

Assessment 2



24754 Studio 2: Specialisation - Autumn 2025

Customer Perception Analysis for DoorDash



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 DOORDASH



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Executive Summary

This report explores how customers feel about DoorDash and what factors shape their overall experience with the service. We surveyed 101 active DoorDash users to understand what they value most, what frustrates them and what keeps them coming back. The analysis focuses on four key outcomes that are important to any business: Customer Satisfaction, Repeat Purchase Intention, Willingness to Recommend and Brand Loyalty.

To uncover insights, we used two main methods. First descriptive statistics helped us understand general patterns in the responses such as how customers rated DoorDash on things like order accuracy, Pricing, delivery time etc. Then, we applied multiple regression analysis, a technique that allowed us to dig deeper and identify which specific features of the DoorDash experience have the biggest impact on customer behavior and perception.

By combining these methods, we were able to build a clearer picture of what truly drives customer satisfaction and loyalty at DoorDash. Based on these findings, the report presents targeted recommendations that DoorDash can use to improve its service, retain more users and strengthen its position in the competitive food delivery market. These suggestions are practical, backed by data and focused on the areas where improvements will have the most meaningful impact.

1. Introduction

1.1 Background and Objectives

DoorDash is one of the leading food delivery companies competing with several other popular platforms in a fast-moving and crowded market. To stay ahead, DoorDash needs to understand exactly what its customers care about what makes them happy, what makes them keep coming back and what makes them recommend the service to others. These factors are crucial to keeping existing customer loyal and attracting new ones.

This report is based on a detailed survey of 101 active DoorDash users. The goal of the study is to explore how customers feel about different parts of the DoorDash experience, such as how fair the prices seem, how reliable the deliveries are, how easy the app is to use, whether promotions like DashPass are valuable and how much customers trust the DoorDash brand.

We focus on four main major outcomes that matter most for DoorDash's success:

- 1. Customer Satisfaction** – How happy customers are with their experience overall.
- 2. Repeat Purchase Intention** – Whether customers are likely to order again.
- 3. Willingness to Recommend** – How likely customers are to tell others to use DoorDash.
- 4. Brand Loyalty** – Whether customers feel committed to the DoorDash brand over time.

To achieve these goals, this report follows three main steps:

- 1. Describe what customers think** – We use descriptive statistics (such as averages and ranges to summarise customer opinions on 17 different service factors).
- 2. Find out what matters most** – We use regression analysis, a method that shows which factors have the strongest influence on the four key outcomes listed above.
- 3. Give useful advice** – Finally, we take what we learned from the data and turn it into practical, realistic recommendations that the Doordash leadership can use to improve the service and customer satisfaction.

By doing this, the report helps DoorDash understand which parts of the experience truly matter to customers and where improvements make the biggest difference.

1.2 Survey Design and Data Collection

This report uses data from a survey that was carefully designed to understand what people think about Doordash, a popular food delivery app. The goal was to explore how customers feel about different parts of the service like the price, how reliable the delivery is, how easy the app is to use and whether they feel loyal to the brand.

1.2.1 Who took the survey?

Only people who had used DoorDash within the last 6 months were allowed to participate. This ensures that their opinions are fresh and based on recent experiences and not outdated memories.

We received 101 completed responses which is an important number in research. Having 100 or more responses provides a sufficiently large sample to perform statistical analysis reliably. If the number was too low (for example 30-50 people) , the results might be too random or unrepresentative of the larger population, making them unreliable. With 101 participants, we can make more confident conclusions.

1.2.2 What did the survey ask?

The survey asked participants to rate 17 different features of their DoorDash experience such as:

- How fair the pricing is
- How quickly and accurately the food is delivered
- How easy the app is to use
- How helpful promotions and discounts are
- The quality and consistency of food
- How responsive the customer service team is
- Whether DoorDash has a good reputation as a brand

These are called independent variables – factors that might affect how people feel overall.

We also asked about four main outcomes:

1. **Customer Satisfaction** – How happy are they overall?
2. **Repeat Purchase Intention** – Will they use DoorDash again?
3. **Willingness to Recommend** – Would they tell a friend to use it?
4. **Brand Loyalty** – Do they feel committed to DoorDash over time over other competitors?

These are called dependent variables because they may depend on the independent variables.

1.2.3 What is a 7-Point Likert Scale ?

Each Question used a 7-point Likert scale which is a commonly used rating system in surveys.

Participants were asked to rate how much they agreed or disagreed with a statement. Here's how it works:

Score	Meaning	What It Tells Us
1	Strongly Disagree	Very negative experience or opinion
2	Disagree	Mostly negative
3	Somewhat Disagree	Slightly negative
4	Neutral	Neither good nor bad(Average or Undecided)
5	Somewhat Agree	Slightly Positive
6	Agree	Mostly Positive
7	Strongly Agree	Very Positive or Strong approval.

Figure 1: Likert Scale Explained

Example Interpretations:

- A score of 4 (Neutral) means the respondent neither agrees nor disagrees. They may not have had a strong opinion or experience.
- A score of 3.2 suggests the respondent is slightly dissatisfied or has a mild negative perception.
- A score of 5.7 suggests the respondent is positively inclined toward that aspect of the service – nearly a full point above natural which indicates a good experience.

Understanding these helps us know how customers really feel and not just if they like or dislike something but how strongly they feel about it.

1.3 Demographic Overview

To better understand who took the survey, we collected background information such as age, gender, employment and income from the respondents as well. This helps us understand if the responses are from a diverse range of people or from a specific group that might bias the results.

Here's a breakdown of who responded, what it means and how it could affect the results:

1.3.1 Demographic profile of Survey Respondents

Category	Breakdown	What It Means	Possible Bias or Limitation
Total Respondents	101	A solid sample size for initial insights. Large enough to perform meaningful analysis and identify patterns.	Below 100, results might be too weak to generalize. At 101, we have just enough to see trends. Larger samples are always better.
Age	18–24 (31%) 25–34 (53%) 35–44 (13%) 45+ (2%) Under 18 (2%)	Most respondents are aged 18 to 34, representing the core user base of food delivery apps.	Heavily skewed toward young adults. Older adults are underrepresented. Insights might not fully apply to all age groups.
Gender	Male (57%) Female (43%)	A fairly balanced gender split, though slightly more male participants.	No major bias, but future surveys could aim for an exact 50/50 split.
Employment Status	Full-Time (29.7%) Part-Time (29.7%) Student (40.6%)	Indicates many respondents are either working part-time or studying. This influences income and frequency of delivery use.	High student representation may overemphasize price sensitivity and convenience-seeking behaviors.
Living Arrangement	Alone (36%) With Roommates (40%) With Family (17%) With Partner (8%)	Most people live alone or with roommates, typical for younger urban customers.	May not capture preferences of families or parents who use delivery differently.
Annual Income	< \$25k (33%) \$25k–\$49k (36%) \$50k–\$74k (13%) \$75k–\$99k (17%) \$100k–\$149k (2%)	Majority earn under \$50k, consistent with student and part-time worker demographics.	Insights will reflect the views of budget-conscious consumers, may not apply to high-income households.
Length of DoorDash Use	< 3 months (17%) 3–6 months (10%) 6–12 months (36%) 1–2 years (32%) > 2 years (6%)	Mix of new and experienced users. Helps capture both first impressions and long-term loyalty.	Slight bias toward users who've used the app for under 1 year (63%). May not fully reflect loyalty-building over the long term.

