# Factors Affecting to Customer Satisfaction towards Online Food Ordering Applications: Reference to Kurunegala District, Sri Lanka

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## ABSTRACT

Online food delivery services have been rapidly expanding on global scale, including within Sri Lanka. Individuals with hectic lifestyles find great convenience in having food delivered to their homes. This service significantly enhances their overall quality of life by saving them time and effort. Nowadays there are so many online food delivery services and applications, and competition among those service providers become high. Service providers are not concerned about customers and therefore there is no guarantee about whether customers purchase products online again and again. By conducting this research, researchers aim to identify the significant factors that affect consumer satisfaction towards online food ordering applications in Kurunegala district, Sri Lanka. Based on the literature review, customer convenience, delivery time, food quality, and food ordering application brand name are identified as factors that affect customer satisfaction towards online food ordering applications. The objective of this study is to find the relationship between independent variables (customer convenience, delivery time, food quality, food ordering application brand name) and the dependent variable (customer satisfaction) by testing hypotheses. This paper used a quantitative approach to the collection and analysis of data from a total of 384 survey respondents between the 20-29 age range. Data was gathered through a questionnaire and a sample was selected by using a convenient sampling technique. Then, the collected data set was analyzed using IBM SPSS Version 26. This analysis revealed that customer convenience, delivery time, and the brand name of the food ordering application have a positive and significant impact on customer satisfaction towards online food ordering applications in the Kurunegala district. In contrast, the relationship between food quality and customer satisfaction towards online food ordering applications in Kurunegala district is insignificant. This paper provides valuable insights for service providers, helping them understand the factors affecting customer satisfaction and develop strategies to enhance customer satisfaction.

**Keywords: Customer satisfaction towards online food ordering applications, Customer convenience, Delivery time, Food quality, Food ordering application brand name**

# 1. INTRODUCTION

Today, we all are living in a period of information technology which has influenced every activity and function of human life. Food delivery business has become very popular, especially among young people (Azman et al.,2021). Sri Lankan food services have shifted to online food delivery services, during the COVID-19 pandemic. Online Food Delivery Service (OFD) is an online platform that allows consumers to buy ready to eat food out of different food options made available online by the nearest restaurant owners at their doorstep with just a click of the mouse on the computer or touch on the mobile (Giri & Yajurvedi 2022). There are certain numbers of key players in the online food delivery business such as Pizza Hut, Dominos, and KFC, Uber Eats. The rapid increase in internet usage among youth has led to increased ordering of foods using online food ordering applications. Internet usage percentage in Sri Lanka was 44.5% of the population in 2021 and 48.3%of the population in 2022. Internet usage percentage has been increased by 3.8% (Census and Statistics report 2022).

Customer Satisfaction is important in determining the Quality of service delivered through online food ordering applications (Lee et al.,2019). The company must focus on the usefulness and ease of use of the online platform, to increase the customer intent to use food ordering applications (Tan et al., 2022). Companies that provide online food delivery services should maintain their loyal customers by providing quality services in order to become stable in the market (Tan et al., 2020). The younger generation prefers to buy food items from online hubs to a greater extent than older generations as they offer numerous advantages to customers such as easy access to a variety of food items, quick transactions, convenience of time, and attractive promotional offers (Frederick et al.,2022).

Throughout the years online food deliveries have changed the game in the food and beverage industry. The number of competitors in the online food ordering application industry will grow like mushrooms after rain (Rasli et al.,2020). Because of the huge competition, restaurant owners and food delivery app providers do not consider customer attitudes toward mobile applications much (Rajapaksha & Chathurika 2022). Currently, many companies are providing similar services, so the competition is getting tougher. Although the service has been used by many consumers, there is no guarantee whether they will continue to use apps in the future (Rasli et al.,2020). Service providers need to be concerned about customer satisfaction to retain their customers. Therefore, the main purpose of the research is to identify the significant factors that affect consumer satisfaction towards online food ordering applications in Kurunegala district, Sri Lanka.

Previous research on customer satisfaction in purchasing food products through online food ordering applications has been widely carried out (Jayasinghe et al.,2022; Chandrasekhar et al.,2019; Chowdhury et al.,2023). However, a study on customer satisfaction towards online food ordering applications in Kurunegala District, Sri Lanka has not been found. Therefore, this research has focused on identifying the factors affecting customer satisfaction towards

online food ordering applications: reference to Kurunegala District. More specially, this research has four objectives.:

I. To identify the impact of customer convenience on customer satisfaction towards online food ordering applications in Kurunegala District.
II. To identify the impact of delivery time on customer satisfaction towards online food ordering applications in Kurunegala District
III. To identify the impact of food quality on customer satisfaction towards online food ordering applications in Kurunegala District
IV. To identify the impact of food ordering application brand name on customer satisfaction towards online food ordering applications in Kurunegala District.

