Examining the Factors that Influence Consumer Satisfaction with Online Food Delivery in Klang Valley, Malaysia

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ABSTRACT
In World War II, female volunteers participated in the work of delivering food to soldiers. The idea of food service delivery spread from the UK to the United States, and food delivery has become a new business model worldwide. In 1987, Pizza Hut began to order by phone and provide food delivery services to capture market share. With the development of the internet and the popularity of smartphone, online ordering and online food delivery (OFD) have become a trend, lifestyle and multibillion-dollar business. In 2017, Malaysia’s online food delivery boomed. There are numerous food ordering service platforms on the market, including FoodPanda, Uber Eats (now changed to GrabFood), Honestbee, Dahmakan, DeliverEat, Running Man Delivery, etc. Hence, this research aims to identify factors that continue to influence Malaysian consumer satisfaction with online food delivery after the COVID-19 pandemic and in the future. The results show that perceived price, promotion & discount, convenience motivation, service approach quality, and food quality positively impact the trend factors of OFD services. These findings can provide essential insights for OFD service providers, the restaurant industry and academics, critical for OFD services to improve consumer satisfaction.

Keywords: Consumer Satisfaction, Perceived Price, Promotion & Discount, Service Approach Quality, Food Quality

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BACKGROUND AND INTRODUCTION
With the development of technology and lifestyle change, online shopping has become one of the most popular online activities. Online food delivery (OFD) services can be regarded as one of the time-saving online activities. Online food delivery is similar to online shopping, which needs to attract and meet consumer wants. OFD services have gradually changed consumers’ food buying habits (Troise, O’Driscoll, Tani, & Prisco, 2020). The OFD services business is worth billions of dollars worldwide. In 2020, OFD services revenue will exceed $136.431 billion US dollars. It is estimated that by 2024, the global market will reach 182.327 billion US dollars, with a growth rate of 7.5%. OFD services market has become the fastest growing industry in the food market, with revenues in Southeast Asia expected to reach $956 million US dollars by 2022. Since 2017, OFD services have begun to sweep significant cities in Malaysia, such as Klang Valley, Penang, Malacca, Kuching, Ipoh, Johor Bahru, etc. There are many food ordering service platforms on the market, including FoodPanda, Uber Eats (now changed to GrabFood), Honestbee, Dahmakan, DeliverEat, Running Man Delivery, Food Ninja, LalaFood, etc. Among them, the competition between FoodPanda and GrabFood is the most intense. These OFD services are currently only concentrated in urban areas.

The COVID-19 pandemic has led to the rapid growth of online food delivery. During the pandemic, many cities worldwide are under lockdown. The government encourages social distancing, and consumers cannot eat in restaurants to prevent the spread of the virus. In Malaysia, as customers choose to use online ordering food and buying food to maintain social distancing and prevent infection, online sales have increased by 90% between February and March. Online food ordering and online grocery applications or platforms have become popular. OFD service provides jobs to the delivery rider and brings profit opportunities for restaurants (Li, Mirosa, & Bremer, 2020). OFD services are growing faster than before and have become the new normal for more people (Hadi Mohamad, Athirah Hamzah, Ramli, & Fathullah, 2020). Consumer satisfaction is an essential factor that helps OFD service companies stand out. OFD service companies must meet the needs of consumers in this aggressive market to avoid out of existence. This study identified factors that will continue to influence consumers’ decision to adopt online food delivery services after the COVID-19 pandemic. This research explores and integrates economic and non-economic factors that influence consumer satisfaction with OFD services. Hence, this research examines the relationship of economic factors (perceived price, promotion & discount) and non-economic factors (convenience motivation, service approach quality, food quality) with consumer satisfaction towards OFD services.
RESEARCH OBJECTIVE
The objectives of this study:
1. To investigate whether perceived price, promotion & discount, convenience motivation, service approach quality, and food quality affects consumer satisfaction using OFD services.
2. To determine the most important factor that influences consumer satisfaction using OFD services.