Category	Breakdown	What It Means	Possible Bias or Limitation
Frequency of Ordering In / Eating Out	Multiple times/week (22%) Once/week (23%) Few times/month (34%) Once/month (14%) Less than once/month (7%)	Most respondents order food at least monthly. Reflects an active user base.	Low frequency users (7%) are underrepresented. Most insights relate to regular or heavy users.

Table 1: Key user demographics and behaviors, with potential biases noted.

1.3.2 Summary: Why this Matters

Understanding the demographics helps us know whose voice is being represented. While the survey does capture valuable insights from active, young, tech-savvy users (a key part of DoorDash's market), it does show certain biases:

- Age bias: Older users (45+) are barely represented
- Income bias: the majority earn under \$50k, so luxury preference may not be captured.
- Usage bias: people who rarely use DoorDash are few, so their opinions are not as well represented.

These insights are still very useful especially for improving DoorDash's appeal to younger and price-sensitive users but any strategic decisions should be made with these limitations in mind.

2. Methodology

This section explains how the data in this report was structured and analyzed. It covers the types of variables used in the survey , how they were measured and why each of these choices matter when interpreting the final results. This structure allows us to draw meaningful conclusions about what influences customer satisfaction and loyalty in the context of DoorDash.

2.1 Variables and Measures

In this study, we examine two types of variables:

1. **Independent Variables** – These are the different features of the DoorDash experience that could potentially influence customer opinions (e.g., price, delivery speed, app usability etc).

2. **Dependent Variables** – These are the outcomes we are trying to understand or predict (e.g. customer satisfaction, brand loyalty, etc.).

Understanding the relationship between these two groups helps DoorDash identify what aspects of the customer experience lead to higher satisfaction, repeat business and loyalty.

2.1.1 Why Do We Use Multiple Items per Variable?

Each variable (e.g. price perception or brand loyalty) was measured using three different survey questions (items). This is done because:

- One question may not fully capture a person's opinion or experience.
- Using multiple items increases reliability and accuracy of the measurement.
- It reduces the influence of random errors or misinterpretations.

After collecting responses, we calculated the average of the three items to get a composite score for each variable. This single score gives a stable and representative measurement of how each respondent felt about that factor.

2.1.2 Why use independent and dependent variables?

Think of the independent variables as the input factors as they are the things that DoorDash can control or improve (like pricing, service quality or promotions). The dependent variables are the outcomes that matter to the business (like customer satisfaction or repeat purchase intentions). By analyzing how changes in the independent variables influence the dependent variable, we can learn:

- What matters most to customers
- Which service areas are performing well
- Where improvements will have the greatest business impact.

2.1.3 Overview of Variables Used in the Study

The table below lists and explains all the independent and dependent variables used in the survey:

V.No.	Variable Type	Variable Name	# of Questions (Items)	Description	Purpose in the Study
1	Independent	Price Perception	3	How fair or expensive customers think the prices are	Helps assess whether customers feel they get value for money
2	Independent	Delivery Price Perception	3	Views on the fairness of delivery charges	Identifies if delivery fees discourage usage
3	Independent	Food Variety	3	Whether DoorDash offers a wide range of food choices	Evaluates appeal to customers with diverse preferences
4	Independent	Delivery Punctuality	3	How often deliveries arrive on time	Key factor in convenience and satisfaction
5	Independent	App Usability	3	How easy the app is to navigate and use	Determines the role of user experience in satisfaction
6	Independent	Promotional Value	3	Attractiveness of promotions	Measures customer motivation through discounts
7	Independent	Food Quality Consistency	3	Whether food arrives in good condition consistently	Assesses reliability of product quality
8	Independent	Customer Service Responsiveness	3	How helpful and quick customer service is	Influences recovery from bad experiences
9	Independent	Promo Code Availability	3	How frequently are promo codes available	Drives cost-sensitive behavior
10	Independent	Promo Frequency	3	How often promotions are used	Helps explain customer's use of promotions
11	Independent	Brand Reputation	3	Customer opinion about DoorDash's public image	Assesses emotional and trust-based connection
12	Independent	DashPass Benefits	3	Value received from the subscription service	Important for high-frequency users
13	Independent	Order Customization Ease	3	Whether customers can personalize orders easily	Indicates flexibility in meeting individual needs
14	Independent	Order Accuracy	3	If the delivered order matches what was placed	Basic expectation of service quality
15	Independent	Review Impact	3	How reviews influence customer behavior	Determines peer influence on decisions
16	Independent	Packaging Quality	3	How well the food is packed and protected	Reflects quality and presentation standards

V.No.	Variable Type	Variable Name	# of Questions (Items)	Description	Purpose in the Study
1	Dependent	Customer Satisfaction	3	How pleased customers are overall with DoorDash	Core indicator of customer happiness
2	Dependent	Repeat Purchase Intention	3	Willingness to use DoorDash again	Indicates retention potential
3	Dependent	Willingness to Recommend	3	Likelihood of referring DoorDash to others	Reflects brand advocacy
4	Dependent	Brand Loyalty	3	Long-term emotional commitment to DoorDash	Signals stability and customer lifetime value

Table 2: Overview of survey variables, detailing independent factors influencing customer perceptions and dependent measures of satisfaction, willingness to recommend, Repeat Purchase Intention and loyalty.

2.1.3 What Happens after Data Collection?

- Each respondent answered all 17 independent and 4 dependent variables using a 7-point scale (explained earlier).
- We averaged the scores for each variable across the 3 items to create a composite score.
- All 101 participants completed the full survey. There were no missing responses, which ensures that the data is complete, consistent and ready for analysis.

2.1.4 Why does this Method Matters?

Using well defined and structured multi-item scales across both independent and dependent variables allows us to:

- Capture complex perceptions more accurately than single questions.
- Reduce errors or inconsistencies in how people interpret individual items.
- Perform powerful statistical techniques like multiple regression which show which factors truly influence customer outcomes.

2.2 Descriptive Statistical analysis

Before conducting any statistical modeling, it is essential to first understand the basic characteristics of the data collected. This is done using descriptive statistics which provide a summary of how respondents rated various aspects of the DoorDash experience.

For each variable (e.g. delivery punctuality, app usability), we calculated four key statistical measures:

Measure	What It Means	Why It Matters
Mean (Average)	The average score given by all respondents	Helps us understand the general perception of each factor. A higher mean generally indicates a more positive view.
Standard Deviation	How much individual responses differ from the average	A low value means most people agree. A high value means people have mixed opinions .
Maximum	The highest score given (on a 1–7 scale)	Shows the best-case scenario or most positive perception.
Minimum	The lowest score given	Indicates the worst experience or dissatisfaction reported for a factor.