## 2. LITERATURE REVIEW

### 2.1 Consumer Satisfaction Towards Online Food Ordering Applications

Online Food Ordering Applications refers to the online channels that consumers use to order from restaurants and fast-food retailers (Elvandari et al.,2018). According to SEO (2020), they conclude that satisfaction by using a mobile application is in many ways will raise the consumer's application performance, and intention to order foods through mobile applications. Satisfied consumer is the key point for enterprises to increase a company's profit which will lead to success and help in maintaining the growth of the country's economy (Idros,2019). Understanding the value of consumer satisfaction is extremely important as it is a critical tool for business growth, survival, and competitive advantage (Chandrasekhar et al.2019). People are able to use Online Food ordering Applications because it provides so many benefits to the customers. People commonly choose to order food online due to factors such as busy schedules, timely delivery, attractive offers and discounts, and the ease and convenience it provides (Sabhani et al.,2021).

### 2.2 Customer Convenience

Consumers usually attempt to shop online because they enjoy convenience and comfort at home and provide extra leisure time on their own (Jiang et al.2013). Convenience and ease while ordering through Online Food Delivery services make it a more usable and accepted platform (Chandrasekhar et al., (2019). Online Food Ordering applications allow customers to place orders and receive the food anytime and anywhere. Therefore, customers prefer to order online rather than purchase from a store. And also, convenience has a positive significant impact on consumer attitude and consumer behavioral intention for online food delivery services (Chowdhury et al., 2023).

## 2.3 Delivery Time

Delivery time refers to the period between when an order is placed and when it's delivered. (Luther et al., 2020) Timely deliveries make for high customer and client satisfaction. In recent years due to the hectic lifestyle, many people don't like to wait for the food at restaurants. People would prefer that food comes to them without much effort and to be delivered as fast as possible (Yeo et al.,2017). Timely delivery and better discounts are the reasons to switch consumers to online food delivery applications (Das J. 2018). Saad (2020) stated that delivery time positively influences customer satisfaction because when a delay happens on delivery it will hurt or cause customer dissatisfaction.

A study by Zakaria et al., (2022) shows that delivery time has a strong positive impact on customer satisfaction. The time and delivery attributes are the most important attributes of other attributes for consumers in online food delivery services (Nurcahyani et al., 2021). A study by Gunathilake and Wickramsuriya (2023) shows that delivery time is a factor that significantly positively influences the intention of selecting online food delivery services.

## 2.4 Food Quality

Food quality refers to the overall performance of the food to fulfill customer needs, comprising several factors such as menu variety, presentation, size, healthiness, taste, freshness, and food temperature (Suhartano et al., 2019). Quality of the food motivates the customer to choose the best restaurant. Jayasingha et al., (2022) suggested that restaurants or other food outlets should consistently provide good food for their customers to retain them. Food quality has a stronger influence on customer satisfaction (Gundur et al., 2021). The study's findings of Rebollo & Hinlayagan (2023), and Jayasinghe & Dayangana (2021) in their research showed that perceived food quality has a significant impact on customer satisfaction with online food delivery services.

## 2.5 Food Ordering Application Brand Name

The term brand name refers to a collection of expectations about a brand expressed in the brand relationships that customers remember (Jin et al., 2012). Brand name of the food ordering application provides several signals about the product quality. Consumers would have more confidence in the brand with familiarity which affects the purchase intention of the brand (Youn et al.,2009). A good brand name is critical to growth of the food service business, as it helps consumers in visualizing and thereby forming favorable feelings about services before purchase (Jin et al.,2012). Also, there is a significant positive effect of the brand image of food ordering applications on both customer satisfaction and intention to use food ordering applications. Therefore, customers who have a positive brand image are more likely to be satisfied (Erkmen & Turegun, 2022).

## 2.6 Theoretical Framework

This research and hypothesis are tested by considering the Technology Acceptance Model (TAM) and Stimulus Organism Response Model (SOR). Empirical results of previous research have used these two theories to determine the impact of factors such as customer convenience, delivery time, food quality, online food ordering application brand name on customer satisfaction towards online food ordering applications (Song et al., 2021; Salleh et al., 2020; Troise et al., 2020; Erkmen and Turegan,2022).

