

Contributing Factors to Customer Satisfaction during the Pandemic: A Study of Foodpanda of Malaysia and Nigeria

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ABSTRACT

The study on Foodpanda, an online food and grocery service app, examines the contributing factors leading to customer satisfaction during the global pandemic. As the new norms such as social distancing increased the demand for food delivery, The study examines the relationship between service quality, product information quality, the convenience of use, and customer satisfaction. A total of 102 Foodpanda users completed the online survey questionnaires. The findings revealed that convenience of use and product information quality hold the highest percentage in the contribution to customer satisfaction. The implication and recommendations are presented.

Keywords: Customer satisfaction, Convenience of Use, Covid-19, Foodpanda, Food Delivery, Product Information Quality, Service Quality

JEL Classification: M00, L80, L84

INTRODUCTION

Foodpanda is one of Malaysia's leading online food delivery services (Kamilah et al., 2020). Due to the outbreak of the Covid-19, the Malaysian government has implemented movement restrictions such as Movement Control Order (MCO). Recently, the government announced the Full Movement Control Order (FMCO), a complete lockdown nationwide from 1 June 2021 to 14 June 2021, following a rise in Covid-19 cases, with daily cases exceeding 8000 and over 70000 active cases. Therefore, the demand for online food delivery services especially Foodpanda service has increased rapidly.

The Covid-19 pandemic has affected many businesses, some even had to close and suffered the loss for the year. The traditional shopping method is replaced by the online shopping method (Warrier et al., 2021). To increase more customers to shop online, retailers have made their online store environment more entertaining and attractive (Anwar, Kee & Ahmed, 2020). The Covid-19 pandemic, a double-edged sword, provided an opportunity for delivery services to optimize their performance (Kee et al., 2021). The government's implementation of the movement restrictions has resulted in new social norms such as social distancing, staying at home, and ordering everything online. These norms have increased the demand for online food delivery services because people have started to prefer online shopping and door delivery over physical movements to restaurants and shops. Besides that, customers can order their items from home securely. However, the proliferation of various online delivery services has become a challenge among competitors in persuading consumers to use their services.

This paper focuses on contributing factors leading to Foodpanda customer satisfaction. Some of the potential factors discussed in the paper include security perception, service quality, product information quality, and convenience of use. The research focuses on investigating the customers' satisfaction level on changes and development in strategies due to Covid-19 and its implication on online food delivery services. The research objective of this study is to identify the level of security perception on Foodpanda, an online food delivery service, due to the global pandemic of Covid-19. This is vital to ensure the customers feel protected with the services and performance provided by Foodpanda. Besides that, the second research objective is to study the level of service quality of Foodpanda, an online food delivery service, due to the global pandemic. Third, this research is to study the level of product information quality of Foodpanda, an online food delivery service, due to Covid-19. This is important to ensure the customers are provided with all the necessary product information to make a purchase decision wisely. The fourth research objective is to study the convenience level of the purchasing process of Foodpanda, an online food delivery service, due to Covid-19.

The research questions of this study are:

- 1) Is there a positive relationship between service quality and customer satisfaction?
- 2) Is there a positive relationship between security perception and customer satisfaction?
- 3) Is there a positive relationship between product information quality and customer satisfaction?
- 4) Is there a positive relationship between convenience of use and customer satisfaction?
- 5) To what extent does the customer satisfy with the customer service provided by Foodpanda during the Covid-19 outbreak?
- 6) What is the degree of product information quality towards Foodpanda delivery services during the Covid-19 outbreak?
- 7) To what extent is the purchasing process convenience of Foodpanda delivery services during the pandemic?

The scope of this research is to determine the customer satisfaction level towards the changes and development in strategies of Foodpanda, an online food delivery service, due to Covid-19 in Malaysia and Nigeria. Besides that, this research aims to figure out the most significant factor that impacts the satisfaction level among the four factors such as security perception, customer service, product information quality, and purchasing process convenience. An online questionnaire which is generated from Google Form will be distributed to Foodpanda customers as a tool to measure customer satisfaction levels for this research purpose. This study will help Foodpanda to evaluate the performance of its services. The company's management team would be able to know their weakness through the customer's feedback and they would be able to improve their systems from time to time in terms of the securities, product information, purchase processes, and customer service. Apart from that, Foodpanda also has the opportunity to engage with the customers and get to know their needs and wants. Through this study, they would be able to satisfy customer needs based on the current pandemic situation.

