

Examining Customer Satisfaction Drivers in Online Food Delivery: Evidence from Malaysia

Anees Janee Ali¹, Rosmelisa Yusof¹, Hui Shan Mok^{1*} , Mohammad Farhan Basim¹, Mohd Nasim Bin Naseer Ahmad¹, Mohd Zulhairi Bin Saadin¹, Muhammad Adam Danial Bin Yusrin¹, Daisy Mui Hung Kee¹ 

¹Universiti Sains Malaysia, Jalan Sg Dua, 11800 Minden, Pulau Pinang, Malaysia

*Corresponding Email: huishanmok@student.usm.my

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ABSTRACT

Online food delivery (OFD) platforms have significantly transformed customer experiences in Malaysia, particularly during and after the COVID-19 pandemic. This study aims to examine the key determinants influencing customer satisfaction with F., Nasim, M. N. A., Zulhairi, M. S., ..., & Foodpanda services in Malaysia. A quantitative research design was employed, and data were collected from 200 respondents through an online survey. Multiple linear regression analysis was conducted using SPSS to test the proposed model. The results indicate that trust ($\beta = 0.318$, $p < 0.001$), perceived usefulness ($\beta = 0.293$, $p < 0.001$), and price fairness ($\beta = 0.292$, $p < 0.001$) have significant positive effects on customer satisfaction, while convenience ($\beta = 0.013$) and service quality ($\beta = 0.061$) show no significant influence. The model demonstrates strong explanatory power ($R^2 = 0.788$; $F = 149.272$, $p < 0.001$), confirming that customer satisfaction is primarily driven by psychological confidence, functional efficiency, and perceived value rather than operational convenience or service delivery aspects alone. These findings extend the technology acceptance model (TAM) in the context of OFD and provide practical insights for managers to enhance platform reliability, ensure data security, implement transparent pricing strategies, and strengthen long-term customer engagement and loyalty.

Keywords: Customer Satisfaction; Customer Trust; Online Food Delivery; Perceived Usefulness; Price Fairness

INTRODUCTION

Coronavirus disease (COVID-19) first broke out in China in December 2019. On 11 March 2020, COVID-19 expanded to become a global pandemic (Sohrabi et al., 2020). The World Health Organization (WHO, 2023) strongly recommended that the public reduce social interactions, wear masks, and practice self-isolation during the COVID-19 outbreak. These procedures aimed to minimize the transmission of COVID-19 from one person to another. In Malaysia, the government implemented movement restrictions known as the movement control order (MCO) during the outbreak of COVID-19 (Kee et al., 2022). The pandemic affected many businesses, causing them to close and suffer losses. Most companies transformed their business strategies from traditional to online (Warrier et al., 2021).

During COVID-19, people were quarantined at home to avoid the virus spreading and were not allowed to go outside or dine in restaurants. The convenience of food delivery platforms became their first option to fulfill meal requirements (Li et al., 2020). Online food delivery (OFD) services experienced high customer demand as these platforms offered food and beverage delivery directly to customers' doors (Hong et al., 2021). Food delivery services became popular among people from all walks of life, particularly those who were busy working in offices. They could use OFD services to place orders without preparing meals at home or visiting restaurants or hawkers (Aryani et al., 2022). Customers ordered meals through OFD platforms such as Foodpanda, GrabFood, and ShopeeFood, which provided a wide variety of food options (Perumal et al., 2021). Consequently, fast and convenient food delivery services had a crucial effect on customer satisfaction, especially during the COVID-19 outbreak (Ahmad et al., 2024).

Malaysia has become a hub for food delivery businesses that provide their services online (Tan et al., 2024). Foodpanda was the first delivery company established in Malaysia. Most Malaysians prefer using the Foodpanda delivery app for their daily meal orders. Data show that approximately 75% of Malaysians use Foodpanda (Yeo et al., 2021). Foodpanda is a common OFD platform that allows customers to place orders and receive food and beverages efficiently (Kamilah et al., 2020). Once customers order their meals on Foodpanda, the system distributes the order to partner restaurants and assigns riders to deliver the food to the customers (Aryani et al., 2022). Furthermore, Foodpanda offers various coupons and discounts to encourage customers to repurchase. These promotions help reduce customers' financial burden when purchasing meals (Ahmad et al., 2024).

In addition to food delivery, Foodpanda also offers grocery delivery through PandaMart and package delivery through PandaCourier. Foodpanda launched Q-commerce to provide ultra-fast deliveries, allowing customers to receive orders within 25 minutes from affiliated stores or PandaMart. Q-commerce has enhanced Foodpanda's delivery services and supported its successful expansion to more than 400 cities and 11 markets across Asia, including Singapore, Thailand, Hong Kong, Pakistan, Malaysia, Taiwan, the Philippines, Bangladesh, Laos, Cambodia, and Myanmar (Foodpanda, 2024).

Customer satisfaction is key to ensuring a company's success (Lim et al., 2021; Yeo et al., 2021). Many researchers have studied customer satisfaction. Kee et al. (2022) evaluated customer satisfaction with Foodpanda during the global pandemic, while Kee et al. (2023a) examined customer satisfaction with Shopee. Adam et al. (2020) conducted a study on customer satisfaction with Grab services in Malaysia to identify factors that affect user satisfaction. Hence, recognizing customer satisfaction is essential for companies to make necessary adjustments and achieve sustainable competitiveness in the market.