### 2.6.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (Davis,1989) focuses on users' acceptance and adoption of technology. It shows that an individual's intention to use technology is influenced by perceived usefulness, perceived ease of use, and behavioral intention. TAM is an emerging technology technique. In the context of online food ordering, TAM suggests that users are more likely to adopt online platforms if they perceive them as convenient, efficient, and providing value in terms of time savings, ease of use, and access to a variety of food options. TAM provides a stable base for studying consumer's online purchasing habits (Sevim et al., 2017). Different researchers have used Technology Acceptance Model to identify the impact of different factors towards online food ordering applications (Song et al., 2021; Salleh et al., 2020; Troise et al., 2020)

### 2.6.2 The Stimulus Organism Response (SOR) Framework

The Stimulus Organism Response (SOR) model addresses how people are internal and behavioral states are affected by their physical surroundings. According to the research of Erkmen and Turegan (2022) the "stimulus" is represented by overall system quality (information, system, and service quality). "Organism" is represented by brand image, and the "response" is represented by purchase intention and customer satisfaction. Since brand image is also formed due to cognitive processes, this study assumes that customer responses may be a function of brand image. More specifically, positively assessed brand image may improve customers' motivation to purchase, satisfaction, and loyalty (Jani & Han, 2011).

**Table 1: Studies that used Technology Acceptance Model (TAM) and Stimulus Organism Response (SOR) mode**

| Author | Studies | Theory Used | Variables |
|--------|---------|-------------|-----------|
| Song et al., (2021) | An integrated approach to the purchase decision making process of food-delivery apps. | TAM | • Time saving<br>• Service quality<br>• Food quality |
| Salleh et al., (2020) | Hotel restaurants food delivery app: customers' intention | TAM | • Perceived ease of use<br>• Perceived usefulness<br>• Attitude |
| Troise et al., (2020) | Online food delivery service and behavioral intention. | TAM | • Attitude<br>• Perceived useful.<br>• Perceived behavior<br>• Perceived ease of use<br>• Convenience<br>• Trust<br>• Choices of food |
| Erkmen and Turegan (2022) | Success model of online food delivery system: The role of brand image in customer responses | SOR | • Brand image<br>• System quality<br>• Service quality<br>• Purchase intention<br>• Customer satisfaction |

*Source: Developed by researcher*

# 3. METHODOLOGY

## 3.1 Research Approach
The deductive approach is used in this research. Since this study intends to test the theory and hypothesis by analyzing the collected data and according to the analyzed results confirm or refuse the original theory.

## 3.2 Research Method
The descriptive research method describes the characteristics of the population or phenomenon studies. This research is descriptive research that uses quantitative data. In quantitative methods use as statistics to analyze data and structured questionnaires used to collect data.

## 3.3 Population
The population of this research is users of online food ordering applications within 20-29 years in Kurunegala District, Sri Lanka. According to the Census and Statistics report of Kurunegala district (2022), there are 243,522 population within the 20-29 years age range.

## 3.4 Sampling Technique & Sample
According to the Krejci and Morgan table sample size of this research is 384 respondents. Sample was selected by using a convenient sampling technique. Data was collected through a questionnaire from 384 respondents in Kurunegala district.

## 3.5 Conceptual Framework

Researcher has developed the following research model by referring to previous research.

Independent Variables           Dependent Variable
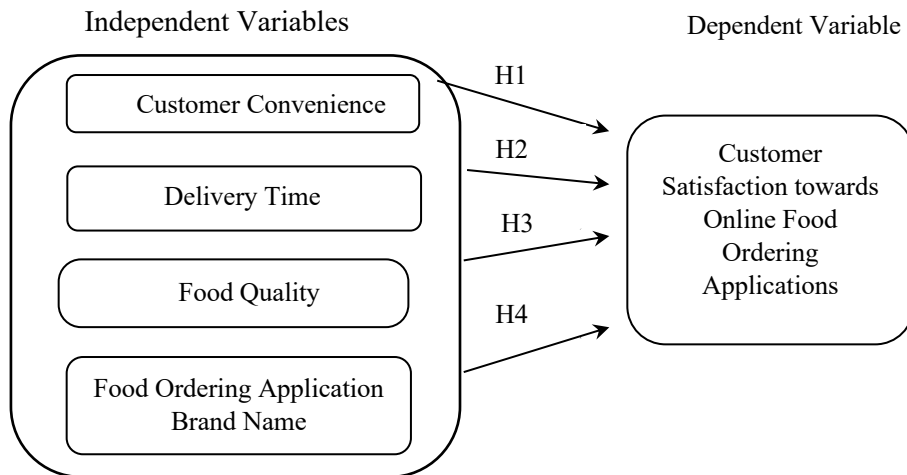


**Figure 1: Research Model**

*Source: Developed by researcher*

To achieve the research objective, the researcher developed four hypotheses as follows,

H1: There is a significant impact of Customer Convenience on Customer Satisfaction towards Online Food Ordering Applications in Kurunegala district.

