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A COMPARATIVE ANALYSIS OF CUSTOMER SATISFACTION: EVALUATING SERVICE QUALITY AND DELIVERY EFFICIENCY IN TWO ONLINE FOOD ORDERING PLATFORMS AMONG FREQUENT AND INFREQUENT USERS

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Abstract

AIM This study aims to compare customer satisfaction levels between two online food delivery services, with a specific focus on how regular and occasional users perceive each platform. By employing robust analytical techniques, including statistical testing and comparative analysis, the research seeks to uncover actionable insights for service providers to enhance strategic decision-making and deepen the understanding of customer satisfaction dynamics in the online food delivery sector. **MATERIALS AND METHODS** Conducted in Tamil Nadu, India, the study gathered data from 120 participants using Google Forms. The responses were analyzed using Excel and SPSS, with statistical methods such as ANOVA and t-tests applied to evaluate mean differences and correlations. The findings highlight variations in satisfaction levels between regular and occasional users, offering valuable insights into service quality and delivery efficiency. **RESULTS AND DISCUSSION** Key results include a one-sample t-test ($t = 28.468$, $df = 134$, $p < 0.000$), revealing a significant mean satisfaction difference of 1.985 between the two platforms, indicating notable disparities in user perceptions. ANOVA results ($F = 3.661$, $p = 0.014$) demonstrate that the frequency of issues varies across platforms, suggesting that service choice impacts problem occurrence. Additionally, an independent t-test ($p = 0.001$) identified significant age-based differences in ordering habits, with a mean frequency difference of -0.137, assuming equal variances. **CONCLUSION** The study concludes that online food delivery platforms face diverse challenges in meeting customer expectations. Swiggy, in particular, stands out for its high customer satisfaction ratings. The findings underscore the need for tailored strategies to address varying user preferences, improve retention, and enhance overall satisfaction. Furthermore, the research highlights the critical role of user interface design in shaping the customer experience and fostering competitive advantage in the industry.

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Keywords: Customer Satisfaction, Online Food Delivery, Service Quality, Delivery Efficiency, Frequent Users ,Occasional Users, Comparative Analysis, User Experience, Statistical Analysis, Swiggy, Zomato, User Interface Design, Food Aggregators, Consumer Preferences, Digital Platforms, Service Excellence, Age-Based Differences, Ordering Frequency, ANOVA, T-Test

Introduction

This study examines customer satisfaction levels across two online food delivery platforms, focusing on the effectiveness of service quality and delivery efficiency for both regular and occasional users. It delves into critical aspects such as delivery mechanisms, interface design, and overall user experience. According to Sugirtham and Sindhu (2021), food delivery applications have gained significant popularity in India. These platforms maintain robust service delivery systems to enhance customer experience and build comprehensive databases. Most users express satisfaction with the services provided, including those in rural areas, highlighting the widespread acceptance of online food ordering apps. Understanding customer satisfaction in this sector is vital, given the rapid growth of the industry. Satisfied customers not only drive loyalty and revenue but also provide valuable insights for service providers to refine their offerings and improve overall user experience. Key factors such as user experience, customer retention, conversion rates, and brand image play a pivotal role in shaping the success of these platforms. As highlighted by Ganesh and Malavika (2020), analyzing user experience helps in redesigning platforms, prioritizing features, integrating feedback, personalizing services, and implementing continuous improvements. These strategies are essential for maintaining competitiveness and enhancing user satisfaction. In today's fast-paced world, consumers increasingly rely on online food ordering apps due to convenience and time constraints. The internet has become a vital resource, transforming how people access food services. Online platforms enable customers to order meals effortlessly, streamlining the process and improving accessibility. Gupta (n.d.) emphasizes that digital food ordering systems benefit both consumers and restaurants by boosting satisfaction and driving industry growth. Restaurants can showcase their menus with detailed pricing and visuals, attracting more customers and expanding their reach.The industry's expansion is further fueled by urbanization, busy lifestyles, and the widespread adoption of smartphones and food delivery apps. To secure a significant share of India's online food market, brands must innovate continuously and maintain strong visibility in this competitive landscape. This study aims to provide actionable insights into customer satisfaction dynamics, helping service providers optimize their strategies and deliver superior experiences to users.