This research aims to evaluate the importance of customer satisfaction toward Foodpanda. A questionnaire was developed to understand customer satisfaction in relation to convenience, perceived usefulness, price, trust, and service quality. These five factors represent the main reasons customers use Foodpanda to order meals (Aryani et al., 2022; Nayan & Hassan, 2020). The analysis focuses on how these factors influence customer satisfaction and repurchase intention in the future. The findings of this study are expected to provide practical suggestions for Foodpanda to enhance its services. Foodpanda may offer incentives to attract customers to repurchase and improve its system to provide better functionality for users (Suleiman et al., 2021). Therefore, Foodpanda can apply these recommendations to improve service quality and strengthen customer satisfaction when ordering meals (Irshad et al., 2022).

Digital transformation has changed how customers interact with service providers, particularly in the food delivery industry (Hong et al., 2021). Previous studies have mainly focused on the technological aspects of mobile applications, yet few have integrated both service quality and trust as key drivers of satisfaction in the Malaysian context (Kee et al., 2022; Su et al., 2022). This study aims to fill this gap by empirically investigating the determinants of customer satisfaction and behavioral intention in OFD services. It contributes to the growing literature on e-service quality and digital consumer behavior by extending the technology acceptance model (TAM) and emphasizing post-pandemic user experiences (Wang et al., 2020). Practically, this study provides valuable insights for online service providers and policymakers to improve customer retention strategies through enhanced service reliability, fair pricing, and platform usability (Tan et al., 2024).

Although several studies have explored customer satisfaction in OFD, most have primarily examined technological adoption factors without integrating service quality and trust within a unified framework (Alalwan, 2020; Annaraud & Berezina, 2020). Limited research has also focused on post-pandemic consumer behavior in Malaysia, where digital platforms such as Foodpanda have become essential to daily consumption patterns (Ahmad et al., 2024; Kee et al., 2022). Therefore, this study addresses these gaps by developing an extended TAM that incorporates service quality, trust, and perceived usefulness as predictors of satisfaction and repurchase intention (Nayan & Hassan, 2020; Su et al., 2022). The novelty of this study lies in its dual emphasis on post-pandemic digital transformation and the integration of service quality dimensions into TAM, providing both theoretical advancement and practical insights for enhancing customer retention in the OFD.

LITERATURE REVIEW

Overviews of OFD Services

OFD service applications have become essential for people from all walks of life in Malaysia after the COVID-19 outbreak (Kumaran et al., 2020). Foodpanda and GrabFood are the major OFD applications used by Malaysian residents as part of their daily routines. OFD services are defined as the process of preparing and delivering food orders to customers (Li et al., 2020). These services provide customers with nearby restaurants and hawkers offering food and beverage selections to purchase their desired meals (Nayan & Hassan, 2020). Once customers place their orders on a food delivery platform, restaurants receive and prepare the orders, and riders deliver them to the customers according to the estimated delivery time (Hong et al., 2021). In Malaysia, Foodpanda serves as an intermediary connecting various types of restaurants to fulfill customers' meal preferences and is obligated to deliver the meals to customers after the transaction (Osman et al., 2024). OFD services offer consumers a range of conveniences, such as sending and receiving orders from restaurants, payment

processing, and order tracking after purchase (Li et al., 2020). Therefore, the accessibility of numerous food options, discounts and promotions, convenience, safety, and time savings have made OFD services increasingly popular in Malaysia (Nayan & Hassan, 2020).

Customer Satisfaction

Customer satisfaction refers to the feelings of buyers after purchasing a product or service and evaluating whether it meets or exceeds their expectations. If the products or services purchased meet or surpass expectations, consumers will be satisfied and tend to choose that brand over others (Top & Ali, 2021). Customer satisfaction can be defined as the cognitive assessment made by buyers regarding their satisfactory or unsatisfactory previous shopping experiences (Irshad et al., 2022). It plays a critical role in influencing the credibility of restaurants and food delivery services. Most customers tend to use Foodpanda because of its convenient ordering process and user-friendly interface. Foodpanda provides a variety of food options and partnerships with numerous restaurants. Customers can also share their opinions and ratings after their purchases (Ahmad et al., 2024). Customer satisfaction encompasses customer feedback, availability of food options, and payment methods. OFD platforms play a crucial role in enhancing customer experiences during purchases. The service quality of these platforms is vital for achieving maximum customer satisfaction. Food delivery applications should prioritize customer satisfaction not only to achieve profitability but also to ensure long-term success (Nayan & Hassan, 2020).

Convenience

OFD services are easy-to-use and convenient applications that allow customers to order food online without the need to leave their homes (Prasetyo et al., 2021). The convenience of online purchases reduces customers' time and effort during the checkout process (Kee et al., 2023b). Consumers often use food delivery services to quickly order meals after a busy workday. The variety of food options available encourages customers to order their favorite dishes. Customers no longer need to dine out or buy food to bring home or to the office (Chai & Yat, 2019). Food can be ordered anytime and anywhere using OFD apps. These services provide a convenient option during busy work schedules or pandemic lockdowns (Suleiman et al., 2021). Food delivery is a more convenient alternative to traditional cooking, becoming customers' top choice due to fast delivery times, diverse food options, and time efficiency (Barcelona et al., 2024).

