



## **IMPACT OF MOBILE APP USABILITY ON CUSTOMER SATISFACTION: A COMPARATIVE ANALYSIS OF USER EXPERIENCE IN TWO LEADING ONLINE FOOD DELIVERY PLATFORMS**

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### **Abstract:**

**Aim:** The primary objective of this research is to compare customer satisfaction levels between two prominent online food ordering services, focusing on the distinct perceptions of both regular and occasional users. By employing accurate analytical techniques like statistical testing and comparative analysis, the study seeks to uncover valuable insights that can assist service providers in making informed strategic decisions, while also contributing to a deeper understanding of customer satisfaction dynamics in the online food delivery industry. **Materials and Methods:** Conducted in Tamil Nadu, India, this study surveyed 120 participants via Google Forms to gauge satisfaction levels among regular and occasional users of two online food delivery services. Data analysis was performed using Excel and SPSS, applying statistical methods such as ANOVA and t-tests to explore mean differences and correlations. These analyses offer insights into how various service aspects are perceived by different user groups, encouraging a competitive industry focused on exceeding customer expectations and enhancing lifestyles. **Results and Discussion:** A one-sample t-test ( $t = 28.468$ ,  $df = 134$ ,  $p < 0.000$ ) revealed a mean satisfaction difference of 1.985 between the two services, indicating significant variations in service quality and delivery efficiency among frequent users. ANOVA results ( $F = 3.661$ ,  $p = .014$ ) demonstrated that the frequency of issues varied across different platforms, suggesting that service selection impacts customer problem experiences. Additionally, the independent t-test ( $p = 0.001$ ) showed significant differences in ordering habits based on age groups, with a mean frequency difference of -0.137, assuming equal variances.



**Conclusion:** This research underscores the challenges of online food ordering and highlights Swiggy's strong customer service satisfaction. To effectively cater to a wide array of consumer preferences, the study suggests that service providers should adopt tailored solutions aimed at enhancing satisfaction and retention. It also emphasizes the critical role of user interface design in shaping user experiences and driving competition in the online food delivery market.

**Keywords:** *ordering food via the internet, client satisfaction, caliber of service, effectiveness of delivery, comparative analysis, regular users and occasional users.*

### **Introduction:**

This study examines the effectiveness of service delivery and service quality by comparing customer satisfaction between regular and occasional users of two major online food ordering services. The analysis delves into various factors, including delivery efficiency, user interface design, and overall user experience. In India, online food delivery apps have become an integral part of the fast-growing digital economy, with services reaching both urban and rural areas (Sugirtham, S. G., & Sindhu, V., 2021). These apps not only streamline the food ordering process but also enhance customer experiences by maintaining efficient service delivery and accurate customer databases. Most consumers express high levels of satisfaction with these platforms, making online food ordering increasingly popular.

Understanding customer satisfaction is crucial for the continued success of the online food delivery industry, as it plays a vital role in driving customer loyalty and revenue growth. Research into customer experiences helps service providers make strategic decisions to improve offerings and stay competitive in the market. Key elements such as user experience, customer retention, conversion rates, and brand image are closely tied to the effectiveness of these services (KS Ganesh, J Malavika, 2020). As the digital era advances, the convenience of ordering food at the touch of a button has transformed consumer behavior, making it essential for service providers to continuously refine their processes, adapt to user feedback, and enhance overall satisfaction (Rao, 2021). By leveraging digital food ordering systems, restaurants can showcase their menus, attract more customers, and contribute to industry growth, driven by urbanization and the rise of smartphones (Gupta, n.d.). Staying innovative

and maintaining visibility in this competitive landscape is key to capturing a larger share of the Indian online food market.