H2: There is a significant impact of Delivery Time and Customer Satisfaction towards Online Food Ordering Applications in Kurunegala district.

H3: There is a significant impact of Food Quality and Customer Satisfaction towards Online Food Ordering Applications in Kurunegala district.

H4: There is a significant impact of Food Ordering Application Brand Name and Customer Satisfaction towards Online Food Ordering Applications in Kurunegala district.

## 4. RESULTS AND DISCUSSION

The study is desired to find out the factors that affect customer satisfaction towards online food ordering applications and their relationships. The study results show that most of the respondents who answered the questionnaire were female (53.4%). Meanwhile, for education level, most of the respondents belong to the undergraduate level (53.3%). Furthermore, when considering income level most of the respondents belong to 20,001-40,000 (38.8%).

## 4.1. Validity and Reliability test

Validity is the extent to which any measuring instrument measures what it is intended to measure (Thatcher, 2010). Validity of the questionnaire test by using Kaiser-Meyer-Olkin (KMO) Test. Reliability testing is conducted to ensure that the data is reliable; it satisfies the purpose of the research, for a specified amount of time in a given environment and is capable of rendering a fault free operation (Hisam et al.,2020). Cronbach's alpha was used to examine the reliability of the instrument used in this study.

**Table 2: Validity and Reliability results**

| Variable | Validity | | | Reliability | | |
|---|---|---|---|---|---|---|
| | KMO and Bartlett's value | P-Value | Adequacy | Cronbach's alpha | No. of Items | Internal Consistency |
| Customer Convenience | 0.793 | 0.000 | Accepted | 0.987 | 3 | Accepted |
| Delivery Time | 0.782 | 0.000 | Accepted | 0.987 | 3 | Accepted |
| Food Quality | 0.791 | 0.000 | Accepted | 0.987 | 3 | Accepted |
| Online Food Ordering Application Brand Name | 0.783 | 0.000 | Accepted | 0.987 | 3 | Accepted |
| Customer Satisfaction | 0.925 | 0.000 | Accepted | 0.993 | 5 | Accepted |

*Source: Researcher Constructed, 2023*

According to the rule of thumb of interpretation of Kaiser-Meyer-Olkin, If KMO and Bartlett's values between 0.8 and 1 indicate the sampling is adequate for this study. KMO and Bartlett's values of all the independent variables and customer satisfaction are closer to 0.8. Therefore, researcher can conclude that the data set is adequately sampled, and that factor analysis of the data is appropriate,

According to Hair et al. (2010), if Cronbach's alpha value is between 0.80-1.00 the instrument is very reliable. Cronbach's alpha value of all the variables is greater than 0.90. Therefore, all the variables of this study are more reliable and acceptable.

## 4.2. Descriptive Analysis

Descriptive statistics are used to explain the patterns and general trends in collected data. This consists of mean, median, standard deviation (SD), skewness, kurtosis, and minimum and maximum values.

**Table 3: Descriptive Analysis**

Descriptive Statistics

| | | Customer Satisfaction | Customer Convenience | Delivery Time | Food Quality | Online Food Ordering Application Brand Name |
|---|---|---|---|---|---|---|
| N | Valid | 384 | 384 | 384 | 384 | 384 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 2.5354 | 2.5339 | 2.5530 | 2.5417 | 2.5434 |
| Median | | 2.0000 | 2.0000 | 2.0000 | 2.0000 | 2.0000 |
| Std. Deviation | | 1.38654 | 1.37953 | 1.38397 | 1.37722 | 1.37969 |
| Variance | | 1.923 | 1.903 | 1.915 | 1.897 | 1.904 |
| Skewness | | .511 | .508 | .475 | .500 | .498 |
| Kurtosis | | -1.026 | -1.031 | -1.072 | -1.020 | -1.038 |
| Range | | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Minimum | | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| Maximum | | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 |

*Source: Researcher Constructed, 2023*

Mean values of all variables are between 2 and 3, somewhat similar to each other. It indicates that most of the responses belong to agree and neutral levels. Median of a data set is the middle value of the data set when it has been arranged in ascending order. Median value of all variables is 2.