H1: Convenience is positively related to customer satisfaction.

Perceived Usefulness

Perceived usefulness is a management concept that refers to individuals' perceptions of how technology enhances their performance and helps them achieve their objectives. It is a significant factor influencing users' willingness to continue using an application (Wang et al., 2020). Customers are satisfied with the usefulness of OFD services because of their easy-to-use functions. These applications provide user-friendly features such as search engines, menu layouts, and appealing graphics that contribute to a positive experience (Aryani et al., 2022). Perceived usefulness plays a crucial role in shaping customers' purchasing behavior (Masukujjaman et al., 2021). Customers' buying behavior in social commerce is directly influenced by perceived usefulness (Zhao & Zhu, 2023). Hence, the perceived usefulness of OFD platforms affects customers' decisions when ordering meals (Yen, 2023). Perceived usefulness also evaluates how effectively OFD services meet customers' needs (Xin et al., 2023).

H2: Perceived usefulness is positively related to customer satisfaction.

Price

Price refers to the total amount charged to customers for the products and services they purchase. It is strongly related to customer satisfaction, availability, purchase intentions, and product perceptions (Garg et al., 2020). Customers prioritize purchasing their meals at lower prices to reduce daily expenses. They compare food prices across different platforms before deciding where to order. Consumers tend to choose applications that offer discounts and vouchers (Yeo et al., 2017). According to Alalwan (2020), customers using traditional purchasing approaches compare prices before ordering online. Customers prefer to purchase products or services at reasonable prices and often compare the cost of similar items offered by competitors with equal quality (Gani & Oroh, 2021). Consumers frequently turn to lower-cost products to remain long-term customers, provided that the prices remain reasonable (Garg et al., 2020).

H3: Price is positively related to customer satisfaction.

Trust

Trust refers to an interpersonal belief or confidence that one party will act in a manner consistent with the other's expectations (Su et al., 2022). In the relationship between OFD services and customer satisfaction, trust represents an organization's ability to fulfill its obligations, behave with integrity, and protect customers' interests (Pillai et al., 2022). Trust is a crucial component in OFD transactions (Quan et al., 2023). Since buyers and sellers do not interact face-to-face, trust becomes essential in e-commerce. Consumers must often disclose personal and financial information during online transactions and therefore prefer to deal with businesses that maintain a strong reputation for privacy and reliability (Annaraud & Berezina, 2020). Businesses known for their reliability typically achieve higher customer satisfaction. Customers who trust online delivery platforms are more likely to continue using them (Higueras-Castillo et al., 2023).

H4: Trust is positively related to customer satisfaction.

Service Quality

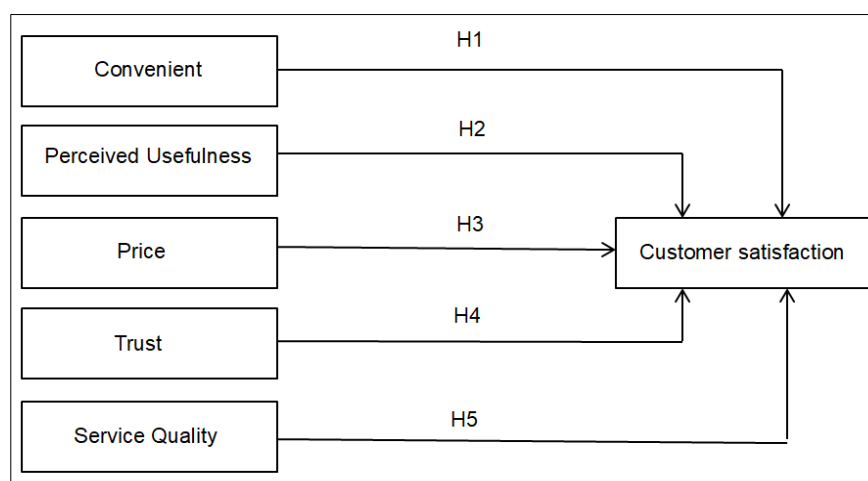
Service quality refers to customers' evaluation of the overall performance of a service based on their experiences and expectations. High service performance that meets or exceeds customer expectations tends to enhance satisfaction (Aryani et al., 2022). Information displayed on food delivery applications must be accurate, relevant, and up-to-date, including details such as delivery status, estimated time, customer reviews, menus, and restaurant information (Shah et al., 2020). According to Alalwan (2020), food delivery platforms provide spaces for customers to view and share feedback after purchases. Complaints or conflicts may occur between customers and riders during delivery, while food quality, hygiene, service efficiency, and application functionality remain key factors influencing repurchase intention (Cheng et al., 2021). High service quality directly impacts customer satisfaction and their intention to reorder (Rahim & Yunus, 2021; Zhong & Moon, 2020).

H5: Service quality is positively related to customer satisfaction.

Conceptual Framework

The study framework model is depicted in Figure 1.

Figure 1. Conceptual Framework



RESEARCH METHOD

Research Design

This study adopted a quantitative research design using a structured questionnaire to examine the factors influencing customer satisfaction with Foodpanda services in Malaysia. A cross-sectional approach was employed, where data were collected from respondents at a single point in time to analyze their perceptions and behaviors toward OFD services. This design was suitable for identifying statistical relationships between variables and determining the strength of their influence.