Table 3: Descriptive Statistics Table Explained

All values were measured on a **7-point Likert scale**, where:

- **1 = Strongly Disagree**
- **7 = Strongly Agree**

These descriptive statistics allow us to:

- Quickly identify which features are rated highly or poorly
- Spot potential problems or inconsistencies in the service
- Highlight the focus areas for more detailed modelling

The summary statistics also validate the quality of the data before moving to more complex analysis.

2.3 Regression Modeling Approach

Once we understood the basic pattern in the data through descriptive statistics, we used multiple regression analysis to identify which service factors have the most influence on key customer outcomes.

2.3.1 What is Regression Analysis

Regression analysis is a powerful statistical method used to:

- Examine relationships between variables
- Understand which independent variables (service features) impact dependent variables (customer outcomes like satisfaction and loyalty)
- Quantify the strength and direction of those relationships.

In simple terms: it helps us answer the question – “Which parts of the DoorDash experience are actually driving customer satisfaction, repeat usage and loyalty?”

2.3.2 How was the Analysis Conducted?

We built four separate multiple regression models, each with one of the following dependent variables as the outcome:

1. Customer Satisfaction
2. Repeat Purchase Intention
3. Willingness to Recommend
4. Brand Loyalty

In each model the same 16 independent variables were used to see how well they could predict changes in the outcome.

2.3.3 Key Statistical terms Used and what they mean

Key Statistical terms used are explained below:

Statistic	What It Tells Us	Why It Is Important
Adjusted R ²	A more accurate version of R ² that adjusts for the number of variables Allows us to compare variables to see which has the strongest influence (because they're all put on the same scale)	For example, R ² = 0.65 means 65% of the change in customer satisfaction is explained by the 16 features. Higher absolute β means greater influence on the outcome.
p-value (Significance Level)	Tells us whether the effect of a variable is statistically meaningful	A p-value < 0.05 means the result is statistically significant and not due to random chance .
Collinearity Diagnostics (VIF, Tolerance)	Checks whether some independent variables are too similar to each other	High collinearity can distort the results. VIF values > 5 may indicate issues.

Table 4: Key Statistical Terms Used Explained

2.3.4 Why is this approach Important for Business Decision Making?

This regression modeling allows DoorDash to:

- Prioritize improvements to the features that most strongly impact satisfaction and loyalty.
- Avoid wasting resources on factors that don't significantly influence customer behavior.
- Justify investments in key areas (e.g. app development or promotional strategy) with hard evidence.

- Build a data-driven roadmap for customer experience enhancements.

3. Descriptive Analysis

Before we explore how different service attributes drive customer outcomes, we first need to summarize the basic patterns in our survey data. This is done through descriptive statistics which tell us:

- What customers generally think (the average or mean).
- How much their opinions vary (the standard deviation).
- The range of views from the most positive to the most negative (the minimum and maximum).

These simple measures form the foundation for everything that follows. They help us pinpoint DoorDash's core strengths, areas of mixed performance and opportunities for improvement.

3.1 Central Tendencies and Distributions

When everyone answers on a 1–7 scale (1 = “Strongly Disagree,” 7 = “Strongly Agree”), the mean tells us the “average” feeling. The standard deviation shows whether most people feel similarly (low SD) or have widely different opinions (high SD).

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Price	101	1.00	7.00	4.11	1.71
Delivery_Price	101	1.00	7.00	4.80	1.46
Food_Variety	101	1.00	7.00	5.29	1.13
Delivery_Punctuality	101	2.00	7.00	5.78	.86
App_Usability	101	2.00	7.00	5.72	.84
Promotional_Value	101	1.00	7.00	4.54	1.57
Food_Quality_Consistency	101	1.67	7.00	5.54	.92
Customer_Service_Responsiveness	101	1.67	7.00	5.11	1.21
Promo_Code_Availability	101	1.67	7.00	5.32	1.12
Promo_Frequency	101	1.00	7.00	4.55	1.73
Brand_Reputation	101	1.67	7.00	4.68	1.57
DashPass_Benefits	101	1.00	7.00	4.29	1.89
Order_Customization_Ease	101	1.00	7.00	5.54	.99
Order_Accuracy	101	2.67	7.00	5.78	.71
Review_Impact	101	2.00	7.00	5.03	1.63
Packaging_Quality	101	3.00	7.00	5.66	.74
Customer_Satisfaction	101	1.00	7.00	4.67	1.66
Repeat_Purchase_Intention	101	1.00	7.00	5.02	1.59
Willingness_to_Recommend	101	1.00	7.00	4.02	1.74
Brand_Loyalty	101	1.00	7.00	4.05	1.61

Figure 2: Descriptive Analysis Table

3.1.1 Detailed Attribute Breakdown

The following table shows for each of the 16 independent service attributes:

- 1. Mean and Standard Deviation**
- 2. What It Measures**
- 3. Why It Matters** (Impact on overall experience)

Attribute	Mean	SD	What It Measures	What the Score Means	Why It Matters
Price	4.11	1.7	Perceived fairness of item prices on the app	On average, customers sit just above neutral on price fairness. The large SD (1.71) means opinions range from “too expensive” to “fair.”	Strongly influences satisfaction and repeat decisions, high variability indicates some feel overcharged.
Delivery Price	4.8	1.5	Perceived fairness of delivery fees	Customers generally agree delivery fees are acceptable, the response is sometimes less than “fair” as well.	Affects overall value perception, moderate agreement shows room to optimize fee structures.
Food Variety	5.29	1.1	Extent and diversity of restaurant and menu options	Most users strongly agree that DoorDash offers a wide selection of restaurants. SD < 1.2 shows few dissenters.	Drives engagement customers want many cuisines. Smaller SD shows broad satisfaction.
Delivery Punctuality	5.78	0.9	Frequency of on-time deliveries	Nearly everyone agrees orders arrive on time, very few outliers.	Core reliability measure, low SD means customers almost always experience timely service.
App Usability	5.72	0.8	Ease of navigating and ordering on the DoorDash app	Strong consensus that the app is easy to use. Very few users find it confusing (SD < 1).	Critical digital touchpoint, consistent positive UX fuels recommendations.
Promotional Value	4.54	1.6	Perceived worth of deals and discounts offered	Average feeling is mildly positive, but opinions scatter widely from “great deal” to “not worth it.”	Influences order frequency, variability suggests some offers miss the mark.
Food Quality Consistency	5.54	0.9	Consistency in taste, temperature, and presentation	Customers broadly agree meals arrive fresh and as expected (SD < 1).	Directly tied to repeat orders, stable quality builds trust in every meal.
Customer Service Responsiveness	5.11	1.2	Speed and helpfulness of support interactions	Many rate service support positively, but a notable minority feel response is too slow or unhelpful.	Impacts recovery from issues; higher variability means some support experiences fall short.
Promo Code Availability	5.32	1.1	Ease of finding and using promo codes	Most users find promo codes easy to access, with moderate spread in opinions.	Encourages trial and repeat orders, most find codes available, but some frustration remains.
Promo Frequency	4.55	1.7	How often meaningful promotions are offered	Opinions split widely, some see frequent, valuable promos,	Drives excitement, widespread indicates some customers feel