Between 2015 and 2024, a substantial volume of research, comprising 1,060 publications, has significantly advanced knowledge across various domains. Analysis of individual articles has provided valuable insights, enriching intellectual discourse on numerous topics. Within the Web of Science, 381 articles focusing on "Evaluating customer satisfaction: Consumer satisfaction towards Swiggy" offer a deep understanding of consumer perspectives in the food industry. Among these, the most cited article on Google Scholar is by Ghosh and Saha (2018), which explores factors such as consumer preferences, referral strategies, security, ease of use, and portal discounts influencing payment choices. Their findings reveal a positive attitude toward e-payments on the Swiggy app, with notable correlations between

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payment patterns and demographics. These insights can guide businesses in developing effective marketing strategies to boost sales. Swiggy exemplifies a successful enterprise, expanding nationwide and diversifying into emergency supply logistics. In India, food delivery apps have become indispensable, offering convenient access to meals and facilitating digital payments through platforms like Paytm. By prioritizing user needs, these apps bridge the gap between expectations and reality. Swiggy's emphasis on product quality, delivery speed, and promotional activities has earned it high customer satisfaction ratings. Consumers are primarily attracted to the convenience of doorstep delivery, with additional incentives such as rewards, cashback, and loyalty points further enhancing appeal. However, negative experiences, reviews, and word-of-mouth feedback can hinder adoption. Consistent service quality and innovation are crucial for sustained growth, with potential expansion opportunities in Tier 2 cities, given their growing population of working youth (Raina et al., 2019). A study in Ludhiana identified Zomato as the preferred online food delivery service, citing its promotional discounts, courteous delivery staff, and responsive customer service. Respondents also favored Zomato over Swiggy and Uber Eats for its superior packaging and overall satisfaction levels (Babu et al., 2020). Despite this, Swiggy has garnered a positive reputation among customers due to its competitive offers, discounts, and faster delivery times, positioning it as a market leader. With continuous improvements, Swiggy is poised to maintain its competitive edge. The current research problem focuses on understanding the impact of service quality and delivery efficiency on customer satisfaction, comparing frequent and infrequent users of two online food delivery platforms. As digital platforms dominate the marketing landscape, businesses are leveraging social media to engage customers and enhance brand loyalty. Studies highlight the importance of entertainment, trendiness, and interactivity in driving consumer loyalty on digital platforms (Prasanth and Prakash, 2023). The food delivery industry is witnessing a surge in startups and entrepreneurs, driven by favorable market conditions such as rising demand, attractive profit margins, and growth potential. Research aimed at improving customer satisfaction for platforms like Swiggy seeks to identify key factors influencing user preferences. Despite Swiggy's proactive measures, such as discounts and coupons, Zomato remains a preferred choice for many, indicating areas for improvement in Swiggy's user interface. The COVID-19 pandemic has further disrupted the food industry, accelerating the adoption of online delivery services. Swiggy outperforms Zomato in user-convenience strategies, with both platforms successfully differentiating themselves through effective segmentation and positioning. They have established themselves as practical choices for food ordering and restaurant reviews, earning customer loyalty during challenging times (Singh, n.d.). While Swiggy focuses exclusively on delivery and distribution, Zomato has also built a dedicated user base. Each brand has its unique vision and objectives, catering to distinct consumer preferences. This study aims to compare customer satisfaction levels between two online food delivery services, focusing on how regular and occasional users perceive each platform. By employing precise analytical techniques, including statistical testing and comparative analysis, the research seeks to uncover insights that can guide service providers in making strategic decisions and enhancing their understanding of customer satisfaction dynamics in the online food delivery market.

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Research Gap

Existing research has primarily explored consumer satisfaction within individual online food delivery platforms, leaving a significant gap in the comparative analysis of two major services. Furthermore, prior studies have often overlooked the distinct preferences and usage behaviors of both frequent and occasional users. This study aims to address these gaps by conducting a detailed comparison of two prominent online food delivery platforms, evaluating service quality and delivery efficiency across different user segments. The primary objective of this research is to compare customer satisfaction levels between two online food ordering services, with a specific focus on how regular and occasional users perceive each platform. By employing rigorous analytical methods, including statistical testing and comparative analysis, the study seeks to identify patterns and insights that can assist service providers in making informed strategic decisions. Additionally, the research aims to contribute to a deeper understanding of customer satisfaction dynamics in the online food delivery market.

