisfaction</b>	<b>3.43</b>	<b>High Satisfaction</b>	<b>3.52</b>	<b>Very High Satisfaction</b>

In analyzing the data collected by researchers at the Walter Dasmariñas fast food restaurant, it is evident that every fast food establishment successfully meets the needs of its customers through verbal interpretation of questions 1-6. The data displayed illustrates the general satisfaction levels with the service quality offered by fast food delivery providers. The mean scores reflect the extent of satisfaction customers experience with different aspects of the service quality. In conclusion, it is apparent that each fast-food establishment receives high satisfaction ratings for their service quality, ultimately enhancing the overall satisfaction of consumers.



**Food Quality**

**Table 2.1 Food Quality**

Food Quality	JOLLIBEE	Verbal Interpretation	Kfc	Verbal Interpretation	Manginasa	Verbal Interpretation	Mcdonalds	Verbal Interpretation
The overall taste, texture, and appearance of the food delivered.	3.35	Satisfied	3.22	Satisfied	3.32	Satisfied	3.52	Very Satisfied
The accuracy in including all components of my order is consistent and meets my satisfaction.	3.19	Satisfied	3.22	Satisfied	3.29	Satisfied	3.33	Satisfied
The packaging ensures that my food arrives neat, secure, and in good condition.	3.35	Satisfied	3.22	Satisfied	3.54	Very Satisfied	3.48	Satisfied
The freshness of the ingredients used in preparing the food.	3.35	Satisfied	3.11	Satisfied	3.29	Satisfied	3.37	Satisfied
The temperature of the food upon delivery, ensuring it is delivered hot or cold as appropriate.	3.35	Satisfied	3.11	Satisfied	3.18	Satisfied	3.33	Satisfied
The presentation of food in the packaging meets my satisfaction.	3.35	Satisfied	3.26	Satisfied	3.36	Satisfied	3.44	Satisfied
Overall Satisfaction of the food quality	3.32	High Satisfaction	3.19	High Satisfaction	3.33	High Satisfaction	3.41	High Satisfaction

In analyzing the data collected by researchers at the fast food restaurant Walter Dasmariñas, it is evident that consumers were satisfied with the food quality they received when it was delivered to their homes in every instance. Overall, every establishment has achieved excellent levels of customer satisfaction.

**Table 3.0: Cumulative Level of Satisfaction with Service Quality in Fast-Food Delivery Services**

Service Quality	Mean	Verbal Interpretation
The handling of requests regarding my ordered food meets my satisfaction.	3.33	Satisfied
The responses to my concerns or inquiries were handled effectively.	3.33	Satisfied
The quality and attitude of the delivery riders met my satisfaction.	3.51	Very Satisfied
The estimated delivery time provided is usually accurate and reliable.	3.44	Satisfied
The proper handling of food placed in the delivery box ensures that my order arrives intact and fresh.	3.47	Satisfied
The delivery riders demonstrate caution and care when delivering my order.	3.53	Very Satisfied
Overall Satisfaction of the service Quality	3.44	High Satisfaction

The data presented in Table 3.0 reflects the cumulative level of satisfaction with service quality in fast-food delivery services. The mean scores indicate the overall satisfaction levels across various aspects of service quality.

The mean scores range from 3.33 to 3.53, indicating a generally positive perception of service quality among respondents. Specifically, respondents express satisfaction with the handling of requests regarding their ordered food (mean = 3.33), effectiveness in addressing concerns or inquiries (mean = 3.33), and the estimated accuracy and reliability of delivery times (mean = 3.44). Moreover, respondents demonstrate high satisfaction with the quality and attitude of delivery riders (mean = 3.51), the proper handling of food to ensure orders arrive intact and fresh (mean = 3.47), and the caution and care exhibited by delivery riders (mean = 3.53).

Overall, the cumulative mean score for service quality stands at 3.44, indicating a high level of satisfaction among respondents with the overall service quality provided by fast-food delivery services. This positive perception suggests that the delivery services effectively meet customer expectations and contribute to a satisfactory experience for users.

**Table 3.1: Cumulative Level of Satisfaction with Food Quality in Fast-Food Delivery Services**

Food Quality	Mean	Verbal Interpretation
The overall taste, texture, and appearance of the food delivered.	3.35	Satisfied
The accuracy in including all components of my order is consistent and meets my satisfaction.	3.26	Satisfied

The packaging ensures that my food arrives neat, secure, and in good condition.	3.4	Satisfied
The freshness of the ingredients used in preparing the food.	3.28	Satisfied
The temperature of the food upon delivery, ensuring it is delivered hot or cold as appropriate.	3.24	Satisfied
The presentation of food in the packaging meets my satisfaction.	3.35	Satisfied
<b>Overall Satisfaction of the food quality</b>	<b>3.31</b>	<b>High Satisfaction</b>

In Table 3.1 it shows the cumulative level of satisfaction with food quality in fast-food delivery services. The mean scores reflect respondents' evaluations of various aspects related to the quality of the delivered food.