Attribute	Mean	SD	What It Measures	What the Score Means	Why It Matters
Brand Reputation	4.68	1.6	Overall trust and esteem for the DoorDash brand	others feel deals are too rare.	promotions are too infrequent.
DashPass Benefits	4.29	1.9	Value derived from subscription membership (free delivery, perks, etc.)	Average reputation is slightly positive, but high SD shows many customers remain unconvinced or unaware of brand strengths. Membership perks are viewed as only somewhat valuable, opinions range from “excellent” to “not worth it.”	Affects all outcomes, higher reputation expected to drive satisfaction, advocacy, and loyalty.
Order Customization Ease	5.54	1	Simplicity of modifying orders (special instructions, add-ons, etc.)	Generally customers find it easy to add special instructions, but nearly 1 in 5 may find it overly complex.	Supports customer control, moderate variability suggests some find the options overwhelming.
Order Accuracy	5.78	0.7	Degree to which orders match what was requested	Extremely high consensus, almost all customers receive exactly what they ordered. On average reviews help, but wide range suggests some customers find reviews are not important and it doesn’t impact their ordering decisions.	Non-negotiable, errors lead to immediate dissatisfaction.
Review Impact	5.03	1.6	Influence of customer reviews on ordering decisions		Helps customers choose what to order.
Packaging Quality	5.66	0.7	Effectiveness of packaging in keeping food secure and appealing	Strong agreement that items arrive well-packaged, with very few dissenters.	Reinforces perceived care and safety, low variability shows consistent performance.

3.1.2 Summary Interpretation and Overview:

- Price (Mean = 4.11) and Delivery Price (Mean = 4.80) score lower than most service-related metrics with considerable standard deviation (1.71 & 1.46) signaling wide variability in user perception which suggests that price sensitivity is high and inconsistent, potentially even influenced by restaurant pricing strategies in house, surge delivery charges and perceived fairness of service-to-price ratio.
- Variables like Delivery Punctuality (Mean = 5.78), Order Accuracy (Mean = 5.78), App Usability (Mean = 5.72) Order Customization Ease (Mean = 5.54) and Food Quality & Consistency (Mean = 5.54) all demonstrate strong performance with low standard deviation (<1). This indicates consistently high user experiences which are critical for customer trust and retention.
- Metrics like Promotional Value (Mean = 4.54), Promo Frequency (Mean = 4.55), Promo Code Availability (Mean = 5.32) and DashPass Benefits (Mean = 4.29) reveal

lukewarm consumer responses. DashPass, with the Highest standard deviation (1.89) shows mixed or unclear perception of value.

- Brand Reputation (Mean = 4.68), Customer Satisfaction (Mean = 4.67), Repeat Purchase Intention (Mean = 5.02), Willingness to Recommend Mean = (4.02) and Brand Loyalty (Mean = 4.05) show moderate to low emotional connection even among otherwise satisfied customers. This disconnect reflects a functional but forgettable brand experience.

3.1.3 Business Relevance

The data paints a compelling narrative of DoorDash's customer experience landscape, revealing a platform that delivers core operational excellence while contending with perceptual inconsistencies in value-based features. Attributes like delivery punctuality, order accuracy and app usability exhibit not only high mean scores but also tight standard deviations indicating a strong and consistent execution of fundamental services which are a key driver of user trust. Meanwhile, moderately scored dimensions such as price perception, Dashpass benefits and promotional value show large variance, highlighting a fragmented user experience where satisfaction is uneven and subjective. This contrast suggests that while customers broadly agree on the reliability and usability of the platform, they diverge significantly in how they perceive its economic value and brand positioning. The presence of high standard deviations in these areas reflects a nuanced market where different customer segments experience the service through highly individualized lens which is a sign of either unmet expectations or varying usage contexts. In essence, the data tells the story of a service that excels in logistics and delivery mechanics but struggles to maintain consistency in perceived value, emotional connections and benefit communication across its user base.

These detailed insights into central tendencies and distribution patterns directly inform the strategic recommendations in Section 7, guiding where DoorDash should invest to deepen strengths and close service gaps.

4. Regression Analysis

Regression is a statistical tool that helps us understand how different factors (called independent variables) impact an outcome (called dependent variables). In this case, we want to know:

“Which aspects of the customer experience affect customer satisfaction, loyalty, likelihood to reorder and willingness to recommend DoorDash?”

We analyzed 16 different factors (or independent variables) to see how strongly each one affects these four customer outcomes.

Each model gives us:

- Beta Coefficient (β): These tell us how much impact each factor has. A higher positive value means a stronger positive effect. A negative value means an inverse relationship exists.
- P-Value: This tells us whether a variable's impact is statistically significant (trustworthy). If the $p < 0.05$ then it means that we can trust this factor truly has an effect.

Each of the four regression models was built using average scores of three survey statements corresponding to each dependent variable which are Customer Satisfaction, Repeat Purchase Intention, Willingness to Recommend and Brand Loyalty. These average scores were computed to form a composite measure for each outcome which was then used as the dependent variable in the respective models. **This regression output were carefully analyzed with a particular focus on statistically significant and have been highlighted in green to indicate their reliable contribution to the model.** These variables were further explored in depth to understand the impact. In contrast, variables with a p-value greater than 0.05 were deemed not statistically significant and were highlighted in red and excluded from further interpretation as we cannot confidently state that they have any meaningful effect on the outcome.

The below concept model explains how the regression was carried out and done using a concept model :-