The standard deviation is a measure of how far a set of data deviates from its mean. Standard deviation is highest in Consumer satisfaction which is 1.38654. It shows how far an individual data set deviates from its mean value of 2.5354. Standard deviation is lowest in Food quality which is 1.37722.

Skewness assesses the extent to which a variable's distribution is symmetrical. According to Hair et al., (2022), if the skewness value lies between -1 and +1 is considered excellent, skewness values of all the variables are between -1 and +1. Therefore, the pattern of responses can be considered as normal distribution.

### 4.3. Correlation Analysis

Cohen's (1988) interpretation of effect size is used to interpret the effect size of the results of this study. A correlation coefficient of 0.10 represents a weak or small association, a correlation coefficient of .30 is considered a moderate correlation and a correlation coefficient of .50 strong or larger represents a

strong or large correlation. Table 4.7 shows the results of the correlation analysis.

**Table 4: Correlation Analysis**

| | | Customer Satisfaction | Customer Convenience | Delivery Time | Food Quality | Brand Name |
|---|---|---|---|---|---|---|
| | | Correlations | | | | |
| Customer Satisfaction | Pearson Correlation | 1 | | | | |
| | Sig. (2-tailed) | | | | | |
| | N | 384 | | | | |
| Customer Convenience | Pearson Correlation | .826** | 1 | | | |
| | Sig. (2-tailed) | .000 | | | | |
| | N | 384 | 384 | | | |
| Delivery Time | Pearson Correlation | .707** | .696** | 1 | | |
| | Sig. (2-tailed) | .000 | .000 | | | |
| | N | 384 | 384 | 384 | | |
| Food Quality | Pearson Correlation | .884** | .836** | .700** | 1 | |
| | Sig. (2-tailed) | .000 | .000 | .000 | | |
| | N | 384 | 384 | 384 | 384 | |
| Brand Name | Pearson Correlation | .645** | .876** | .786** | .724** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 384 | 384 | 384 | 384 | 384 |

**. Correlation is significant at the 0.01 level (2-tailed).

*Source: Researcher Constructed, 2023*

Correlation coefficient(r) of all the variables are greater than 0.5. It indicated the strong positive relationship between independent variables (customer convenience, delivery time, food quality and food ordering application brand name) and dependent variable customer satisfaction.

### 4.4. Regression Analysis

Regression analysis helps one understand how the typical value of the dependent variable changes when any one of the independent variables is varied, while the other independent variables are held fixed. In this study, regression analysis is used to investigate the factors affecting customer satisfaction towards online food ordering applications.

**Table 5: Model summary**

| Model | R | R square | Adjusted R square | Std. Error of the estimation |
|---|---|---|---|---|
| 1 | 0.769 | 0.742 | 0.705 | 0.677 |

a. Predictors: (Constant), Brand Name, Delivery Time, Customer Convenience, Food Quality

b. Dependent Variable: Customer Satisfaction

*Source: Researcher Constructed, 2023*

R value represents the correlation coefficient, and it is defined as the correlation or relationship between independent and dependent variables. The R value of this model is 0.769. There is a 76.9 correlation between independent variables customer convenience, delivery time, food quality, online food ordering application brand name, and customer satisfaction.

R square is known as the coefficient of determination; it explains the variation in the dependent variable accounted for by the independent variable. R square value of this model is 0.742, which means 74.5% of customer satisfaction is explained by customer convenience, delivery time, food quality, and online food ordering application brand name. And 25.8% of customer satisfaction in online food ordering applications is explained by other variables that are not used in this research.

Coefficients

**Table 5: Coefficients**

| | Coefficients[a] | | | | | |
|---|---|---|---|---|---|---|
| | Unstandardized Coefficients | | Standardized Coefficients | Sig. | Collinearity Statistics | |
| Model | B | Std. Error | Beta | | Tolerance | VIF |
| (Constant) | -0.004 | 0.024 | | 0.870 | | |
| Customer Convenience | 0.222 | 0.053 | 0.220 | 0.000 | 0.410 | 2.440 |
| Delivery Time | 0.443 | 0.045 | 0.442 | 0.000 | 0.367 | 2.723 |
| Food Quality | -0.042 | 0.062 | -0.041 | 0.501 | 0.562 | 1.778 |
| Food Ordering Application Brand Name | 0.375 | 0.056 | 0.373 | 0.000 | 0.410 | 2.436 |