This research aims to examine the differences in service quality and delivery efficiency between frequent and infrequent users of two online food ordering services, analyzing their impact on customer satisfaction (Udupa and Amal, 2023). As digital platforms dominate marketing, businesses are keen to understand customer preferences through social media, which has a positive influence on brand loyalty, particularly through interactivity, trendiness, and entertainment (Prasanth.C and Prakash, 2023). The food delivery industry continues to attract entrepreneurs due to favorable market conditions, including growing demand and high profit margins. Although Swiggy offers discounts and coupons, Zomato remains preferred by some consumers, highlighting areas where Swiggy's platform could improve. The recent global pandemic also caused major disruptions in the food industry (Mudgal and Rana, 2023). Swiggy excels in user convenience and positioning but faces competition from Zomato. Both companies have earned loyal customer bases by addressing market demands and offering reliable services, especially during challenging times (Singh, n.d.). This study aims to provide insights to help service providers make strategic decisions and enhance customer satisfaction.meal delivery market by using precise analytical techniques including statistical testing and comparative analysis.

### **Research Gap And Aim of the Study**

While previous research has focused on the satisfaction of consumers within certain online meal ordering platforms, a thorough comparison of two significant services is currently lacking. Additionally, previous studies often ignored the specific needs and usage patterns of both frequent and infrequent users. By doing a comparative analysis between two well-known online meal ordering services, this study seeks to close these gaps by taking into account service quality and delivery efficiency across various customer categories.

Comparing the customer ratings for satisfaction of two online meal ordering services is the main aim of this study, with special emphasis on the way each service is regarded by both regular and occasional customers. Utilizing precise analytical techniques including statistical testing and comparative analyses, the study looks for patterns that could aid service providers

in making strategic choices and advance knowledge of the dynamics of customer satisfaction in the online meal delivery industry.

**Materials and Methods:** It aimed to compare customer satisfaction between two online meal-ordering services. Data were collected from 120 participants using Google Forms for convenience on handheld devices. The responses were compiled in Excel and analyzed using Excel and SPSS programs. Statistical tools like one-sample t-tests, ANOVA, and independent t-tests were applied to assess differences in satisfaction, user experience, interface design, and delivery mechanisms for both regular and occasional users. The study seeks to highlight the diverse user experiences and promote competition by addressing customer needs and enhancing satisfaction.

### **Statistics Analysis**

The study employs IBM SPSS Version 26 for data analysis and a close examination of how improved features and services affect user satisfaction on two online meal-ordering platforms. It uses ANOVA, independent sample t-tests, and one-sample t-tests to evaluate satisfaction levels among regular and occasional users by examining the past behaviour of user interfaces. The results show significant differences in satisfaction, providing insight into the extent to which interface modifications operate to improve clients' experiences in the food delivery sector.

### **Results:**

Figure 1 shows that most people face issues like service fees (45.9%) and delivery delays (26.7%) when ordering food online. Additionally, 14.1% of respondents find the ordering process complicated, and 13.3% mention issues with changing orders. As for how often they order, 13.3% order every two weeks, 26.7% order weekly, and 53.3% order monthly.

Figure 2 highlights that 92.6% of respondents have ordered food online, showing that it's a common practice across different age groups.

Table 1 reveals a significant difference in customer satisfaction between the two food delivery services. A one-sample t-test ( $t = 28.468$ ,  $p < 0.000$ ) showed that regular users perceive one platform to be much better in terms of service quality and delivery efficiency.

Table 2 shows that different food delivery platforms present varying levels of issues. An ANOVA test ( $p = 0.014$ ) found that the choice of platform affects the number of problems customers face when ordering.

Table 3 indicates that age groups differ in their online food ordering habits. An independent t-test ( $p = 0.001$ ) suggests that age can impact how often people order food online, with the frequency of orders varying slightly between age groups.

## Discussion

1. A one-sample t-test showed a significant difference ( $t = 28.468$ ,  $p < 0.000$ ) in customer satisfaction between two online food ordering services, with a mean difference of 1.985. This means that regular users of one platform perceive its service quality and delivery efficiency to be much better than the other.
2. An ANOVA test ( $p = 0.014$ ) found that the problems customers face while ordering food online vary significantly between different platforms. The test showed that the choice of platform affects the frequency and types of issues encountered during the ordering process.
3. An independent t-test ( $p = 0.001$ ) revealed significant differences in how often different age groups order food online. Age may influence online ordering habits, but the relevance of this difference depends on the assumption of equal variances across age groups.