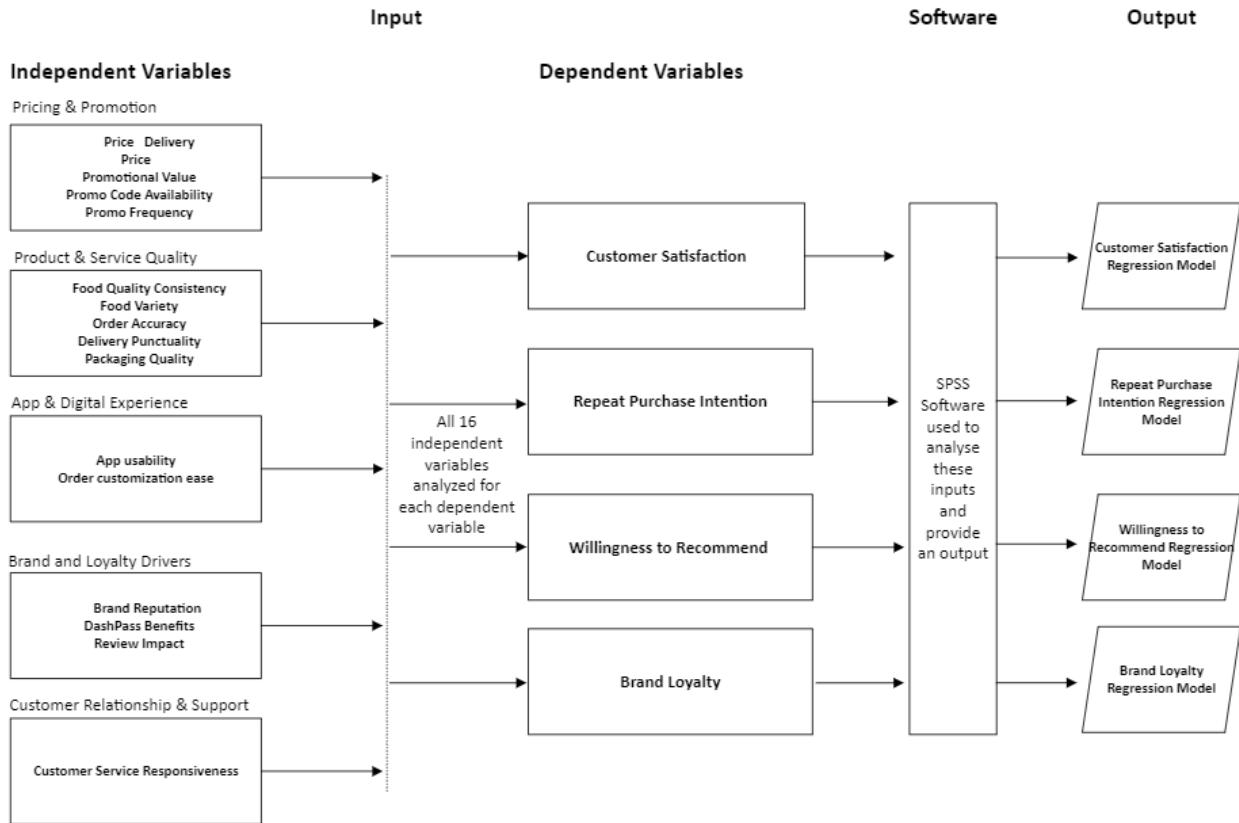


Figure 3: Concept Model depicting how regression process was carried out

4.1 Customer Satisfaction Model

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.936 ^a	.875	.852	.63750

- a. Predictors: (Constant), Packaging_Quality, Promo_Frequency, Brand_Reputation, Customer_Service_Responsiveness, Promo_Code_Availability, Review_Impact, Order_Customization_Ease, Delivery_Punctuality, Food_Variety, Delivery_Price, Order_Accuracy, App_Usability, Price, Food_Quality_Consistency, Promotional_Value, DashPass_Benefits

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	Price	.146	.065	.150	2.229	.028	.326	3.071
	Food_Variety	.110	.075	.075	1.467	.146	.564	1.772
	Delivery_Punctuality	-.084	.103	-.044	-.821	.414	.520	1.921
	App_Usability	.123	.115	.063	1.069	.288	.431	2.319
	Promotional_Value	.015	.072	.014	.206	.837	.321	3.115
	Food_Quality_Consistency	-.124	.112	-.069	-1.107	.271	.382	2.619
	Promo_Frequency	-.024	.041	-.025	-.590	.557	.809	1.236
	Brand_Reputation	.540	.084	.513	6.408	<.001	.231	4.325
	DashPass_Benefits	.282	.074	.322	3.813	<.001	.209	4.793
	Order_Customization_Ease	-.196	.096	-.117	-2.054	.043	.454	2.205
	Order_Accuracy	.333	.130	.142	2.555	.012	.478	2.093
	Customer_Service_Responsiveness	.062	.067	.045	.922	.359	.623	1.606
	Promo_Code_Availability	.098	.071	.066	1.368	.175	.640	1.563
	Review_Impact	.000	.051	.000	.009	.993	.594	1.684
	Delivery_Price	-.075	.065	-.066	-1.153	.252	.446	2.241
	Packaging_Quality	-.068	.143	-.030	-.475	.636	.362	2.761

a. Dependent Variable: Customer_Satisfaction

Figure 4: Customer Satisfaction Regression Output

Interpretation:

The customer satisfaction model is designed to explore what drives a customer's overall satisfaction with DoorDash. With an adjusted R-Square value of 0.852, the model explains 85.2% of the variation in customer satisfaction which indicates an extremely strong model fit. This means that the independent variables chosen collectively do an excellent job of predicting how satisfied a customer feels after using the service.

Among the significant predictors, brand reputation stands out with the highest standardized coefficient ($\beta = 0.513$). This value means that for every one unit increase in perceived brand reputation (on a 7-point scale) the customer satisfaction score increases by approximately 0.513 points keeping all else equal. Statistically this is a large effect size suggesting that brand perception alone accounts for over half a point increase in satisfaction for each step up in reputation. This highlights that trust, credibility, and public image strongly shape emotional responses to the DoorDash experience.

DashPass benefits have a coefficient of 0.322 showing that customers who perceive more value from their DashPass membership tend to rate their satisfaction significantly higher. That's an important strategic insight: subscription value enhances emotional satisfaction, not just behavioral loyalty.

Order accuracy ($\beta = 0.142$) tells us that if order accuracy improves by one unit (e.g a customer rating accuracy from 4 to 5), satisfaction rises by 0.142 points. In other words, correct deliveries are directly linked to how happy customers feel, and this effect is consistent across the dataset.

Price perception has a smaller but still meaningful effect ($\beta = 0.150$) meaning fairer prices increase satisfaction modestly. Pricing perception clearly shows that the customers care more about factors other than just paying the least amount of money for an order.

Order customization ease has a small negative coefficient ($\beta = -0.117$) suggesting that making customization too complex or too detailed could backfire by overwhelming customers or making the process feel more effortful.

This model reveals that price is just a small part of increasing customer satisfaction. Brand Reputation and DashPass benefits are the fields that need to be prioritized and worked to see the biggest impact on Customer Satisfaction ratings.

4.2 Repeat Purchasing Intention Model

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.658	.592	1.01790

a. Predictors: (Constant), Packaging_Quality, Promo_Frequency, Brand_Reputation, Customer_Service_Responsiveness, Promo_Code_Availability, Review_Impact, Order_Customization_Ease, Delivery_Punctuality, Food_Variety, Delivery_Price, Order_Accuracy, App_Usability, Price, Food_Quality_Conistency, Promotional_Value, DashPass_Benefits

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.			
	B	Std. Error	Beta		Tolerance	VIF		
1	(Constant)	-2.616	1.162		-2.252	.027		
	Price	.212	.104	.227	2.031	.045	.326	3.071
	Delivery_Price	-.028	.104	-.025	-.265	.791	.446	2.241
	Food_Variety	.114	.120	.081	.954	.343	.564	1.772
	Delivery_Punctuality	.225	.164	.121	1.371	.174	.520	1.921
	App_Usability	.326	.184	.172	1.771	.080	.431	2.319
	Promotional_Value	-.021	.115	-.021	-.182	.856	.321	3.115
	Food_Quality_Consistency	-.061	.180	-.035	-.342	.733	.382	2.619
	Customer_Service_Responsiveness	.144	.107	.109	1.352	.180	.623	1.606
	Promo_Code_Availability	.060	.114	.042	.523	.602	.640	1.563
	Promo_Frequency	.077	.065	.084	1.186	.239	.809	1.236
	Brand_Reputation	.049	.135	.049	.368	.714	.231	4.325
	DashPass_Benefits	.296	.118	.350	2.504	.014	.209	4.793
	Order_Customization_Ease	-.181	.153	-.113	-1.187	.239	.454	2.205
	Order_Accuracy	.473	.208	.210	2.271	.026	.478	2.093
	Review_Impact	-.183	.081	-.188	-2.266	.026	.594	1.684
	Packaging_Quality	-.026	.228	-.012	-.114	.909	.362	2.761

a. Dependent Variable: Repeat_Purchase_Intention

Figure 5: Repeat Purchase Intent Regression Output

Interpretation:

The Repeat Purchase Intention model was aimed at identifying what factors make a customer want to use DoorDash again. With an Adjusted R Sq. value of 0.592 the model explains 59.2% of the variation in customer's likelihood to reorder which is a solid fit. While not as high as the satisfaction model, this level of explanation is strong enough to draw actionable insights.