. Dependent Variable: Customer Satisfaction

*Source: Researcher Constructed, 2023*

In Table 1, the significance level of customer convenience and customer satisfaction is reported as 0.000, which is less than the standard threshold of 0.05 for a 95% confidence interval. This indicates that there is a statistically significant impact on customer convenience on customer satisfaction in the

context of online food ordering applications. This finding aligns with previous studies conducted by Zakaria et al., (2022) and Cho and Sagynov, (2015), both of which also demonstrated a positive and significant relationship between customer convenience and customer satisfaction.

According to Table 1, the significant level of customer delivery time and customer satisfaction is 0.000. Significant value of customer satisfaction and delivery time is less than 0.05 (0.000<0.05). Therefore, delivery time has a significant impact on customer satisfaction towards online food ordering applications. A study by Gunathilake and Wickramasuriya (2023) shows that delivery time is a factor that significantly influences the intention to select online food delivery services.

In Table 1 the significant level of food quality and customer satisfaction is 0.501. However, the significance value for customer satisfaction and food quality was greater than the typical threshold of 0.05 (0.501 > 0.05). This suggests that there is no significant relationship between food quality and customer satisfaction in this context. The researcher also noted that there is a lack of prior research on the topic of food quality and customer satisfaction in online food ordering applications specifically in the Kurunegala district. Customers in this area may prioritize factors such as convenience and delivery time over food quality. This aligns with a study by David et al. (2021), which suggests that young customers (aged 20-29) are more likely to adopt online food ordering services like OFD because of their perceived convenience and ease of use.

According to Table 1, the significant level of food ordering application brand name and customer satisfaction is 0.000. Significant value of customer satisfaction and food ordering application brand name is less than 0.05 (0.000<0.05). Therefore, food ordering application brand name has a significant impact on customer satisfaction towards online food ordering applications. According to the study of Erkmen and Turegan (2021), there is a statistically significant relationship between brand name and customer satisfaction.

**Table 6: Summary of hypothesis testing**

| Variable | Hypothesis | Sig. value | Remark |
|---|---|---|---|
| Customer Convenience | H1: There is a significant impact of Customer Convenience on Customer Satisfaction towards Online Food Ordering Applications in Kurunegala district. | 0.000 | Significant |
| Delivery Time | H2: There is a significant impact of Delivery Time on Customer Satisfaction towards Online Food Ordering Applications in Kurunegala district. | 0.000 | Significant |
| Food Quality | H3: There is a significant impact of Food Quality on Customer Satisfaction towards Online Food Ordering Applications in Kurunegala district. | 0.501 | Insignificant |
| Food Ordering Application Brand Name | H4: There is a significant impact of Food Ordering Application Brand Name on Customer Satisfaction towards Online Food Ordering Applications in Kurunegala district. | 0.000 | Significant |

*Source: Researcher Constructed, 2023*

## 5. CONCLUSION

To sum up, the primary purpose of this study was to investigate the factors affecting customer satisfaction towards online food ordering applications in Kurunegala district. The findings of this study showed that customer convenience, delivery time, and food ordering application brand name have positive and significant impact on customer satisfaction towards online food ordering applications in Kurunegala district. However, according to the findings of this study, the relationship between food quality and customer satisfaction towards online food ordering applications is insignificant.

The findings of this study further indicate that online food delivery application service providers first need to focus on delivery time and food ordering application brand name. And then, service providers should ensure that the system is convenient, easy to use, efficient, reliable, and user-friendly. The results also indicate that online food delivery application service providers need to make decisions to reduce delivery time, should build a strong brand name, and need to make decisions to improve customer convenience such as developing platforms with user-friendly interfaces. Then service providers can improve customer satisfaction with online food delivery systems.

In summary, while this study provides valuable insights into customer satisfaction with online food ordering applications, it has certain limitations. The first sample of this study was limited to the Kurunegala district, Sri Lanka. Future researchers can enlarge the sample as a province or country. Second, data collection for this study was done through a questionnaire, in which 100%

correct responses can't be assured given by the respondents and there may be some biased responses. Future researchers can change the data collection method to distribute the questionnaire by face to face or interviewing because the result can be obtained in an instant. Third, this study is only concerned with four factors that affect customer satisfaction towards online food ordering applications. But there are so many other factors. Future researchers can be concerned about other factors when conducting their research.

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