## Limitation Of The Study

This study has some limitations, including potential geographical bias, as it may not fully consider regional differences in service quality and delivery efficiency between the two online food ordering services. Additionally, focusing only on customer satisfaction might overlook other factors like brand loyalty, advertising, or personal experiences that influence preferences. The mix of methods used, while thorough, could make it harder to interpret the data clearly, leading to inconsistent results. The study's reliance on a one-time evaluation may also miss long-term trends or seasonal changes in satisfaction. Lastly, it doesn't explore deeper behavioral or demographic factors, leaving room for further research.

## Future Research

Further research could expand the scope by including more online meal ordering platforms, offering a more comprehensive comparison. Using longitudinal research would allow an understanding of how customer satisfaction and service quality evolve over time. Adding qualitative methods, such as focus groups and interviews, could provide deeper insights into customer preferences and experiences. Additionally, exploring the use of innovative technologies like block-chain for secure, transparent transactions or digital reality for menu visualization could introduce creative ways to improve customer satisfaction and service quality in the online food ordering industry.

## Conclusion

In conclusion, this study stresses the importance of maintaining high service quality and efficient delivery to enhance customer satisfaction in online meal ordering services. The findings suggest that addressing differences between platforms can help improve the overall user experience. By understanding the needs of both regular and occasional users, online food services can better meet a range of expectations. In the highly competitive online food industry, it is essential to continuously work on improving customer satisfaction, speeding up delivery, and enhancing service quality to remain competitive and build customer loyalty. Focusing on areas like customer service and delivery times could foster more competition and strengthen user loyalty.

## 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

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	Between Groups	Within Groups
Sum of Squares	11.357	135.458
df	3	130
Mean Square	3.776	1.033
F	3.7	
Sig.	.014	

Table 3: Independent t-test

Independent Sample Test		
	Equal variances assumed	Equal variances not assumed
Sig.	0.001	
t	-1.87	-1.26
Sig. (2-tailed)	0.06	0.23
Mean Difference	-0.14	-0.14
Std. Error Difference	0.07	0.11

FIGURE 1:

Simple Bar Mean of How often you order food online? by what problems you usually face, while ordering food online?

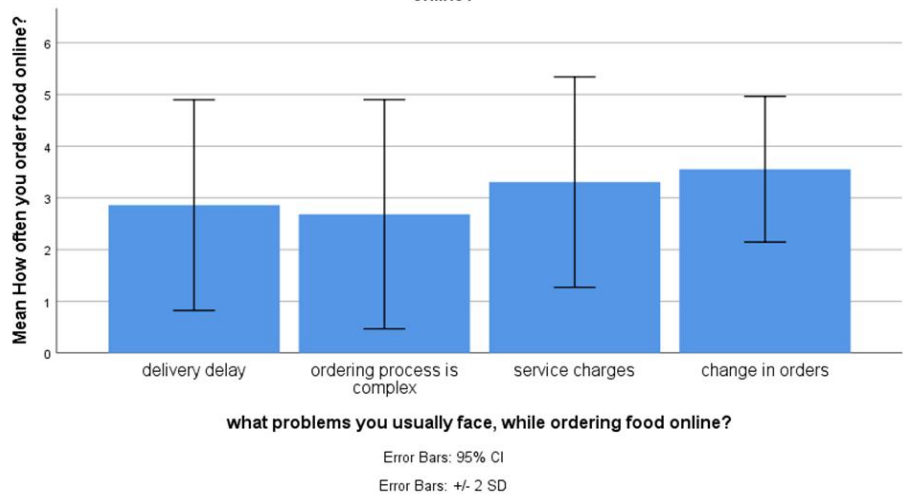


FIGURE 2:



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