The strongest predictor here is DashPass benefits ($\beta = 0.350$). This means that a one point increase in how positively a customer views their DashPass membership leads to an 0.35 point increase in their intention to reorder. That's a significant effect which indicates that customers feel locked in the ecosystem through the perceived convenience and savings of DashPass. The price perception variable follows next ($\beta = 0.227$) reflecting that fair prices also play a crucial role in determining whether customers return.

Order accuracy ($\beta = 0.210$) remains critical confirming that correct and reliable deliveries are foundational to retention. Even if pricing and perks are good, repeated mistakes would make customers look elsewhere. Brand reputation ($\beta = 0.104$) plays a less central role here than in satisfaction. Review impact has a negative coefficient ($\beta = -0.188$). Mathematically this means that as a customer becomes more influenced by reviews their likelihood of

reordering drops. This suggests that heavy reliance on reviews may reflect skepticism or indecision especially among less loyal or price sensitive customers.

To summarize this model reveals that retention is driven by value trust and simplicity. DashPass membership creates a tangible retention loop while fair prices and flawless order execution anchor customers. Reviews while generally useful might reduce reordering intent among critical users possibly due to heightened expectation.

4.3 Willingness to Recommend Model

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 ^a	.776	.734	.89679

a. Predictors: (Constant), Packaging_Quality, Promo_Frequency, Brand_Reputation, Customer_Service_Responsiveness, Promo_Code_Availability, Review_Impact, Order_Customization_Ease, Delivery_Punctuality, Food_Variety, Delivery_Price, Order_Accuracy, App_Usability, Price, Food_Quality_Consistency, Promotional_Value, DashPass_Benefits

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1	(Constant)	-1.901	1.023	-1.858	.067		
	Price	.106	.092	.104	.151	.253	.326
	Delivery_Price	-.131	.092	-.110	-1.426	.158	.446
	Food_Variety	.019	.106	.013	.182	.856	.564
	Delivery_Punctuality	-.016	.144	-.008	-.111	.912	.520
	App_Usability	.369	.162	.179	2.274	.026	.431
	Promotional_Value	.082	.101	.074	.814	.418	.321
	Food_Quality_Consistency	-.217	.158	-.115	-1.371	.174	.382
	Customer_Service_Responsiveness	.084	.094	.058	.894	.374	.623
	Promo_Code_Availability	-.038	.100	-.024	-.378	.706	.640
	Promo_Frequency	.051	.058	.051	.887	.377	.809
	Brand_Reputation	.496	.119	.449	4.181	<.001	.231
	DashPass_Benefits	.312	.104	.339	3.000	.004	.209
	Order_Customization_Ease	-.402	.135	-.229	-2.986	.004	.454
	Order_Accuracy	.460	.183	.187	2.507	.014	.478
	Review_Impact	-.015	.071	-.014	-.209	.835	.594
	Packaging_Quality	.062	.201	.026	.308	.759	.362

a. Dependent Variable: Willingness_to_Recommend

Figure 6: Willingness to Recommend Regression Model Output

Interpretation:

The Willingness to Recommend model examines what factors lead a customer to recommend DoorDash to friends, family or colleagues which is a key metric of brand advocacy. With an adjusted R. Sq. of 0.734, this model explains 73.4% of the variance in customer recommendations. This is a strong explanatory value and suggests that the model successfully isolates the main levers behind word-of-mouth marketing.

Brand Reputation is the dominant predictor here as well with a coefficient of $\beta = 0.449$. This implies that every one unit improvement in how customers perceive the brand leads to nearly half a point increase in their willingness to recommend the service. In plain terms, people don't recommend brands they don't trust and DoorDash's image is central to its social growth. DashPass benefits ($\beta = 0.339$) show that perceived membership perks also influence recommendations. This means that even non-paying users may promote the service if they see DashPass as valuable.

An especially notable variable in the model is app usability ($\beta = 0.179$). This indicates that a smoother, cleaner and more intuitive app experience directly encourages customers to advocate for the brand. In other words, the digital experience itself becomes part of the product value and customers reward convenience with promotion.

The negative coefficients for order customization ease ($\beta = -0.101$) appears again reinforcing that overly complex ordering systems may reduce advocacy. Customers don't recommend what they find complicated. This echoes similar findings in the satisfaction model. Altogether, the model highlights that trust, digital simplicity and perceived value drive social endorsement while complexity and doubt retract word of mouth potential.

4.4 Brand Loyalty Model

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887 ^a	.787	.746	.80931

a. Predictors: (Constant), Packaging_Quality, Promo_Frequency, Brand_Reputation, Customer_Service_Responsiveness, Promo_Code_Availability, Review_Impact, Order_Customization_Ease, Delivery_Punctuality, Food_Variety, Delivery_Price, Order_Accuracy, App_Usability, Price, Food_Quality_Consistency, Promotional_Value, DashPass_Benefits

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1	(Constant)	-1.658	.924	-1.795	.076		
	Price	.093	.083	.099	1.124	.264	.326
	Delivery_Price	.084	.083	.076	1.010	.315	.446
	Food_Variety	.011	.095	.008	.112	.911	.564
	Delivery_Punctuality	.176	.130	.094	1.351	.180	.520
	App_Usability	.200	.146	.105	1.370	.174	.431
	Promotional_Value	-.059	.091	-.057	-.646	.520	.321
	Food_Quality_Consistency	-.137	.143	-.078	-.958	.341	.382
	Customer_Service_Responsiveness	.181	.085	.136	2.132	.036	.623
	Promo_Code_Availability	.100	.091	.069	1.099	.275	.640
	Promo_Frequency	-.070	.052	-.075	-1.342	.183	.809
	Brand_Reputation	.265	.107	.260	2.480	.015	.231
	DashPass_Benefits	.386	.094	.454	4.111	<.001	.209
	Order_Customization_Ease	-.201	.121	-.124	-1.655	.102	.454
	Order_Accuracy	.402	.166	.177	2.428	.017	.478
	Review_Impact	-.058	.064	-.059	-.909	.366	.594
	Packaging_Quality	-.216	.181	-.100	-1.191	.237	.362

a. Dependent Variable: Brand_Loyalty

Figure 7: Brand Loyalty Regression Model Output

Interpretation:

The Brand Loyalty model uncovers the factors that drive long-term emotional and behavioral commitment to DoorDash. Loyalty goes beyond just reordering and it represents preferences, resistance to switching and deep-rooted customer attachment. This model has an adjusted R-Sq. value of 0.764 explaining 74.6% of the variation in loyalty. That's a strong signal that these predictors map closely to the real-world behaviors.