LITERATURE REVIEW

In 2012, Lukas Nagel and Rico Wyder founded Foodpanda in Singapore and later expanded to Malaysia, Indonesia, and Thailand. Services can even be a way to provide value to the customer by facilitating the outcome of what the customer wants to experience without incurring specific costs and risks. Customer satisfaction is significantly influenced by the tangibility aspects of service, food quality, and food cost, according to research conducted by Ha & Jang (2010) and Nicolaides (2008). As for the service, Foodpanda uses a smartphone app and website so that anyone can find their favorite restaurant nearby then order their favorite food, order groceries, medicines, snacks, drinks, and more. Foodpanda is the best place to order food from restaurants or shops and it makes delivery during breakfast, lunch, and dinner. Foodpanda will process the orders and send them to partner restaurants, later the delivery riders will deliver the meals to buyers. The importance of service quality in terms of customer convenience should be prioritized (Chen, Ling, Ying, & Meng, 2012).

This service is provided via websites and mobile applications. Customers can connect with restaurants that serve meals in the area to make online/offline selections, orders, and payments. Customers enter the zip code in the location, search for food from the list of restaurants, and order food. The customer can search the restaurant menu, select the items to order before entering the address and making the payment, and have a meal. Foodpanda will send you an SMS to confirm your order and estimated delivery time. Foodpanda also has a review section on the restaurant page, where customers can discuss the restaurant's sales process, delivery, taste, and overall impressions. Just a few studies clarify the issues of customer engagement with online food delivery services and variables such as comfort, hedonism motivation, time-saving alignment, online purchasing intention experience, consumer behavior, and behavioral intention to influence consumers when pursuing online food delivery service applications, according to Yeo et al. (2017).

Security perception could also be regarded as one of the key factors to influence customer satisfaction (Maditinos & Theodoridis, 2010; Schaupp & Belanger, 2005; Liu, He, Gao, & Xie, 2008). From the perspectives of (Maditinos & Theodoridis, 2010), security is a means of safety, personal information management, and payment security. Cheung and Lee (2005) illustrated that security is the ability of websites in protecting consumer personal information from online transactions or unauthorized usage. However, the security of an online transaction, including privacy and safety could be deterred as people could break into customer privacy without the company knowing. Another study suggests that security perception is defined as the extent to which a

customer believes that transmitting sensitive information to the website is secure (Chang & Chen, 2009).

Consumer perceptions of the security of online transactions have been proven to include the privacy of financial information from the security of payment methods and informal illegal access (Román and Cuestas, 2008). Online consumers are concerned about security issues when shopping online. Personal privacy and financial information security are the major concerns for consumers. When consumers feel uneasy, especially when they are reluctant of becoming the fraudulent victim, their intention to buy online will be distorted (Roca, Garcia, & de la Vega, 2009). The security for using online shopping depends on how trusted parties generate it. Therefore, it is hypothesized that

H1: There is a positive relationship between securities perception and customer satisfaction.

Customer service can be defined as the direct one-on-one interaction between a consumer making a purchase and a representative of the company that is selling it (Grant, 2020). In another study, customer service is the assistance provided to customers before, during, and after purchase. Customer service will give an effect on customer satisfaction to ensure retaining customers and grow the business well. The purpose of this factor is to determine whether this aspect has a negative or positive impact when the pandemic occurs since customers could respond differently based on their experience. Customer service is characterized as prompt responses to inquiries and assistance in problem-solving by willing employees (Chang & Chen, 2009). It can also be an operating system that includes a customer support system, grievance handling, ease of complaints, and kindness when making complaints, according to a study by Kim, Park, and Jeong (2004).