Across the different criteria, respondents express a generally positive satisfaction level, with mean scores ranging from 3.24 to 3.4. Specifically, respondents report satisfaction with the overall taste, texture, and appearance of the delivered food (mean = 3.35), the consistent accuracy in including all components of their orders (mean = 3.26), and the packaging that ensures neatness, security, and good condition upon delivery (mean = 3.4). Furthermore, respondents indicated satisfaction with the freshness of the ingredients used in preparing the food (mean= 3.28), the temperature of the food upon delivery, ensuring it is delivered hot or cold as appropriate (mean = 3.24), and the presentation of food in the packaging (mean = 3.35).

The overall satisfaction with food quality, as reflected in the cumulative mean score, stands at 3.31, indicating a high level of satisfaction among respondents. This positive perception suggests that the quality of the food delivered by fast-food services meets or exceeds customer expectations, contributing to a highly satisfactory dining experience for users.

## 5. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

### Summary of Findings

This research study focuses on the factors influencing consumer satisfaction in fast-food delivery services within Dasmariñas City, Cavite. With defined objectives, the study targeted residents of Dasmariñas who have experience with both online and fast-food delivery applications. The findings address key questions and provide valuable insights into consumer demographics and satisfaction levels.

The analysis of the demographic profile of the participants reveals a majority age group of 20-30 years old (56.5%), indicating a significant representation of young adults. Gender distribution shows slightly more female participants (59.3%) than males (40.7%), contributing to a balanced perspective in the study. Employment background data indicate that a substantial portion of respondents were students (51.9%), followed by unemployed individuals (12.0%) and those employed part-time (9.3%). The majority of participants (55.6%) reported income below ₱10,000, highlighting financial diversity among respondents. Regarding place of residence, a significant majority (82.4%) resided within Dasmariñas, while 16.7% lived in nearby towns or cities, with only 0.9% from outside Cavite province. These demographic details provide a basis for understanding the diverse viewpoints that might impact consumer satisfaction in the fast-food delivery sector. The participant's level of satisfaction in terms of food service and quality was also an asset. Mean scores for various aspects of service quality, including handling of requests, responses to concerns, delivery rider quality, and overall satisfaction, ranged from 3.33 to 3.53, indicating a high level of satisfaction. For food quality, mean scores for taste, order accuracy, packaging, freshness, temperature, and presentation ranged from 3.24 to 3.4, with an overall satisfaction mean of 3.31, once again indicating high satisfaction levels. The cumulative level of satisfaction with fast-food delivery services was evaluated, revealing an overall mean score of 3.44 for service quality and 3.31 for food quality, both indicating high satisfaction levels among participants.

Based on these findings, the researchers propose guidelines for the food delivery process to enhance customer satisfaction. These may include further improving accuracy in order fulfillment, ensuring timely and reliable delivery, and maintaining the quality of food during transit. The study provides valuable insights for fast-food establishments to enhance their service and meet customer expectations in Dasmariñas City, Cavite.



## **Conclusion**

In conclusion, the researchers successfully met the objectives of the study, which were to determine the factors that affect customer satisfaction. The researchers gathered data effectively, as it is evident that each establishment chosen by the researchers received high satisfaction ratings for both service and quality.

The success of fast food delivery services in Dasmariñas City, Cavite, is influenced by various aspects such as timely delivery of food that meets expectations, efficient client service, and maintaining a stellar track record for the company as a whole. Regional fast-food delivery services can achieve overall success and substantially boost customer satisfaction by addressing these essential issues.

Ensuring consumer satisfaction is a meticulous and continuous procedure that requires constant attention to detail and exceeding their expectations. Prioritizing excellence, interaction, productivity, and customer-centricity helps businesses increase customer happiness, cultivate loyalty, and thrive in competitive markets.

## **Recommendation**

The study can be seen as an opening towards identifying the level of satisfaction towards the opened restaurants in the WalterMart- Dasmariñas Branch in future research, and can be used as a reference for future researchers. However, the results of the study should be deemed with wariness due to the sample size and could potentially be viewed as subjective because of the majority of the certain category of demographic presented.

Future Researchers could further identify the level of satisfaction towards the other restaurant opened in the said branch, and also the comparison between certain platforms that provide the navigation in the food ordering process. Additionally, future researchers could also examine the different characteristics that could affect the customers' satisfaction in Food Delivery Service, in the sense that it serves as an instrument for further developments through the process, navigation, and the service certain restaurants could provide.

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