RESEARCH QUESTION
Therefore, to achieve the above research goals, this research will try to answer the following research questions:
1. What is the impact of perceived price, promotion & discount, convenience motivation, service approach quality, and food quality on consumer satisfaction using OFD services?
2. What is the most important factor impacting consumer satisfaction using OFD service?

LITERATURE REVIEW
For a long time, consumer satisfaction has been significant research in marketing strategy. Nowadays, marketing activities will continue to follow the needs of consumers as a basic assumption for developing appropriate strategies to improve consumer satisfaction (Karolina Ilieska, 2013). Consumer satisfaction can determine customer needs and determine what is of value to customers. Consumer satisfaction will help the product or service meet the excellent standard of a particular business.

Consumer Satisfaction
Customers are always the main key factor in market share and company development (Khadka & Maharjan, 2014). Satisfaction can be defined as meeting the needs and expectations of consumers. Consumer satisfaction measures the level and quality of services received by consumers (Brunero & Lamont, 2009). Therefore, satisfaction and loyalty are the key factors determining the successful implementation of the market. Tamminen (2016) said that consumer satisfaction forms the basis of a successful company. Satisfied customers ensure the company's competitive advantage over competitors and are the way to ensure the company's profit. Companies that want to gain market share need to provide customers with valuable and unique terms to beat competitors. Zhang & Pan (2009) confirmed that consumer satisfaction positively correlated with financial performance. The higher the consumer satisfaction score, the higher the profit margin.

Perceived Price
Price always plays an important role and determines the choice of product or service. Al-masllam (2015) indicated the price is an essential factor in generating consumer satisfaction because customers always evaluate the value of services based on their prices. Martin-Consuegra et al. (2003) showed that perceived price is directly affected by consumer satisfaction judgment. At the same time, perceived price fairness indirectly affects price acceptance through customer loyalty. Susanti (2019) stated that price is an essential factor in determining customer satisfaction because all consumers evaluate the value of the service received at the price they paid. As a result, perceived unfair prices may lead to brand abandonment and brand switching. Rothenberger's (2015) research shows that perceived price fairness is an effective way to evaluate consumer satisfaction and increase customer loyalty.

H1: Perceived price has a positive influence on consumer satisfaction using OFD services.

Promotion & Discount
Promotion & discount are marketing communication tools used to stimulate revenue. The attractiveness of promotion & discount may temporarily affect consumers' purchasing decisions (Shaddy & Lee, 2020). Sale promotions & discount activities also can influence consumers to change brands, increase purchases and overspending. Discount is considered the most stimulating means of promotion that affects consumers' purchase intentions (Neha & Manoj, 2013). Pi & Huang (2011) research found that promotion can maintain customer loyalty by improving consumer satisfaction, trust and commitment. The research results of Ailpour et al. (2018) showed that appropriate promotional activities have a significant impact on consumer satisfaction. Nakarmi's (2018) research shows that customers are too satisfied with price discounts, coupons, free samples and "buy one get one free". Therefore, promotional practices will improve sales by influencing consumers' purchase behaviour.

H2: Promotion & discount has a positive influence on consumer satisfaction using OFD services.

Convenience Motivation
The digital age has affected our lifestyle and business models. Digitalization enables customers to online shopping, online banking, remote working and online food ordering at anytime, anywhere (Radon, 2015). Consumers can easily place orders via mobile phone (Sata, 2013). Jeneefa & Rajalakshmy (2020) research shows that perceived control and convenience are the keys to customers using online ordering, leading to higher satisfaction. Perceived control is demonstrated in a mature food ordering system that enables customers to monitor the status of their food and notify customers after completing the order (Lim, 2018). Online shopping convenience can reduce the non-monetary cost, including time, energy and effort spent acquiring goods or services (Zeithaml, 1988). Khazaei et al. (2014) confirmed that convenience is a vital service attribute that positively impacts consumer satisfaction and behavioural response in electronic banking and online shopping.

H3: Convenience motivation has a positive influence on consumer satisfaction using OFD services.