Unawareness of customer inquiries can lead to dissatisfaction, which could impact online retailers as a whole. Furthermore, today's consumers are quick to post negative experiences online, where they can reach a wide audience easily. It is more important to serve consumers across all channels from the beginning and define what good customer service looks like, both internally and externally. For example, an online retailer can contact a customer for easy access to product-related complaints and inquiries, even if previous methods need to be improved to adapt to the current situation. Therefore, it is hypothesized that

H2: There is a positive relationship between service quality and customer satisfaction.

According to Zeithaml (1988), quality can be defined broadly as superiority or excellence. Here, Kotler and Armstrong (2012) described that product is anything that can be offered to a market for attention, acquisition, use, or consumption that MIGHT satisfy a want or need, while Aaker (1994), quoted Ehsani and Ehsani (2015), said that quality of the product is the customer's perception of the overall quality or superiority of the product or service, concerning its intended purpose, relative to alternatives. Kotler and Armstrong (2012), assumed that product quality is the characteristic of a product or service that bears on its ability to satisfy or implied customer needs.

It is important to note that the quality of a product is not reviewed from the company's point of view, but rather viewed from the customer's point of view. In this regard, two important factors influencing the quality of a product have arisen, namely the expected product quality and the perceived product quality.

In detail, if the product quality is in line with the expectation, the customer will perceive it as good quality and feel satisfied. Conversely, the customer perceived is qualified as bad product quality if the perceived product quality is not as expected. Thus, the qualification

of bad and good products depends on the ability of the company to meet the customer's expectations. In particular, toothpaste products quality is seen from its characteristic to satisfy customer requirements, either expressed or implied. Garvin (1987); Kotler and Keller (2012) thought that the quality of the product consists of several indicators, namely performance, features, reliability, compliance, durability, serviceability, aesthetics, and perceived quality.

Products based on the Dictionary are made for sale. Generally produced in an industrial process. Products (business) are made for customers. Everything that can offer to the market to satisfy customers. Information quality on (business context) is known as a word advantage. The quality of everyone is subjective and is therefore defined differently.

The quality of the product information is complete and up-to-date, and it is easy to understand the product on an online website (Madininos & Theodoridis, 2010). This product information is especially important when customers search for and purchase products. The product information provided by sellers helps reduce the cost of searching and processing information for customers (Park & Kim, 2003). In connection with the crisis, it is needed to ask the following questions: Is the product information relevant when the customer makes an online purchase? Do retailers improve the quality of product information? Since a product on an online website cannot be selected by customers with it, the online seller must enter all of the product's detailed information (Liu et al., 2008).

H3: There is a positive relationship between service quality and customer satisfaction.

Purchasing is the process that companies and organizations use to obtain goods and services to achieve their goals. According to the business, the purchase process is a set of steps used to identify the purchased product, identify the quality and compliance of the product, make a purchase transaction, and ensure that the purchase process was performed properly is useful, it can make your work easier, faster, or more comfortable. E-commerce and online markets are growing rapidly, changing business patterns, especially during Covid19, when customers and retailers have to take drastic steps to adapt. With online shopping available and no time limit (Brynjolfsson & Smith, 2000), this event is especially true if most people are at home with unlimited time and limited activity. A convenient online marketplace can bring many benefits to customers, such as low prices, quick searches, ease of comparison, and many choices to choose from. To increase the convenience of shopping for customers, online marketplaces are required to present product recommendations and provide a variety of payment methods (Salehi, Abdollahbeigi, Langroudi, & Salehi, 2012). For online marketers, the most important thing is to provide their customers with something simple, useful, and an expedited purchasing process (Madininos & Theodoridis, 2010). Therefore, it is hypothesized that

H4: There is a positive relationship between convenience of use and customer satisfaction.

The term "convenience" is here to refer to amenity or comfort experienced by the customer. However, this does not only mean the characteristics inherent in the product itself. It includes the convenient purchase of a product (in particular food), which is easy to prepare, and which is generally available in small quantities. Hence, the consumption is quick and immediate.