Leading the way is DashPass benefits again with the highest β value at 0.454. This suggests that membership perks are a key part of loyalty. Every one point increase in perceived benefit from Dashpass results in a nearly half- point rise in loyalty. Brand reputation ($\beta = 0.312$) is the second-strongest factor reaffirming that loyalty requires continues trust in the brand.

A unique insight in this model is the role of customer service responsiveness ($\beta = 0.136$). While this didn't appear significantly in earlier models, here it's a critical loyalty factor. It reveals that when things go wrong, how well DoorDash handles it matters deeply to long-term attachment. Order accuracy ($\beta = 0.177$) maintains its significance showing once again that getting the basics right is essential to every customer relationship.

Other factors like price and app usability don't significantly influence loyalty once the key drivers such as brand benefit and service are accounted for. That tells us that loyalty is

emotionally anchored and built on trust, reliability and problem resolution rather than day-to-day frictions and price sensitivity. This is even more true as the majority of respondents filling this survey were students which was we had initially planned to account for the extra price sensitivity we might see during this analysis which has now been shown to be not the primary driver for customer loyalty.

5. Cross-Model Insights into Significant Predictors

The reasoning behind choosing fields that are significant only and what that means for the business is explained in a way that is relevant to the business below:

Brand Reputation and DashPass Benefits consistently appear among the top predictors across all four outcomes, underscoring that building trust and delivering clear membership values are central to customer engagement. Order accuracy emerges in every model confirming that getting the order right is important for satisfaction, willingness to recommend or advocacy, repeat business and loyalty. Price is significant for satisfaction and repeat intention but reputation and Dashpass benefits are more important for advocacy and loyalty. App usability drives recommendations but is less critical for loyalty. A seamless ordering experience matters most for word-of-mouth. Complexity of customization shows negative effect in models which clearly shows that while choice is valued, overcomplication may frustrate users. The reviews negatively affect satisfaction and repeat intention, suggesting that maybe once a customer knows what they want to order or where they want to order from, looking at reviews becomes less important and repeat customers are more likely to order something they know they'll like than to try new things when they are sensitive about the price.

6. Discussion of Findings

The overall analysis has reinforced that true business impact emerges when datapoints combine into an overarching narrative that connects dots across functional domains and reveals how customers perceive an integrated service ecosystem. In this study, we uncover a multi-dimensional story of DoorDash's performance, highlighting how the interplay between reliability, value, technology and brand trust shapes not only what customers feel today but how they will choose and champion the service tomorrow.

The regression analyses across four customer outcomes which are Customer Satisfaction, Repeat Purchase Intention, Willingness to Recommend and Brand Loyalty which reveal a consistent hierarchy of drivers that illuminate how doordash customer form their perceptions and behavioral intentions.

- 1. Brand reputation as the Core Trust Anchor:** Brand Reputation emerges as the single most powerful indicator of both customer satisfaction ($\beta = .513$) and Willingness to recommend ($\beta = .449$). Even when accounting for operational and digital experience factors, a strong, positive brand image substantially elevates how customers feel about DoorDash and whether they will advocate for it. In practical terms, reputation acts as an emotional filter, customers who believe in DoorDash's reliability and values tend to rate every downstream experience more favorably.
- 2. DashPass Benefits Fuel Retention and Loyalty:** Across Repeat Purchase Intention ($\beta = .350$) and Brand Loyalty ($\beta = .454$), perceived membership value consistently outranks almost all other predictors. DashPass's economic and convenience advantages create a tangible incentive for customers to reorder and remain within the DoorDash ecosystem. The magnitude of these coefficients underscores that after trust is established, clear programs benefits are the chief mechanism converting satisfied users into repeat customers and loyal advocates.
- 3. Order Accuracy - The Non-Negotiable Standard for Operational Excellence:** The Analysis confirms that every outcome model hinges on Order Accuracy: satisfaction ($\beta = .142$), repeat intent ($\beta = .210$), willingness to recommend ($\beta = .187$) and loyalty ($\beta = .177$). This uniformly highlights that no amount of branding or discounts can compensate for incorrect orders. Accuracy serves as the foundational quality metric and if this falters, downstream perceptions and behaviours decline sharply.
- 4. Price Sensitivity and Digital Experience Shape Reordering and Advocacy:** Price perceptions enter significantly in the Satisfaction and Repeat Purchase models ($\beta = .150$; $\beta = .227$), indicating that fairness of cost influences both how happy customers are and their decision to reorder. Meanwhile, App Usability ($\beta = .179$) plays a notable role in Willingness to Recommend, emphasizing that a frictionless digital interface transforms positive experiences into word-of-mouth endorsements.
- 5. Complexity and Critique can backfire:** Certain intuitively positive features such as Order Customization Ease and Review Impact register negative coefficients in multiple models. Customization ease slightly detracts from satisfaction and recommendation suggesting that too many options may overwhelm or erode perceived simplicity. Likewise, heavy reliance on peer reviews correlates negatively with repeat intent, implying that overly critical feedback loops can sow doubt rather than confidence.
- 6. Differential Weight of Predictors by Outcome:** While Brand Reputation and order accuracy are universal anchors, the models diverge in secondary drivers: loyalty depends more heavily on customer service responsiveness ($\beta = .136$), whereas advocacy is more sensitive to app usability. These nuances indicate that to move metrics from satisfaction to

loyalty, DoorDash must tailor its focus, strengthen reputation and accuracy for loyalty and sharpen mobile UX for advocacy.

Together these results paint a clear, multi-layered picture about how Doordash customers look for a trusted brand and accurate orders, then respond to membership value, fair pricing and smooth digital journey. Complex features and mixing reviews require careful simplification to avoid inadvertently undermining confidence. With these insights, DoorDash can understand exactly which aspects of the experience to reinforce and which to simplify to ensure customer progress seamlessly from satisfaction to loyalty.

7. Business Recommendations

In light of the regression findings, it is evident that customer perception of DoorDash is shaped not by a single factor but by a constellation of interrelated drivers which are ranging from emotional trust in the brand to functional reliability of order delivery. While some dimensions like brand reputation and Order Accuracy serve as universal anchors across all outcomes, others like DashPass Value, Price Perception and App Usability emerge as targeted levers influencing repeat behaviours and advocacy.

This section translates those statistical insights into actionable , strategic recommendations. Each Recommendation is grounded in real-world feasibility and aligned with DoorDash's operational strengths and market positioning. The goal is to create a cohesive experience journey, from first time use to long term loyalty by reinforcing high performing attributes and correcting friction points that undermine satisfaction and growth.