Materials And Methods

The study was conducted at Saveetha College of Liberal Arts and Sciences and Saveetha Institute of Medical and Technical Sciences in Tamil Nadu, India. A systematic approach was adopted to compare customer satisfaction levels between two prominent online food delivery platforms. Data collection was facilitated through Google Forms, enabling respondents to conveniently submit their responses using handheld devices. Responses from 120 participants were gathered, and the data was compiled in Excel for initial organization. Advanced analysis was performed using both Excel and SPSS to evaluate service quality and delivery efficiency for both regular and occasional users. The primary objective of this research is to provide a comprehensive comparative analysis of customer satisfaction levels between two online food ordering services, focusing on service effectiveness and delivery efficiency for frequent and infrequent users. By examining various factors such as user experience, interface design, and delivery mechanisms, the study aims to identify key elements influencing customer satisfaction in the online food delivery sector. The collected responses were organized in Excel and categorized based on user interface design. Subsequent analysis was conducted using SPSS, employing statistical tools such as one-sample t-tests, ANOVA, and independent sample t-tests to assess mean differences, explore relationships between satisfaction and interface features, and analyze interactions between categorical variables. The study highlights the diverse experiences of both regular and occasional users, showcasing the unique culinary experiences these platforms offer. By identifying the strengths of each service, the research fosters a customer-centric industry that thrives on competition and innovation. This competitive environment encourages platforms to continuously improve, striving to meet and exceed user expectations, thereby enhancing their lifestyles one meal at a time.

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Statistical Analysis

The research utilizes IBM SPSS Version 26 for data analysis, focusing on how enhanced features and services influence user satisfaction across two online food delivery platforms. Statistical methods such as ANOVA, independent sample t-tests, and one-sample t-tests are employed to assess satisfaction levels among regular and occasional users by analyzing historical user interface behavior. The findings reveal notable differences in satisfaction, offering valuable insights into the impact of interface improvements on enhancing customer experiences in the food delivery industry.

Results

Figure 1: The bar graph illustrates the frequency of online food orders and common challenges faced during the ordering process. A significant 45.9% of respondents express concerns about service fees, while 26.7% cite delivery delays as a major issue. Additionally, 14.1% highlight the complexity of the ordering process, and 13.3% report difficulties with order modifications. Regarding ordering frequency, 53.3% order monthly, 26.7% order weekly, and 13.3% order every two weeks.

Figure 2: The data reveals that 92.6% of respondents have ordered food online, indicating widespread adoption of this practice. Only 7.4% reported not using online food delivery services. This preference is consistent across various age groups, underscoring the popularity and convenience of online food ordering as a preferred choice for individuals of all demographics.

Table 1: A one-sample t-test comparing customer satisfaction levels between the two online food delivery platforms revealed a significant difference ($t = 28.468$, $df = 134$, $p < 0.000$), with a mean gap of 1.985. This indicates that regular users perceive one platform as significantly more efficient and higher in service quality than the other, suggesting that one service better meets customer expectations.

Table 2: ANOVA results showed significant variations in the issues customers faced across different platforms ($F = 3.661$, $p = 0.014$). The higher mean square between groups (3.785) compared to within groups (1.034) suggests that the choice of service provider influences the frequency of ordering problems. This implies that the platform selected by customers may directly impact the likelihood of encountering issues.

Table 3: An independent t-test, assuming equal variances, identified notable age-based differences in online food ordering habits ($p = 0.001$). The mean difference in ordering frequency was approximately -0.137, indicating that age may play a role in shaping online food delivery preferences. However, the validity of these findings relies on the assumption of equal variances.

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Discussion

1. The one-sample t-test yielded a significant result ($t = 28.468$, $df = 134$, $p < 0.000$), indicating a mean difference of 1.985 in customer satisfaction levels between the two online food delivery platforms. This suggests a statistically significant disparity in how frequent users perceive the quality and efficiency of the two services. The findings imply that one platform outperforms the other in terms of service excellence, highlighting a notable difference in user satisfaction.
2. The ANOVA test revealed a statistically significant difference ($F = 3.661$, $p = 0.014$) in the frequency of issues reported by users across different online food delivery services. This indicates that the likelihood of encountering problems varies depending on the platform used. The higher mean square between groups (3.785) compared to within groups (1.034) underscores the influence of service choice on the types and frequency of issues faced during the ordering process.
3. The independent t-test was employed to examine age-based differences in online food ordering habits. The results showed a significant difference in ordering frequency between age groups, assuming equal variances ($p = 0.001$). The mean difference of approximately -0.137 suggests that age may play a role in shaping online food delivery preferences. However, the validity of this finding depends on the assumption of equal variances, emphasizing the need for careful interpretation of these results.