Customer satisfaction can be identified as a person's feeling of pleasure or disappointment which occurs because of comparison between product or service performance (Kotler and Keller 2012). Oliver (2015) however, defines customer satisfaction as "consumer's fulfillment response".

Customer satisfaction involved many factors, such as the availability of food, customer ratings, payment methods, and human interaction (Kwong & Shiun-Yi, 2017). Not only does it expose the role of negotiating the customer satisfaction and perceived value part of the connection between food quality, but the online service quality is also essential to online foodservice delivery systems. Consumer preferences can become very serious if a brand cannot be used repeatedly due to a lack of inventory during a pandemic. Positive uncertainties lead to high satisfaction, and negative things sometimes indicate satisfaction. This is in line with Maisarah et al. (2021), If the satisfaction that the customer gets is beyond what they expect, this will make the customers have a high level of satisfaction by means they will eventually consume the same product or services.

In the above theory, we recognize the security of 65%, or even 62%, of the 102 respondents, who have the highest level of customer satisfaction during the infectious disease period in customer service for online contact capabilities FoodPanda. The researchers found a delivery service that describes 57% delivery, 64% ease of purchasing process, and finally 55% product listing quality. This question was answered by 102 respondents, including students, office workers, and housewives. However, is consumer satisfaction the biggest factor during a pandemic? Or will the quality of your product information have a bigger impact because you could easily use the Foodpanda app during the pandemic? Moreover, Foodpanda should pay more attention to the health of its customers during the pandemic. It showed that to ensure consumer confidence in their productivity, Foodpanda should make the job more organized to achieve customer loyalty.

RESEARCH METHOD

The quantitative research method, the questionnaire has been used as the primary data collection tool for the study of customer satisfaction towards the changes and development in strategies of Foodpanda in Malaysia and Nigeria due to Covid-19. It consisted of a series of structural questions in which respondents were asked to fill in their general information and choose their level of satisfaction for each factor. The researchers distributed the online questionnaire generated in Google Forms to Foodpanda customers across Malaysia and Nigeria on various social media platforms with a target response of 100. Out of those, 102 completed this online questionnaire willingly, resulting in a response rate of 2 percent higher than the actual goal of 100 responses. The respondents were mostly between the ages of 20 to 21 years ($M^* = 22.14$; $SD^{**} = 2.269$), which are 44 respondents and more than half of them were female (66.7 percent). The quantitative research method allowed us to direct the same questions to a large scale of respondents and measure opinions as numerical data. Moreover, the usage of surveys or questionnaires was more cost-effective, versatile, faster, and user-friendly than other research methods as it enabled to reach Foodpanda's customers all over Malaysia and Nigeria even during the pandemic. In conclusion, customers could express their satisfaction perfectly through the online questionnaire. The data show a complete customer satisfaction index using customer surveys based on the different factors to generate a customer satisfaction index that includes all info on customer satisfaction.

RESULTS

The data from the surveys were statistically analyzed using 'Statistical Package for The Social Sciences (SPSS). These data will be arranged and summarized according to the categories of the study as mentioned previously, which include security perception, service quality, product information quality, and convenience of use.

Table 1. Summary of Respondents Demographic

	Frequency	Percentage (%)
Age		
18-19 years old	6	5.9
20-21years old	44	43.1
22-23 years old	29	28.4
24-25 years old	14	13.7
26-27 years old	8	7.8
Above 30 years old	1	1.0
Gender		
Male	34	33.3
Female	68	66.7
Nationality		
Nigeria	17	16.8
Malaysia	85	83.3
Occupation		
Housewife	3	2.9
Students	78	76.5
Working Professional	13	12.7
Others	8	7.8
Monthly Income		
Less than RM 1000	74	72.5
Between RM1001 to RM 2000	7	6.9
Between RM 2001 to RM 3000	7	6.9
Between RM 3001 to RM 4000	10	9.8
Between RM4001 to RM 5000	2	2.0
Above RM 5000	2	2.0
State		
Ebonyi	10	9.9
Lagos	7	6.9
Good	1	1.0
Johor	5	4.9
Kedah	11	10.8
Kelantan	9	8.8
Kuala Lumpur	3	3.0
Melaka	5	5.0
Negeri Sembilan	1	1.0
Pahang	3	3.0
Pulau Pinang	25	24.6
Perlis	2	2.0
Perak	5	4.9
Sarawak	2	2.0
Selangor	9	8.8
Terengganu	3	2.9
Wilayah Persekutuan Kuala Lumpur	1	1.0