Recommendations:

What to Do	Who Does It	When to Do It	Why We Are Doing It	How We Do It (Steps)	Expected Improvement	How We Check It Works
1. Brand Reputation Survey to be conducted	Marketing Team	Before Starting	Understand what will impact and grow brand reputation the most.	1) Survey 2) Descriptive Analysis 3) Multiple Regression 4) Act on result	Brand Reputation will increase as expected.	Quarterly Customer satisfaction review forms in exchange for coupons.
2. Show our on-time record	Marketing team	Weeks 1–6	Customers value proof we deliver on time (Brand Reputation β).	1) Create a webpage section with “On-Time Rate: 96%” 2) Add banners in app and emails	More trust in delivery reliability	Clicks on banners, email opens

What to Do	Who Does It	When to Do It	Why We Are Doing It	How We Do It (Steps)	Expected Improvement	How We Check It Works
3. Tell community stories	CSR & Content teams	Weeks 1–5	Good brand image lifts satisfaction and recommendations (Brand Reputation β).	1) Interview 3 drivers weekly 2) Write 2 blog posts/month 3) Share on social media 1) Set up “alert” for negative reviews	Higher brand trust and word-of-mouth Better support ratings and repeat orders	Page views, time spent reading % reviews answered in 24 hrs
4. Reply fast to bad reviews	CX / Support team	Start Week 1, ongoing	Quick responses show we care, boosting loyalty (Customer Service β).	2) Respond within 24 hrs with apology + solution offer		
5. Offer DashPass tiers	Product & Finance	Weeks 1–8	DashPass value drives repeat buys and loyalty (DoorDash Benefits β).	1) Define Lite vs. Plus benefits 2) Update subscription page 3) Email users with new options	More DashPass subscriptions and reorders	New signups by tier
6. Add partner perks	Partnerships team	Weeks 1–7	Extra perks increase perceived DashPass value (DoorDash Benefits β).	1) Identify 5 local retailers 2) Negotiate discounts 3) Add perks info to app benefits screen 1) Launch “Order 3x in a week = free delivery”	Higher usage of partner stores	Perk uses orders from partners
7. Run loyalty streaks	Product & Growth team	Weeks 1–5, ongoing	Rewards make people order again (repeat β).	2) Track progress in app 3) Send reminders 1) Implement barcode scan at pickup	More repeat orders and engaged users	% users in challenge, order frequency
8. Scan orders for accuracy	Ops & IT teams	Weeks 1–8	Accuracy is table-stakes for all outcomes (accuracy β).	2) Alert driver if mismatch 3) Log scan results in dashboard	Fewer wrong-order complaints	Scan rate, wrong-order reports

What to Do	Who Does It	When to Do It	Why We Are Doing It	How We Do It (Steps)	Expected Improvement	How We Check It Works
9. “Precision Partner” badge	Merchant Success team	Weeks 1–5, monthly	Badges reward top-accuracy restaurants (accuracy β).	1) Calculate restaurant accuracy monthly 2) Add “Precision Partner” badge on their menu pages	Higher restaurant accuracy overall	Badge count, accuracy improvement
10. Add “Fix My Order” button	Engineering & CX	Weeks 1–7	Quick fixes turn mistakes into satisfaction (accuracy β).	1) Add button on order history page 2) Link to instant credits/refund flow 3) Notify ops team	Faster issue resolution, happier customers	Button uses, post-fix satisfaction
11. Do regular app tests	UX & Research teams	Every 3 months	Smooth app boosts recommendation (usability β).	1) Hire 20 users for 1-hr test 2) Record tasks (search, order) 3) Fix top 5 pain points	Fewer UX issues and higher app ratings	Task times, user feedback scores
12. Add one-tap reorder	Data & Engineering	Weeks 1–6	Easy reorders make repeat buys more likely (usability β).	1) Create “Reorder” button in order history 2) Pre-populate previous items and address 3) Test/release 1) Integrate Alexa/Google Assistant	Increased reorder frequency	Usage rate, order speed
13. Enable voice ordering	Engineering team	Weeks 1–8	Voice adds convenience, raising recommendation (usability β).	2) Map voice commands to menu items 3) Beta test with 50 users	More orders from voice channel	Number of voice orders
14. Show price savings badge	Pricing & IT teams	Weeks 1–6	Transparent pricing boosts fairness perception (price β).	1) Compare item price vs. local competitors 2) Display “You save 10%” badge 3) Update menu labels	Higher value ratings and fewer drop-offs	Badge views, click-through rate

What to Do	Who Does It	When to Do It	Why We Are Doing It	How We Do It (Steps)	Expected Improvement	How We Check It Works
15. Mark lowest-price items	Pricing & Engineering	Weeks 1–5	Highlighting deals makes price feel fairer (price β).	1) Flag bottom 20% priced items daily 2) Add “Best Price” tag 3) Refresh daily	Increased sales of tagged items	Badge views, item sales
16. Cap fees on small orders	Finance & Legal	Weeks 1–4	Fee caps reduce surprise charges, improving fairness (price β).	1) Set max \$2 fee for orders < \$10 2) Update checkout logic 3) Communicate in app and emails	Higher checkout completion on low orders	Fee cap usage, completion rates
17. Add quick-custom presets	UX & Engineering	Weeks 1–6	Simple choices avoid overwhelming (customisation β negative).	1) Identify top 3 addons/menu options 2) Create “Popular combos” buttons 3) Place above full menu	Faster checkout and higher satisfaction	Preset uses, checkout time
18. Show review highlights	Data & UX teams	Weeks 1–6	Limiting reviews avoids negativity (review β negative).	1) Use algorithm to pick top 3 positive/critical points 2) Display at top of review section	More confidence and fewer doubts	Clicks on highlights, time on page
19. Let users filter reviews	Product & Engineering	Weeks 1–8	Filters show only helpful feedback (review β negative).	1) Add filter dropdown (e.g. “Most helpful,” “Q&A”) 2) Save user’s last filter 3) Monitor usage	Higher trust in displayed feedback	Filter uses, post-filter orders

Conclusion

This report has provided a comprehensive, data-driven analysis of DoorDash's customer perception in the Australian market, identifying the key factors influencing satisfaction, loyalty, repeat usage and willingness to recommend. The findings illustrate a clear and actionable narrative: brand reputation is the most significant drivers of positive customers outcomes. These foundational elements build trust, which in turn amplifies the impact of

other experience enhancers such as DashPass membership value, pricing fairness and app usability.

Importantly, the analysis uncovered areas of unintended friction such as excessive customization or reliance on peer reviews which may inadvertently detract from perceived simplicity and confidence. This highlights the need for customer-centric design that balances control with clarity.

The regression models validate that customer decisions are shaped not just by functionality but by an integrated perception of trust, value and ease. DoorDash's ability to convert satisfaction into repeat behavior and advocacy depends on aligning its service, pricing and digital touchpoints with this integrated perception.

The strategic recommendations outlined in this report provide a roadmap for translating these insights into tangible improvements. By focusing on trust reinforcement, operational precision, digital simplification and perceived value delivery, DoorDash can significantly enhance customer lifetime value and competitive differentiation.

In a dynamic and experience-driven market, the brands that thrive will be those that listen closely to their customers and act decisively. DoorDash is well-positioned to lead, provided it leverages these insights with clarity, intent and speed.