Service Approach Quality
When customers are satisfied with a brand or store, they will always choose it, increasing sales and profits for the company (Agbor, 2011). Brady & Cronin (2001) believes that measuring the gap between expectations and perceptions cannot obtain an excellent psychological evaluation of service quality. Susskind et al. (2003) found that customer service orientation has positively affected consumer satisfaction. Michelli (2009) pointed out that the four service-centric approaches can enable customers to meet related needs. These approaches are relevant, easy & consistent, speedy, and secure. Logistics services are part of online shopping transactions to enhance customer loyalty (Hong, Zheng, Wu, & Pu, 2019). For OFD services, the delivery rider plays a vital role in this. Johnson & Karlay (2018) find
responsiveness, empathy, and assurance of the quality of service that influences consumer satisfaction.

H4: Service approach quality has a positive influence on consumer satisfaction using OFD services.

Food Quality
Food is the basic need of all humankind (Mahendran, 2013). Food quality involves several aspects, including food appearance, taste, menu diversity, health and freshness. As we all know, food quality is at the core of meeting the needs of restaurant customers, which can achieve loyal customers and repeat purchases (Rozekhi, Hussin, Siddiqe, Rashid, & Salmi, 2016). Taste is the most important element of food quality and is considered a vital attribute of the gourmet experience. Kannan (2019) also found that food quality fundamentally affects consumer satisfaction (Zhong & Moon, 2020). Petrescu et al. (2020) found that consumers said that food quality is related to freshness, taste and appearance. Savov & Kouzmanov (2014) showed that consumers assess the food quality based on price, taste and appearance.

H5: Food quality has a positive influence on consumer satisfaction using OFD services.

RESEARCH MODEL
The following conceptual model describes the relationship between perceived price, promotion & discount, convenience motivation, service approach quality, food quality and consumer satisfaction using OFD services.

![Research Model Diagram](image)

METHODOLOGY
This study was conducted in Klang Valley, the most prosperous urban in Malaysia, within one month (8 March to 4 April 2021). A questionnaire survey was conducted through Google Form, and an online self-management questionnaire was used to enable participants to fill in and submit the questionnaire more flexibly and conveniently. A total of 646 respondents were collected. There are no incomplete data. This study uses non-probability sampling because it is more cost-effective and faster than probability sampling. Purposive or Judgmental Sampling allows the researcher to be more subjective, selective, and critical when selecting research samples. Compared with random samples, selecting participants has some characteristics, making it easier to generalize the sample. At the same time, due to the feasibility, cost and time constraints of the study, non-probability sampling will be highly reliable in this study.

The survey consists of six parts. Section A is demographic data, such as age, gender, marital status, level of education, and occupation category. Section B to G is the questionnaire items used to measure perceived price, promotion & discount, convenience motivation, service approach quality, food quality and consumer satisfaction using OFD services. The survey questions are evaluated using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Researchers used descriptive analysis, reliability testing (Cronbach Alpha), and inferential analysis (ANOVA, Linear Regression, and Multiple Linear Regressions) to analyze the research data.

RESULTS
The composition of respondents is fairly balanced in terms of gender. Female respondents accounted for 50.3% (N=325), male respondents accounted for 49.7% (N=321). As for the age group, nearly half of the respondents, 44.7% were between 35 and 44 years old, followed by 21.1% between 45 and 54 years old, and 20.4% between 25 and 34 years old. The smallest group is 10.8% of young people under the age of 24 and 2.9% of those over 55 years old. The result indicates that singles prefer to use OFD services compare with married people, which comprises 69.3% or 448 respondents, followed by married, 30.7% or 198 respondents. In terms of education, the Degree-level respondents accounted for the highest 63.8%, followed by Master (20.9%), Diploma (11%), High School (3.1%), and PhD (1.2%). As for occupation categories, most of the respondents were employees, accounting for 62.2% or 402 respondents, followed by self-employed 13.6% or 88 respondents; students 11.8%, or 76 respondents; freelancers 8.7%, which is 56 respondents; and 3.7% of housewives/retirees, or 24 respondents. The majority respondents are an employee who is most suitable for this study as the primary customer in this OFD market.

Table 1. Demographic Data

|                        | Frequency | Percent |
|------------------------|-----------|---------|
| **Gender**             |           |         |
| Female                 | 325       | 50.3    |
| Male                   | 321       | 49.7    |
| **Age**                |           |         |
| 24 years old and below | 70        | 10.8    |
| 25-34 years old        | 132       | 20.4    |
| 35-44 years old        | 289       | 44.7    |
| 45-54 years old        | 136       | 21.1    |
| 55 years old and above | 19        | 2.9     |
| **Marital Status**     |           |         |
| Married                | 198       | 30.7    |
| Single                 | 448       | 69.3    |
| **Education Level**    |           |         |
| High School            | 20        | 3.1     |
| Diploma                | 71        | 11.0    |
| Degree                 | 412       | 63.8    |
| Master                 | 135       | 20.9    |
| PhD                    | 8         | 1.2     |
| **Occupation**         |           |         |
| Student                | 76        | 11.8    |
| Self Employed          | 88        | 13.6    |
| Employee               | 402       | 62.2    |
| Freelancer             | 56        | 8.7     |
| House Wife/Retired     | 24        | 3.7     |
Mean and Standard Deviation of Construct
The average mean of all constructs evaluated by the participants was 3.96. That means the factors affecting consumer satisfaction seem to affect positively, but there is still much room for improvement.

Table 2. Ranking of the mean

| Construct              | Std. Deviation | Mean  |
|------------------------|----------------|-------|
| Perceived Price        | 0.519          | 3.90  |
| Promotion & Discount   | 0.635          | 3.82  |
| Convenience Motivation | 0.497          | 4.23  |
| Service Approach Quality| 0.530          | 4.04  |
| Food Quality           | 0.679          | 3.84  |
| Consumer Satisfaction  | 0.555          | 3.90  |

Reliability Testing Cronbach’s Alpha
The reliability of a measure shows the degree to which there is no prejudice in ensuring consistent measurement across time and items in the instrument. As shown, five variables score 0.7 above and one variable score 0.6 above, the reliability of the data is verified.

Table 3. Cronbach’s Alpha

| No. of Item | Cronbach’s Alpha |
|-------------|------------------|
| Perceived Price | 5 | 0.66 |
| Promotion & Discount | 5 | 0.76 |
| Convenience Motivation | 5 | 0.75 |
| Service Approach Quality | 5 | 0.82 |
| Food Quality | 5 | 0.93 |
| Consumer Satisfaction | 5 | 0.79 |

The impact of perceived price on consumer satisfaction using OFD services

Table 4. Model Summary of perceived price on consumer satisfaction

|                | R               | R Square | Adjusted R Square | Std. Error of the Estimate |
|----------------|-----------------|----------|-------------------|---------------------------|
| Perceived Price| 0.516           | 0.266    | 0.265             | 0.476                     |

Table 5. ANOVA analysis of perceived price on consumer satisfaction

| Sum of Squares | df   | Mean Square | F      | Sig.  |
|----------------|------|-------------|--------|-------|
| Regression     | 52.848 | 1          | 233.739 | .000b |
| Residual       | 145.609 | 644       | 0.226  |       |
| Total          | 198.457 | 645    |        |       |

Table 6. Coefficients of perceived price on consumer satisfaction

| Unstandardized Coefficients B | Std. Error | Standardized Coefficients Beta | t  | Sig.  |
|------------------------------|------------|-------------------------------|----|-------|
| (Constant)                   | 1.756      | 0.142                         | 12.395 | .000  |
| Perceived price              | 0.551      | 0.036                         | 0.516 | 15.289 | .000  |

When consumer satisfaction using OFD services was predicted, it was found that perceived price (Beta = 0.55, p < .01) was a significant predictor. The overall model fit was adjusted R² = 0.27 and 27% of the variance in consumer satisfaction using OFD services can be explained by perceived price. Therefore, the increase in perceived price will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The impact of promotion & discount on consumer satisfaction using OFD services

Table 7. Model Summary of promotion & discount on consumer satisfaction

|                | R          | R Square | Adjusted R Square | Std. Error of the Estimate |
|----------------|------------|----------|-------------------|---------------------------|
| Promotion & discount | 0.474a    | 0.225    | 0.224             | 0.489                     |

Table 8. ANOVA analysis of promotion & discount on consumer satisfaction

| Sum of Squares | df   | Mean Square | F      | Sig.  |
|----------------|------|-------------|--------|-------|
| Regression     | 44.656 | 1          | 186.986 | .000b |
| Residual       | 153.801 | 644       | 0.239  |       |
| Total          | 198.457 | 645    |        |       |

Table 9. Coefficients of promotion & discount on consumer satisfaction

| Unstandardized Coefficients B | Std. Error | Standardized Coefficients Beta | t  | Sig.  |
|------------------------------|------------|-------------------------------|----|-------|
| (Constant)                   | 2.317      | 0.117                         | 19.727 | .000  |
| Promotion & discount         | 0.415      | 0.030                         | 0.474 | 13.674 | .000  |

The results show that promotion & discount (Beta = 0.42, p < .01) was a significant predictor by analyzing the relationship between promotion & discount and consumer satisfaction. The overall model fit was adjusted R² = 0.22 and 22% of the variance in consumer satisfaction using OFD services can be explained by promotion & discount. Therefore, the increase in promotions and discounts will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The impact of convenience motivation on consumer satisfaction using OFD services

Table 10. Model Summary of convenience motivation on consumer satisfaction

|                | R               | R Square | Adjusted R Square | Std. Error of the Estimate |
|----------------|-----------------|----------|-------------------|---------------------------|
| Convenience    | 0.322           | 0.104    | 0.102             | 0.526                     |

Table 11. ANOVA analysis of convenience motivation on consumer satisfaction

| Sum of Squares | df   | Mean Square | F      | Sig.  |
|----------------|------|-------------|--------|-------|
| Regression     | 20.561 | 1          | 74.433 | .000b |
The initial hypothesis is accepted.

The impact of food quality on consumer satisfaction using OFD services

Table 19. Model Summary of perceived price, promotion & discount, convenience motivation, service approach quality, and food quality on consumer satisfaction

| R         | R Square | Adjusted R Square | Std. Error of the Estimate |
|-----------|----------|------------------|----------------------------|
| 0.841*    | 0.707    | 0.705            | 0.301                      |

When predicting consumer satisfaction using OFD services, it was found that food quality (Beta = 0.64, p < .01) was a significant predictor. The overall model fit was adjusted R² = 0.62 and 62% of the variance in consumer satisfaction using OFD services can be explained by food quality. Therefore, the increase in food quality will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The most important factor impacting consumer satisfaction using OFD service

Table 20. ANOVA analysis of perceived price, promotion & discount, convenience motivation, service approach quality, and food quality on consumer satisfaction

| Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----|-------------|-------|------|
| Regression     | 140.362 | 5 | 28.072 | 309.259 | .000* |
| Residual       | 640 | 0.091       |       |      |

The impact of service approach quality on consumer satisfaction using OFD services

Table 18. Coefficients of food quality on consumer satisfaction

| Unstandardized Coefficients | Standardized Coefficients | t     | Sig. |
|-----------------------------|---------------------------|-------|------|
| (Constant)                  | 1.532                      | 10.995| .000 |
| Service approach quality    | 0.586                      | 0.034 | 17.160| .000 |

Perform linear regression analysis on service approach quality and consumer satisfaction using OFD services. It was found that service approach quality (Beta = 0.59, p < .01) was a significant predictor. The overall model fit was adjusted R² = 0.31 and 31% of the variance in consumer satisfaction using OFD services can be explained by service approach quality. Therefore, the increase in service approach quality will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The impact of service approach quality on consumer satisfaction

Table 17. ANOVA analysis of service approach quality on consumer satisfaction

| Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----|-------------|-------|------|
| Regression     | 123.242 | 1 | 1055.209 | .000* |
| Residual       | 644 | 0.117       |       |      |
| Total          | 198.457 | 645 |       |      |

Table 16. Model Summary of food quality on consumer satisfaction

| R         | R Square | Adjusted R Square | Std. Error of the Estimate |
|-----------|----------|------------------|----------------------------|
| 0.788*    | 0.621    | 0.602            | 0.342                      |

Table 15. Coefficients of service approach quality on consumer satisfaction

| Unstandardized Coefficients | Standardized Coefficients | t     | Sig. |
|-----------------------------|---------------------------|-------|------|
| (Constant)                  | 2.384                      | 13.45 | .000 |
| Convenience motivation      | 0.359                      | 0.042 | 8.627 | .000 |

Subsequently, through the analysis of consumer satisfaction using OFD services, it was found that convenience motivation (Beta = 0.36, p < .01) was a significant predictor. The overall model fit was adjusted R² = 0.10 and 10% of the variance in consumer satisfaction using OFD services can be explained by convenience motivation. Therefore, the increase in convenience motivation will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The impact of service approach quality on consumer satisfaction

Table 14. ANOVA analysis of service approach quality on consumer satisfaction

| Sum of Squares | df | Mean Square | F     | Sig. |
|----------------|----|-------------|-------|------|
| Regression     | 62.270 | 1 | 294.465 | .000* |
| Residual       | 136.187 | 644 | 0.211 |      |
| Total          | 198.457 | 645 |       |      |

Table 13. Model Summary of service approach quality on consumer satisfaction

| R         | R Square | Adjusted R Square | Std. Error of the Estimate |
|-----------|----------|------------------|----------------------------|
| 0.560*    | 0.314    | 0.313            | 0.460                      |

When predicting consumer satisfaction using OFD services, it was found that food quality (Beta = 0.64, p < .01) was a significant predictor. The overall model fit was adjusted R² = 0.62 and 62% of the variance in consumer satisfaction using OFD services can be explained by food quality. Therefore, the increase in food quality will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The most important factor impacting consumer satisfaction using OFD service

Table 12. Coefficients of convenience motivation on consumer satisfaction

| Unstandardized Coefficients | Standardized Coefficients | t     | Sig. |
|-----------------------------|---------------------------|-------|------|
| (Constant)                  | 2.384                      | 13.45 | .000 |
| Convenience motivation      | 0.359                      | 0.042 | 8.627 | .000 |

Perform linear regression analysis on service approach quality and consumer satisfaction using OFD services. It was found that service approach quality (Beta = 0.59, p < .01) was a significant predictor. The overall model fit was adjusted R² = 0.31 and 31% of the variance in consumer satisfaction using OFD services can be explained by service approach quality. Therefore, the increase in service approach quality will affect the improvement of consumer satisfaction. The initial hypothesis is accepted.

The impact of food quality on consumer satisfaction using OFD services

Table 11. Model Summary of service approach quality on consumer satisfaction

| R         | R Square | Adjusted R Square | Std. Error of the Estimate |
|-----------|----------|------------------|----------------------------|
| 0.560*    | 0.314    | 0.313            | 0.460                      |
The multiple linear regressions were carried out to investigate whether perceived price, promotion & discount, convenience motivation, service approach quality, and food quality could significantly explain consumer satisfaction using OFD services. The results of the multiple regression analysis showed that the model explained 71% of the variance and that the model significantly explains consumer satisfaction using OFD services, $F(5, 640) = 309.26, p < .01$.

Based on the standardized coefficient beta, food quality ($B = 0.58, p < .01$) significantly explained more of the variance in consumer satisfaction using OFD services compared to service approach quality ($B = 0.22, p < .01$), perceived price ($B = 0.13, p < .01$) and promotion & discount ($B = 0.10, p < .01$). Based on unstandardized coefficients beta, food quality ($B = 0.47, p < .01$), service approach quality ($B = 0.23, p < .01$), perceived price ($B = 0.14, p < .01$) and promotion & discount ($B = 0.09, p < .01$) has contributed significantly to the model. Convenience motivation ($B = 0.05, p < .01$) shows that this variable did not significantly explain the variance in the dependent variable, when the significance level of 0.08 exceeds 0.01. In conclusion, the most important factor explaining the variance in consumer satisfaction using OFD services is food quality.

The final predictive model is as follows:

\[
\text{Consumer satisfaction using OFD services} = (0.47 \times \text{food quality}) + (0.23 \times \text{service approach quality}) + (0.14 \times \text{perceived price}) + (0.09 \times \text{promotion & discount})
\]

**DISCUSSION AND CONCLUSION**

This study examines the relationship of perceived price, promotion & discount, convenience motivation, service approach quality, food quality with consumer satisfaction and clarifying what factors can continue driving the development of the food delivery market. It also investigated the relationship between consumer satisfaction and purchasing decisions using OFD services. The critical finding is that food quality has the most positive impact on consumer satisfaction, among other factors. The result is consistent with Kannan (2019), Mohaydin et al. (2017), Pfeifer et al. (2014), Rozekhi et al. (2016) and Zhong (2020) research. This research may help to understand better the significance of food quality in the foodservice industry and fill the gaps in research on factors that affect consumer satisfaction. This result may also show that the food quality (mean=3.84) provided has not yet met consumers' high expectations, and there is a lack of high-quality and high-value food.

Besides, service approach quality, perceived price, promotion & discount and convenience motivation significantly influenced the consumer using OFD services. OFD services can increase service quality to gain consumer retention, provide price fairness to fulfill customer needs, offer discounts to attract customers to repeat orders, and satisfy the customer's access & transaction convenience through innovation. These findings are consistent with Johnson et al. (2018), Arlanda & Suroso (2018), Zhang & Prasongsukarn (2017) and Khazaeei et al. (2014) research into consumer satisfaction with service quality, perceived price, promotion & discount and convenience motivation.

Researchers found that compared with other variables, the convenience motivation of using OFD services has a minor impact on consumer satisfaction. Convenience motivation does not seem to be necessary anymore. It may be that consumers can easily get food without ordering online. This result is consistent with Radon (2015), that convenience is no longer a unisex perfume; it cannot fit everyone in one type. OFD service companies need to create a new definition of convenience for customers to improve consumer satisfaction. Huang & Oppewal (2006) pointed out that the delivery fee will affect consumers' reluctance to order food online because they are unwilling to pay the delivery fee.
Therefore, online food ordering companies need to ensure food quality, service approach quality, perceived prices and promotion & discount to improve consumer satisfaction. Consumer satisfaction can increase the company's revenue from loyal customers by providing high-quality food, reliable customer service, reasonable prices and effective promotional coupons. However, under different circumstances, the moderating effects of cities and countries may be other. There have been preliminary studies investigate differences in food quality in OFD service experience.

According to several researches, after-sales service (customer engagement) can maintain a profitable long-term relationship with customers and obtain customer satisfaction and loyalty. Customer engagement is crucial and essential so that customers can feel that they are valuable. Liu (2019) found that hedonic motives and new experiences (customer experience) greatly affected consumer satisfaction with OFD services in Bangkok, Thailand. The research of Jelison (2017) and Ryu et al. (2010) also shows that perceived hedonic value is positively correlated with customer buying behaviour. Besides, there is a significant positive correlation between income level and consumer satisfaction. Rohman et al. had proved that the income level had affected consumer satisfaction towards customer loyalty (Rohman & Rahayu, 2015). Klopotan et al. (2016) found that the high-income level significantly impacts customer's attitudes towards loyalty. Thus, income level can be regarded as one of the influencing factors of consumer satisfaction with purchasing behaviour. There is a lack of research to investigate the impact of income levels on consumer satisfaction, especially in the food industry.

LIMITATION & FUTURE RESEARCH
The study was also affected by methodological limitations, which limited the nature of the questions and answers requested by participants. All factors in the current survey use 5-point Likert scales and restrict participants' ability to explain their answers further. Due to the limited abilities of the participants, it is impossible to explain in detail the reasons for their specific positions on the questions raised in the questionnaire, so the research results may not reflect the actual situation. It may be necessary to conduct in-depth qualitative research (such as interviews) to investigate the reasons for consumer satisfaction with OFD services. Therefore, in future research, it is could mix qualitative and quantitative approaches and examine new variables that affect Malaysian consumers' satisfaction with OFD services, such as after-sales service (customer participation), customer experience, hedonic motivation, and income level.

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