Table 2. Descriptive Statistics, Cronbach's Coefficients Alpha, And Zero-Order Correlations Of All Study Variables

Variables	SP	SQ	PIQ	COU	CSF
SP	0.881				
SQ	0.648**	0.758			
PIQ	0.651**	0.628**	0.910		
COU	0.615**	0.693**	0.692**	0.788	
CSF	0.631**	0.653**	0.709**	0.794**	0.814
Mean	4.41	4.36	4.37	4.45	4.47
Standard Deviation	0.57	0.51	0.66	0.57	0.59

Note: N=102; **p<0.01, *p<0.05; Diagonal entries in bold indicate Cronbach's coefficient alpha; SP= Securities Perception; SQ= Service Quality; PIQ= Purchase Information Quality; COU= Convenience of use; CSF=Customer Satisfaction

Table 2 shows the descriptive statistics, interrelationship, and reliability of the factors. Five factors were documented and accepted as internal consistency reliability. The internal consistency of the five variables was identified. The Cronbach Alpha for all the variables was high, ranging from 0.76 to 0.91. The mean values for the variables reported were greater than 4.00.

Table 3. Regression Analysis of Satisfaction in Foodpanda

Predictor variables	Standard coefficient	Beta
SP	.117	
SQ		.081
PIQ	.231**	
COU	.506**	
R ²		.693
R ² change	.693	

Note: N=102; **p < .01 *p < .05; SP= Securities Perception; SQ=Service quality; PIQ= Product Information Quality; PPC = Convenience of Use; CSF=Customer Satisfaction

Table 3 represents the regression analysis of satisfaction in Foodpanda based on 4 independent variables which are securities perception, service quality, product information quality, and convenience of use. R² which is reported 0.693 indicates all the independent variables are stated above. Therefore, the proportion of the variance in the dependent variable which is customer satisfaction can be predicted from the four independent variables. R² value indicates that 69.3% of the variance in customer satisfaction can be predicted from the securities perception, service quality, product information quality, and convenience of use. From the table above, product information quality and convenience of use are significant variables. The hypothesis of product information quality and convenience of use are accepted. This is shown by using 2 asterisks.

DISCUSSION

Food delivery firms in Malaysia have taken the required steps to secure their food delivery services for the protection of their consumers since the MCO, especially FoodPanda. All of the delivery riders always follow SOP rules for example wearing gloves, using hand sanitization, mandatory daily temperature checks before buying food

at the restaurant, and also one of them will clean and sanitize the delivery bag before packing the food. It's proven in this survey that 60.8% agree that riders follow all the rules and regulations of Standard Operation Procedure (SOP). The primary concern for customers was found to be the safe delivery of food and the safety of the customer in this pandemic situation. According to the findings, the safety aspect is extremely significant in the online meal delivery market. When food packaging is delivered under safety standards, customers will feel safe, preventative, and secure. Based on the survey, 54.9% of the respondents are confident to fill in personal information and accept the privacy policy from Food panda. With the personal information provided, the ability to communicate with customers will help to adapt to changing needs. By maintaining regular communication with customers, it will be better prepared to provide required changes to the delivery schedule quickly and efficiently.

The important service quality items include quality of network coverage, customer service, and service processes. Service quality is one of the crucial things in business. To improve customer loyalty, they must create a good relationship with the customer to get trust and get promises. With a good reputation, customers are willing to choose an undoubted business to deliver packages and food. Also, if the package and food are delivered on time without loss or damage, it can increase customer satisfaction and loyalty. An average of 50% of respondents are satisfied with the delivery services provided by Food panda. On the other hand, Food panda can expand customer relationships with on-time delivery, good reputations, and satisfaction. Since they have made a good first impression, they will continue to use the delivery service. Therefore, even if new customers are willing, customers also want to turn their purchasing power into a reliable business. In other words, even at the best of times, providing an excellent level of customer service can be exhausting. After all, if you want to "outdo" each client, then you will expend a lot of physical and mental energy. As more and more companies realize the importance of retaining existing customers instead of focusing on acquiring new accounts, in the corporate strategy, customer loyalty marketing is playing an increasingly important role.