Limitations Of The Study

One limitation of this study is the potential for geographical bias, as it may not fully capture regional variations in service quality and delivery efficiency across the two online food delivery platforms. Additionally, the study's focus on customer satisfaction might overlook other critical factors influencing user preferences, such as brand loyalty, advertising impact, or personal experiences. While the combination of analytical methods provides a comprehensive approach, it could complicate data synthesis and interpretation, potentially leading to inconsistent findings. Furthermore, the study's reliance on a single point-in-time assessment may fail to capture long-term trends or seasonal fluctuations in user satisfaction. Lastly, by concentrating solely on customer satisfaction levels without delving deeper into behavioral or demographic analysis, the study opens avenues for further research to explore these aspects in greater detail.

Future Scope

Future studies could expand the scope by including a broader range of online food delivery platforms, enabling a more comprehensive comparison. Longitudinal research could be conducted to examine how customer satisfaction and service quality evolve over time, providing insights into long-term trends. Incorporating qualitative methods, such as focus groups and interviews, could offer deeper understanding of user perspectives and preferences,

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enriching the findings. Additionally, exploring the integration of emerging technologies, such as blockchain for secure and transparent transactions or augmented reality for menu visualization, could pave the way for innovative approaches to enhance customer satisfaction and service quality in the online food delivery industry.

Conclusion

In conclusion, this study sheds light on the intricate dynamics of customer satisfaction in online food delivery services, emphasizing the critical roles of service quality and delivery efficiency. The findings underscore the need to address disparities between platforms to enhance the overall user experience. By understanding the preferences and expectations of both regular and occasional users, online food delivery services can better cater to diverse needs. In a highly competitive market, continuous efforts to improve customer satisfaction, streamline delivery processes, and elevate service quality are essential for maintaining competitiveness and building a loyal customer base. Identifying and addressing weaknesses, such as customer support and delivery times, can further drive loyalty and strengthen market position. Tailoring services to meet the distinct preferences of frequent and infrequent users is key to achieving long-term success in the online food delivery industry.

Tables And Figures

Table 1: One sample t-test

	T	DF	Sig. (2-tailed)	Mean Difference
Is the online food application service excellent?	28.468	134	0.000	1.985

Table 2: Anova test

	Between Groups	Within Groups
Sum of	11.356	135.458

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Squares		
Df	**3**	**131**
Mean Square	**3.785**	**1.034**
F	**3.661**	
Sig.	**.014**	

Table 3: Independent t-test

Independent Sample Test		
	Equal variances assumed	**Equal variances not assumed**
Sig.	**0.001**	
T	**-1.868**	**-1.257**
Sig. (2-tailed)	**0.064**	**0.227**
Mean Difference	**-0.137**	**-0.137**
Std. Error Difference	**0.074**	**0.109**

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Figure 1:

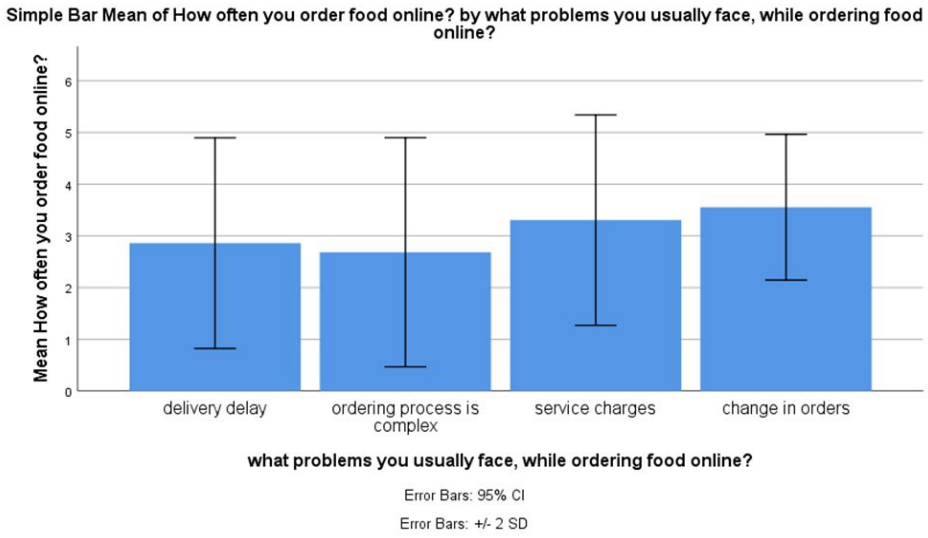

Figure 2:

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