Population and Sampling Method

The population of this study consisted of individuals who had experience using the Foodpanda application in Malaysia. A total of 200 respondents participated in the study. The sampling technique used was convenience sampling, a non-probability method selected for its efficiency in reaching active Foodpanda users through online platforms. This approach was appropriate for exploratory research, allowing data to be collected quickly and effectively from voluntary participants. Although convenience sampling limits the generalizability of results, it provides practical insights into consumer behavior within a rapidly evolving digital service environment.

Data Collection Procedure

Primary data were collected through an online survey distributed via Google Forms. The questionnaire consisted of eight structured sections (A to H). Section A included demographic questions covering gender, age, ethnicity, nationality, education level, occupation, and monthly income. Section B explored customers' experiences with Foodpanda, such as the types of services used, the total amount spent, and preferred cuisines. Sections C to H measured the dependent variable, customer satisfaction, and the independent variables, including convenience, perceived usefulness, price, trust, and service quality. All constructs were measured using items adapted from previous validated studies (Kang and Namkung, 2019; Lok et al., 2024; Yeo et al., 2021). Each item was evaluated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), allowing respondents to indicate the extent of their agreement with each statement.

Reliability and Validity

To ensure the reliability of the measurement instrument, internal consistency was assessed using Cronbach's Coefficient Alpha. All constructs demonstrated acceptable reliability, with alpha values ranging between 0.66 and 0.86, exceeding the minimum threshold of 0.60 recommended by Hair et al. (2019). These results indicate that all

measurement items were internally consistent and reliable. Construct validity was verified through expert review and comparison with previous empirical studies, ensuring that each construct accurately represented the intended concept and aligned with the objectives of the study.

Data Analysis Tools and Analytical Procedures

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS) software. The data analysis process consisted of two main stages: descriptive analysis and inferential analysis. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to summarize respondents' demographic characteristics and general perceptions. Inferential analysis was conducted to test the hypotheses and examine the relationships among variables. Pearson's correlation analysis was applied to assess the direction and strength of linear relationships between the independent and dependent variables. Subsequently, multiple linear regression analysis was employed to determine the most influential factors affecting customer satisfaction with Foodpanda. The regression analysis produced an R^2 value of 0.788 and an F-statistic of 149.272, indicating a strong model fit and confirming the robustness of the analytical framework. These results show that the independent variables, convenience, perceived usefulness, price, trust, and service quality, collectively and significantly influence customer satisfaction toward Foodpanda's OFD services in Malaysia.

RESULTS

Table 1. Summary of Respondents' Demography (N=200)

Response	Frequency	Percentage (%)
Gender		
Female	106	53
Male	94	47
Age		
18-25 years old	49	24.5
26-30 years old	41	20.5
31-35 years old	47	23.5
36-40 years old	30	15
41-45 years old	27	13.5
Above 50 years old	6	3
Ethnicity		
Malay	56	28
Chinese	98	49
Indian	39	19.5
Others	7	3.5
Nationality		
Malaysian	159	79.5
Non-Malaysian	41	20.5
Education level		
High school and equivalent	39	19.5
Diploma	43	21.5
Bachelor's Degree	87	43.5
Master's Degree	20	10
Ph.D. Degree	11	5.5
Occupation		
Student	51	25.5
Private sector	94	47

Government sector	42	21
Unemployed	13	6.5
Monthly income		
Below RM1,000	45	22.5
RM1,000 - RM2,999	30	15
RM3,000 - RM4,999	69	34.5
RM5,000 - RM6,999	33	16.5
RM7,000 - RM9,999	16	8
Above RM10,000	7	3.5

Table 1 presents the demographic characteristics of the 200 respondents who participated in this study. In terms of gender, the sample consisted of 106 females (53%) and 94 males (47%), indicating a relatively balanced gender distribution with a slight predominance of female respondents. Regarding age, most respondents were young adults, with the majority aged between 18 and 25 years (24.5%), followed by those aged 31 to 35 years (23.5%) and 26 to 30 years (20.5%). This pattern suggests that OFD users are largely within the younger and middle-aged segments, who are typically more active in adopting digital platforms.

In terms of ethnicity, Chinese respondents constituted the largest group (49%), followed by Malays (28%) and Indians (19.5%), while other ethnicities accounted for only 3.5%. This distribution reflects the ethnic composition commonly found in urban Malaysian populations. Regarding nationality, the vast majority of participants were Malaysians (79.5%), while 20.5% were non-Malaysians, which may include expatriates or foreign workers residing in Malaysia.

The analysis of educational background shows that a large proportion of respondents held a bachelor's degree (43.5%), followed by diploma holders (21.5%) and those with high school qualifications (19.5%). A smaller percentage had completed postgraduate studies, including master's (10%) and Ph.D. degrees (5.5%). This implies that most respondents are relatively well-educated, aligning with the demographic trend of digital service users who are familiar with technology.

In terms of employment status, nearly half of the respondents were employed in the private sector (47%), followed by government employees (21%) and students (25.5%), while only 6.5% were unemployed. This suggests that the majority of respondents have stable income sources, potentially influencing their purchasing power and frequency of using food delivery services.

Finally, the income distribution shows that most respondents earned between RM3,000 and RM4,999 per month (34.5%), followed by those earning below RM1,000 (22.5%) and between RM5,000 and RM6,999 (16.5%). Only a small proportion (3.5%) reported an income exceeding RM10,000. Overall, the demographic profile indicates that the respondents are predominantly young, educated, working adults with moderate income levels, making them a representative group of OFD service users in Malaysia.

Table 2. Summary of Respondents' Foodpanda Customers' Shopping Experience (N=200)

Response	Frequency	Percentage (%)
What type of Foodpanda services do you usually use?		
Food Delivery	179	89.5
Pandamart (Grocery Delivery Service)	90	45.0
Pandago Courier (Package Delivery Service)	61	30.5
How many often you using Foodpanda per month?		

None	11	5.5
1-2 times	59	29.5
3-5 times	82	41.0
6 times and above	48	24.0
How many year you experience using Foodpanda?		
Less than a year	19	9.5
1-2 years	38	19.0
2-3 years	54	27.0
3 years and above	89	44.5
When are you usually using Foodpanda to order food?		
Breakfast	16	8.0
Lunch	66	33.0
Dinner	95	47.5
Supper	23	11.5
Types of cuisines that you usually purchase in Foodpanda		
Malay Food	136	68.0
Chinese Food	139	69.5
Indian Food	101	50.5
Western Food	107	53.5
Korean Food	111	55.5
Japanese Food	96	48.0
Thai Food	46	23.0
Vietnam Food	28	14.0
Healthy Food	49	24.5
Vegetarian Food	44	22.0
Cakes and Pastries	60	30.0
Beverages	78	39.0
How much do you usually spend on food delivery using Foodpanda per month?		
Below RM 100	50	25.0
RM 101- RM 500	65	32.5
RM 501 – RM 1,000	71	35.5
Above RM 1,000	14	7.0
Which mode you frequently using for Foodpanda purchase?		
Cash on Delivery	50	25.0
Credit or Debit Cards	41	20.5
Touch 'n Go eWallet	45	22.5
Online Banking	54	27.0
Boost	10	5.0
Would you recommend Foodpanda as the choice of online shopping platform to your family and friends?		
Yes	143	71.5
No	38	19.0
Maybe	19	9.5
Would you still ordering food from Foodpanda in future?		
Yes	144	72.0
No	36	18.0
Maybe	20	10.0

Table 2 summarizes the results of the Foodpanda customer experience. The findings show that most respondents are regular users who have used Foodpanda for more than one year and order multiple times per month, indicating strong customer loyalty consistent with Brunner et al. (2008), who state that loyalty develops through cumulative customer experiences and initial impressions.

Most respondents primarily use Foodpanda for food delivery services (89.5%), followed by Pandamart grocery delivery (45.0%) and Pandago Courier (30.5%), confirming that Foodpanda is mainly recognized for food delivery while other services remain supplementary. Regarding frequency, 41.0% use the platform three to five times per month, 29.5% one to two times, and 24.0% more than six times, while only 5.5% do not use it regularly. In terms of experience, 44.5% have used Foodpanda for three years or more, and 27.0% for two to three years, showing a loyal and stable user base.

Most respondents order during dinner (47.5%) and lunch (33.0%), while only 8.0% use the service for breakfast and 11.5% for supper, showing that Foodpanda is mainly used for main meal times. Food preferences are diverse, with Chinese (69.5%), Malay (68.0%), Korean (55.5%), Western (53.5%), and Indian (50.5%) food being the most popular, followed by smaller shares for Japanese, Thai, Vietnamese, healthy, and vegetarian cuisines, reflecting Malaysia's multicultural tastes.

In terms of spending, 35.5% spend between RM501–RM1,000 monthly, 32.5% between RM101–RM500, and 25.0% below RM100, while only 7.0% spend above RM1,000. This indicates that most users are moderate spenders who use Foodpanda regularly but within a controlled budget. For payment methods, online banking (27.0%) is most preferred, followed by cash on delivery (25.0%), Touch 'n Go eWallet (22.5%), and credit or debit cards (20.5%), while Boost (5.0%) is least used, reflecting growing trust in cashless transactions.

Regarding recommendation behavior, 71.5% would recommend Foodpanda to others, and 72.0% intend to continue using it, confirming high user satisfaction and loyalty. Overall, the results reveal that Foodpanda has built a strong and loyal user base characterized by frequent usage, long-term engagement, and positive experiences. The platform's diverse food options, reasonable pricing, and flexible payment methods reinforce its position as a leading OFD service in Malaysia.

Table 3. Descriptive Analysis, Cronbach's Coefficient Alpha, and Zero-Order Correlations of All Study Variables

Variables	1	2	3	4	5	6
Convenient	0.720					
Perceived Usefulness	0.785**	0.856				
Price	0.713**	0.728**	0.798			
Trust	0.746**	0.809**	0.769**	0.850		
Service Quality	0.640**	0.763**	0.680**	0.744**	0.669	
Customer Satisfaction	0.727**	0.820**	0.801**	0.835**	0.728**	0.869
Number of Items	3	6	4	7	3	5
Means	4.0717	3.9917	3.8850	3.9936	4.0333	4.0700
Standard Deviation	0.90032	0.87377	0.86923	0.79395	0.82331	0.94017

Note. N=200; *p < 0.05, **p < 0.01; Diagonal entries in bold indicate Cronbach's coefficient alpha

Table 3 presents the descriptive statistics, Cronbach's coefficient alpha, and zero-order correlations for all research variables. The results show that all constructs exhibit high internal consistency, with Cronbach's alpha values ranging from 0.66 to 0.86, exceeding the acceptable threshold of 0.60 recommended by [Hair et al. \(2019\)](#). This confirms that all measurement items used in the study are reliable and suitable for further statistical analysis.

The correlation results indicate significant positive relationships among all study variables at the 0.01 significance level. The strongest correlations are observed between perceived usefulness, trust, and customer satisfaction, suggesting that these factors play crucial roles in shaping user experiences in OFD services. Furthermore, convenience, price, and service quality also demonstrate significant correlations with customer satisfaction, highlighting their collective contribution to user perceptions and overall satisfaction.

These findings confirm that the measurement instruments are both reliable and valid, while also establishing that perceived usefulness and trust are the key determinants of customer satisfaction in the context of Foodpanda users in Malaysia.

Table 4. Summary of Regression Analysis

Variables	Customer Satisfaction
Convenient	0.013
Perceived Usefulness	0.293***
Price	0.292***
Trust	0.318***
Service Quality	0.061
R ²	0.788
F Value	149.272
Durbin-Watson Statistic	2.060

Note. N=200; *p < 0.05, **p < 0.01, ***p < 0.001

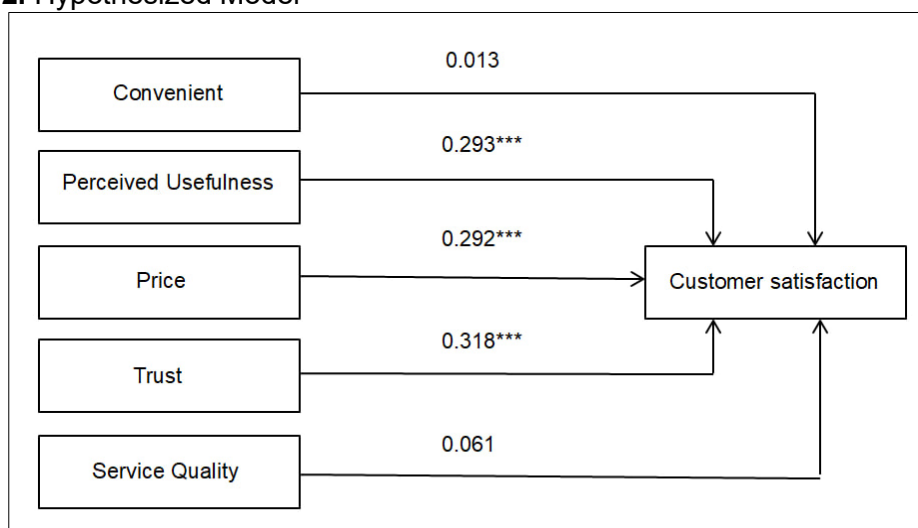
Table 4 presents the regression analysis examining the influence of convenience, perceived usefulness, price, trust, and service quality on customer satisfaction with Foodpanda services. The overall model is statistically significant, with an F-value of 149.272 and a coefficient of determination (R²) of 0.788, indicating that approximately 78.8% of the variance in customer satisfaction can be explained by the five independent variables. The Durbin–Watson statistic of 2.060 confirms no autocorrelation in the residuals, supporting the robustness of the model.

The analysis shows that convenience does not have a significant effect on customer satisfaction ($\beta = 0.013$, $p > 0.05$), suggesting that users may perceive it as a baseline expectation rather than a factor that differentiates their satisfaction. Therefore, H1, which proposed a positive relationship between convenience and customer satisfaction, is rejected. In contrast, perceived usefulness demonstrates a strong and significant positive effect on satisfaction ($\beta = 0.293$, $p < 0.001$), indicating that when users perceive the platform as efficient and capable of meeting their needs, their satisfaction increases. This supports H2, confirming that the functional benefits of Foodpanda play an important role in shaping customer satisfaction.

Price also exhibits a significant positive influence on satisfaction ($\beta = 0.292$, $p < 0.001$), implying that users value affordability and perceive reasonably priced services as enhancing their overall experience. This finding confirms H3, highlighting the importance of pricing in determining customer satisfaction. Trust emerges as the most influential factor among the variables, with a strong positive effect on satisfaction ($\beta = 0.318$, $p < 0.001$), indicating that users' confidence in the platform's reliability, delivery accuracy, and payment security is a crucial determinant of their satisfaction. Consequently, H4 is accepted. Conversely, service quality does not show a significant effect on customer satisfaction ($\beta = 0.061$, $p > 0.05$), suggesting that although service standards remain important, they may now be considered minimum expectations. As a result, H5, which proposed a positive relationship between service quality and satisfaction, is rejected.

Overall, the results indicate that trust, perceived usefulness, and price are the primary drivers of customer satisfaction for Foodpanda users in Malaysia, while convenience and service quality serve as baseline expectations. These findings suggest that enhancing users' confidence, ensuring functional efficiency, and maintaining competitive pricing are the most effective strategies to increase customer satisfaction on the platform. A comprehensive overview of the results is shown in Figure 2.

Figure 2. Hypothesized Model



DISCUSSION

Effect of Convenience on Customer Satisfaction (H1)

The regression results indicate that convenience ($\beta = 0.013$, $p > 0.05$) does not significantly influence customer satisfaction, leading to the rejection of H1, which proposed a positive relationship. This outcome suggests that users consider convenience a basic expectation rather than a differentiating factor in a mature OFD environment. The detailed Foodpanda customer experience supports this interpretation, as most respondents are regular users, with 41.0% ordering three to five times per month and 44.5% having used the platform for over three years. In such a context, convenience, while operationally necessary, does not significantly enhance satisfaction because users are already familiar with the platform's interface and functionality. This finding aligns with previous studies (Cheng et al., 2021; Cho et al., 2019), which indicated that in competitive and mature markets, convenience becomes a baseline expectation and does not contribute substantially to satisfaction once functional norms are met.

Effect of Perceived Usefulness on Customer Satisfaction (H2)

Perceived usefulness ($\beta = 0.293$, $p < 0.001$) significantly impacts customer satisfaction, confirming H2. Users are more satisfied when they perceive the platform as efficient, practical, and time-saving. The Foodpanda usage data reinforce this finding: 89.5% of respondents primarily use the platform for food delivery, with orders concentrated around main meal times, especially dinner (47.5%) and lunch (33.0%), highlighting the importance of functional reliability. Payment preferences, including online banking (27.0%) and Touch 'n Go eWallet (22.5%), indicate trust in the system's efficiency and convenience. These results are consistent with prior research emphasizing that perceived usefulness is a critical driver of satisfaction in technology-mediated services (Kang & Namkung, 2019; Lok et al., 2024), supporting the TAM framework. Efficient performance and practical utility of the platform directly contribute to positive customer evaluations, demonstrating that functional effectiveness is central to satisfaction in the OFD context.

Effect of Price on Customer Satisfaction (H3)

Price ($\beta = 0.292$, $p < 0.001$) is another significant predictor of satisfaction, supporting H3. Reasonable pricing, transparent delivery fees, and promotional offers positively affect users' perceptions of fairness and affordability. The Foodpanda customer experience shows that 35.5% of respondents spend between RM501–RM1,000 per month, 32.5% spend RM101–RM500, and 25.0% spend below RM100, indicating that the majority are moderate spenders sensitive to pricing. Prior studies have also emphasized the impact of price on satisfaction, showing that perceived price fairness enhances evaluation of service quality and loyalty intentions (Kamilah et al., 2020; Nayan & Hassan, 2020). Therefore, pricing functions as both a functional and psychological determinant, influencing satisfaction by providing users with tangible value and promoting long-term engagement.

Effect of Trust on Customer Satisfaction (H4)

Trust ($\beta = 0.318$, $p < 0.001$) emerges as the most influential determinant, confirming H4. This underscores the importance of users' confidence in the platform's reliability, delivery accuracy, and secure payment mechanisms. The customer experience data further illustrates trust's role: 71.5% of users would recommend Foodpanda, and 72.0% intend to continue using the service, reflecting high levels of confidence and satisfaction. Widespread adoption of cashless payment methods, including online banking and eWallets, reinforces perceptions of security. These findings are supported by prior research indicating that trust is a central driver of satisfaction and loyalty in digital services (Aryani et al., 2022; Kee et al., 2023a), particularly in OFD contexts where perceived risk can influence repeated engagement. Trust not only reduces perceived risk but also strengthens the emotional connection between users and the platform, promoting sustained usage and reinforcing long-term satisfaction.

Effect of Service Quality on Customer Satisfaction (H5)

Service quality ($\beta = 0.061$, $p > 0.05$) does not significantly affect customer satisfaction, leading to the rejection of H5. While operational reliability and performance remain important, the lack of significance suggests that users perceive service quality as a standard expectation. The customer experience data, showing long-term and frequent engagement with the platform, supports this interpretation. Previous research has similarly found that in mature OFD markets, service quality becomes a baseline attribute, and its impact on satisfaction diminishes when users have grown accustomed to consistent operational standards (Cheng et al., 2021; Cho et al., 2019). Hence, service quality, while essential for maintaining functional reliability, does not independently elevate customer satisfaction beyond basic expectations.

Implications

Overall, the results reveal that customer satisfaction with Foodpanda is primarily driven by trust, perceived usefulness, and price fairness, while convenience and service quality serve as baseline expectations. The customer experience findings: frequent usage, long-term engagement, diverse meal-time preferences, and moderate spending, support this interpretation, highlighting that satisfaction in a mature OFD market is influenced more by psychological confidence and functional value than by operational convenience. Trust ensures reliability and reduces perceived risk, perceived usefulness delivers tangible functional benefits, and price fairness enhances perceptions of value and affordability.

Theoretically, these results extend TAM and related digital service frameworks, demonstrating that in competitive and mature OFD environments, customer satisfaction is more strongly shaped by trust, functional effectiveness, and perceived value than by convenience or operational service quality alone. Practically, Foodpanda should focus

on enhancing trust through secure, reliable services, strengthening perceived usefulness via platform efficiency, and implementing transparent and competitive pricing strategies. These efforts are likely to sustain satisfaction, promote loyalty, and encourage continued engagement. Collectively, this discussion provides a foundation for understanding trust- and value-driven satisfaction in OFD services and offers insights for future research exploring consumer behavior in emerging digital markets.

CONCLUSION

This study aimed to examine the key determinants of customer satisfaction among Foodpanda users in Malaysia, focusing on how trust, perceived usefulness, price, convenience, and service quality influence overall satisfaction. This study confirms that trust, perceived usefulness, and price are the primary determinants of customer satisfaction with Foodpanda services in Malaysia, while convenience and service quality have minimal impact. Trust emerged as the most influential factor, highlighting that users value reliability, accurate order fulfillment, timely delivery, and secure payment methods. Perceived usefulness significantly enhances satisfaction, as users benefit from efficient menu search, quick order placement, and functional filtering options that streamline the ordering process. Price also plays a crucial role, with promotions, discounts, and transparent fees reinforcing users' perceptions of fairness and value for money. Collectively, these factors shape the overall user experience and satisfaction, demonstrating that psychological confidence and functional value outweigh operational convenience in mature OFD markets.

The findings are further supported by the detailed customer experience data, showing that most respondents have used Foodpanda for over three years, order meals multiple times per month, and primarily engage with the platform during main meal times. A majority of users indicated their intention to continue using the service and to recommend it to friends and family, reflecting high levels of satisfaction, loyalty, and brand advocacy. This pattern demonstrates that Foodpanda effectively meets customer expectations in terms of variety, functionality, affordability, and reliability, reinforcing the importance of trust, usefulness, and price as key drivers of satisfaction.

From a managerial perspective, Foodpanda should prioritize enhancing these determinants to sustain long-term satisfaction and loyalty. Strengthening trust through robust data security and privacy protection, improving platform functionality to maintain perceived usefulness, and offering fair and transparent pricing strategies are critical steps to reinforce users' positive experiences. These strategies not only maintain satisfaction but also encourage repeated usage and promote customer advocacy, which are essential for competitive advantage in the highly dynamic OFD market.

This study also acknowledges several limitations. The sample primarily consists of Generation Z respondents aged 18 to 25, which may limit the generalizability of the findings. Future research should include broader age groups to capture diverse customer perceptions. Additionally, subsequent studies could explore the mediating role of customer loyalty in the relationship between satisfaction and continuance intention. Other potential determinants, such as food packaging quality, delivery accuracy, time-saving orientation, and social influence, could be incorporated to provide a more comprehensive understanding of factors shaping satisfaction in OFD services. Expanding the scope of future research will offer valuable insights and practical recommendations for Foodpanda and similar platforms seeking to optimize service performance, customer engagement, and long-term loyalty.

LIMITATION

The researchers faced several barriers that limited the scope of this study. Due to time constraints, data were collected from only 200 respondents. Most of the participants were from the younger generation who frequently use Foodpanda for meal ordering, which restricted the representation of other age groups. Consequently, the findings may not fully capture the perspectives of older users or those less familiar with OFD platforms.

This study focused only on five independent variables: convenience, perceived usefulness, price, trust, and service quality. Other potential factors, such as food packaging, information quality, and delivery time, could also influence customer satisfaction but were not included in the current research. Owing to time limitations, the researchers selected the most common variables identified in prior studies to represent the key determinants of customer satisfaction. Future studies are encouraged to expand the model by incorporating these additional variables to achieve a more comprehensive understanding of customer satisfaction with OFD services.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no conflict of interest.

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ABOUT THE AUTHOR(S)

1st Author

Anees Jane Ali has been a senior lecturer at the School of Management, Universiti Sains Malaysia since 2003. He received his PhD from the University of Groningen, The Netherlands, with a thesis entitled "The intercultural adaptation of expatriate spouses and children". He is now attached to the Department of International Business and has been teaching courses and conducting research in International Human

Resource Management, International Management, International Business,
Business Communication, and Organizational Behaviour.

Email: aneesali15@yahoo.com

ORCID ID: <https://orcid.org/0000-0003-1752-0611>

2nd Author

Rosmelisa Yusof is a Senior Lecturer at School of Management, Universiti Sains Malaysia. She obtained her first degree in Law from IIUM, MBA (IB) from USM and PhD in Management from UPM. She has 5 years of teaching experience and her research interest is in the field of behavioral studies, HRM, innovation, SMEs and entrepreneurship.

3rd Author

Hui Shan Mok is currently an undergraduate student at Universiti Sains Malaysia.

4th Author

Mohammad Farhan Basim is currently an undergraduate student at Universiti Sains Malaysia.

5th Author

Mohd Nasim Bin Naseer Ahmad is currently an undergraduate student at Universiti Sains Malaysia.

6th Author

Mohd Zulhairi Bin Saadin is currently an undergraduate student at Universiti Sains Malaysia.

7th Author

Muhammad Adam Danial Bin Yusrin is currently an undergraduate student at Universiti Sains Malaysia.

8th Author

Dr. Daisy Mui Hung Kee is an Associate Professor in the School of Management, Universiti Sains Malaysia, Pulau Pinang. She holds a Ph.D. in Human Resource Management and is actively involved in international academic collaborations. Her research interests include leadership development, organizational culture, digital entrepreneurship, and business innovation. She has published widely in Scopus-indexed journals and international conference proceedings.

Email: daisy@usm.my

ORCID ID: <https://orcid.org/0000-0002-7748-8230>