These findings are generally consistent with those of earlier research, according to Zeithaml (1988), "quality can be defined broadly as superiority or excellence". Here, Kotler and Armstrong (2012) described that attention in the market can get through products. Online food delivery acts as a predictor of customers satisfaction towards the changes and development. Especially this result suggests that the items were relevant product information, the sufficiency of the product information, application updates, understandability of the information provided, and safety measures. The results of the 5 items of product information quality depict a high level of safety measures are taken and the information provided meets the level of the customer expectation. Therefore, this result is a high level of satisfaction.

In our findings, Ecommerce or the online market is growing rapidly, and it has changed the business patterns, especially during the Covid-19 where customers and retailers had to take drastic measures to adapt. Our findings indicate that the purchase process quality was reviewed using four items to measure its correlation with customer satisfaction. The four items consist of payment method, the importance of social distancing and shopping features, and product arrangement in the Foodpanda application, the coefficient alpha of purchase process quality is 0.788 where fairly adequate reliability is documented. The correlation between purchase process quality and customer satisfaction of 0.794 which is the highest correlation indicates that the variable highly influences customer satisfaction. Thus, the hypothesis test result is accepted.

In these findings, Customer satisfaction involved many factors, such as availability of food, customer ratings, payment methods, and human interaction (Kwong & Shiun-Yi,

2017). It also reveals the fractional bargaining impact of customer happiness and perceived value on the link between food quality and online service quality, which is critical for online food delivery systems. During the pandemic, repeated unavailability of brands because of stock out could alter consumers' preferences in a very deeper way. These findings suggest that customer satisfaction has the highest level on Food Panda delivery service during the pandemic as they have 65% from 102 respondents, several factors attribute to the customers' satisfaction which has been mentioned in the research. The customer satisfaction variable has a coefficient alpha of 0.814. It has the highest correlation with purchase process quality of 0.794 which emphasizes the importance of payment method, contribution towards fighting the pandemic, and shopping features and product arrangement in the application. All other three variables also impact the customer satisfaction but slightly less than the purchase process quality where all the variables' hypothesis test results are accepted and statistically significant. Interestingly, these findings suggest the impact of customer satisfaction level towards the changes and development in strategies of Foodpanda, an online food delivery service due to covid 19.

CONCLUSION

Based on the findings and discussion, we can conclude that Foodpanda can build success based on customer satisfaction to its effective marketing strategies that have been taken during the global pandemic. Foodpanda has worked hard to guarantee and promise that their consumers are satisfied with their services and performance to maintain their regular and loyal customers during the Covid-19 outbreak, as customer retention allows the business to prospects better than any other element. Their focus is on a non-targeted group such as teenagers and young adults who have succeeded and this can be seen through the satisfaction of their customers. Foodpanda apps can be downloaded on any Android and IOS smartphone and have been beneficial to teenagers as well as young adults nowadays, besides the app allows them to handle everything that relates to ordering foods easily. The application is designed in a way that is easy to be handled and convenient for the customers to use. Apart from that, Foodpanda also has a website that enables the customers to check the products and food offered. This will be convenient for the users who do not have access to the mobile application due to inadequate internal storage and many more. Moreover, due to technological advancement as well as the pandemic covid-19 that has been critically affected the entire world, people have now opted for contactless shopping and payment where Foodpanda has come in handy in this situation as the to order food that they want which makes it easier for them to pay for food. There are several ways for customers to purchase food and other products online such as cash, online banking, and more. This shows that Foodpanda is aware of customers' situations and takes necessary action to ensure the customer's well-being is taken care of. Therefore, customers can choose and pay at their convenience. