



Comparative Study on Selected Food Delivery Services During the COVID-19 Pandemic in terms of Customer Satisfaction in the Greater Manila Area

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INTRODUCTION

In recent times, third-party food delivery services such as **Food Panda**, **Grab Food** and **Lalamove** have become essential to many, including those in the Greater Manila Area. The respondents of this study will be surveyed on three main components concerning the service of these food delivery couriers namely, packaging, food temperature, and safety and sanitation impression of the food. The results of this descriptive survey and quantitative study will allow individuals to decide on a delivery service that will assure them safety, quality, and efficiency based on these components. Not only will the results of this study be beneficial to the customers, but also help the food delivery companies improve their services.

STATEMENT OF THE PROBLEM

- 1) What is the average satisfaction level of the food delivery condition upon arrival to the customers in terms of
 - 1.1 packaging of the food?
 - 1.2 temperature of the food upon arrival?
 - 1.3 safety and sanitation impression of the delivery person?
- 2) Which is the most preferred third-party food delivery service?
- 3) What is the level of significance of the packaging of the food in rating the overall condition of the food upon arrival?



REVIEW OF RELATED LITERATURE

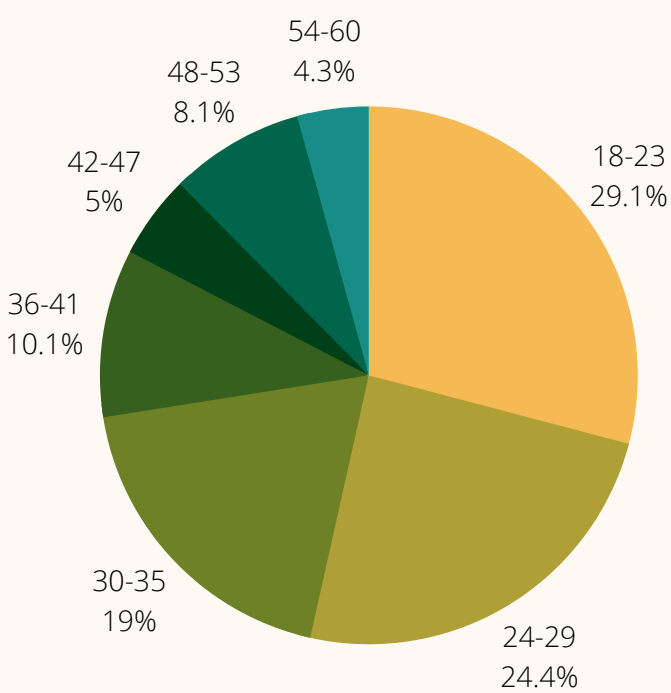
A study entitled Customer Satisfaction Evaluation for Online Food Service Delivery System in Malaysia was conducted. Based on the data collected from the 153 respondents, the majority of them use Food Panda and Grab Food for online food delivery services while the rest use Lala Food, Food Ninja, Delivery Eat, Bungkusit and Lolol (Nayan et al, 2020). Aside from this, the mean results gathered show that all of the users of Food Panda and Grab Food are satisfied with the systems while the other delivery services were neutral. Another study entitled, The Online Food Delivery Service and their Impact on Customer Satisfaction among University Students in Malaysia showed that from the quantitative data gathered, all variables had a significant contribution to customer satisfaction. But delivery service was the most important factor, followed by time, security/privacy then finally, price (Arman et al, 2021). Finally, Yusra and Agus' literature explores the relationship between consumers' perceptions on service quality of online food delivery and the influence on their customer satisfaction and loyalty in relation to personal innovativeness of the business. Based on the results, it showed that when personal innovativeness was high, customer satisfaction had less of an impact on customer loyalty (Yusra & Agus, 2019). Thus, the results prove that perceived service quality will lead to loyalty through customer satisfaction.

METHODOLOGY

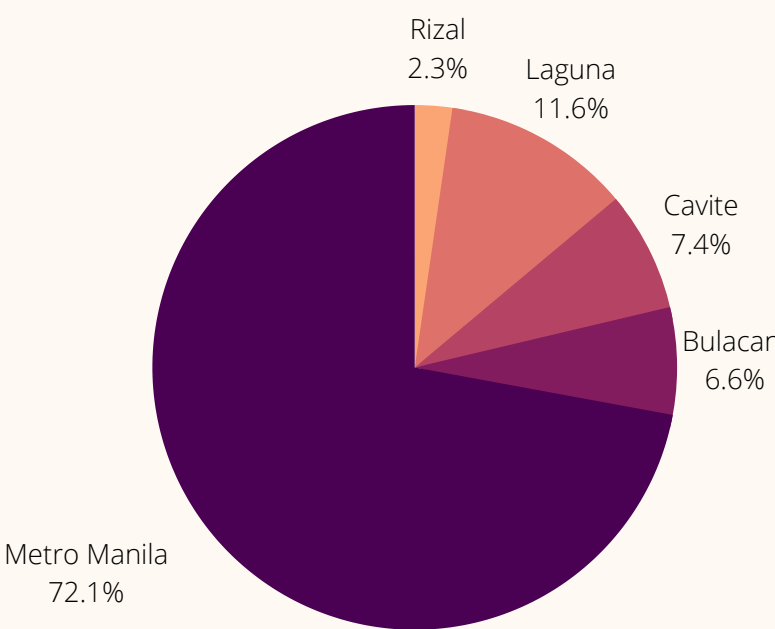
- **The Subjects:** Adults from the ages of 18-60 years old who live in the Greater Manila Area and avail of services from **Grab**, **Lalamove** and **FoodPanda**
- **Data Gathering:** An online survey was distributed through social media apps such as Messenger, Viber, WhatsApp, Facebook and Instagram,. It was sent out from **November 14, 2021 – November 16, 2021**.
- **Research Design:** The quantitative research made use of a descriptive survey for finding results and the researchers also used non-scientific sampling to gather respondents.

DEMOGRAPHIC

AGE OF RESPONDENTS



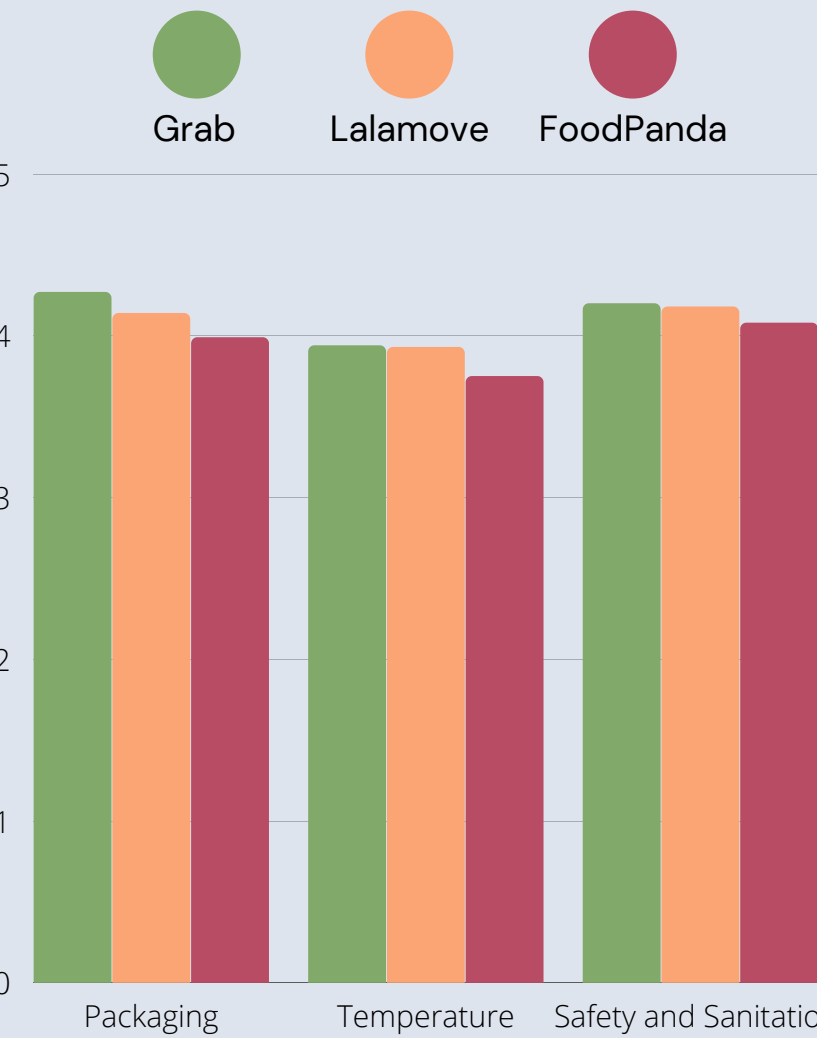
AREA OF RESIDENCE OF RESPONDENTS



RESULTS OF THE STUDY

- 1) Average satisfaction level of consumers towards packaging, temperature, and safety and sanitation
- 2) Ranking of the three companies in terms of preference (1 being the most preferred and 4 being the least preferred)

5 – Very Satisfied
4 – Satisfied
3 – Indifferent
2 – Unsatisfied
1 – Very Unsatisfied



- 1 Grab
- 2 FoodPanda
- 3 Lalamove
- 4 Others: Ordermo, Toktok, Mr Speedy, Food Outlet Delivery Service

3) The level of significance of the packaging of the food in rating the overall condition of the food upon arrival is 4.12 which falls under the satisfaction level "agree".

CONCLUSIONS AND RECOMMENDATIONS

Conclusion:

- **Packaging** – 4.13 (satisfied)
- **Temperature** – 3.87 (satisfied)
- **Safety & Sanitation** – 4.15 (satisfied)
- **Level of satisfaction of packaging** – 4.12 (agree)
- **Ranking:** 1st – Grab, 2nd – FoodPanda, 3rd – Lalamove, 4th – Others

Recommendations:

- Food delivery companies should provide their riders with an insulated box on their vehicle to retain the temperature of the food and separate hot & cold foods/drinks with a barrier if they are being delivered together.
- For temperature retention, it is recommended that the delivery riders place the food item inside their insulated box within 5 minutes of receiving it from the restaurant.
- Riders must properly clean their insulated box by removing debris, rinsing all areas, scrubbing the box, and etc. This must be done at least once per day.
- Companies should consult with food safety compliance officers for them to suggest and conduct test runs on temp. retention
- Delivery riders should make use of an insulated box liner to protect food from possible damage
- Drivers must practice contactless delivery, social distancing of at least 6 ft. and wearing of proper mask.

SOURCES

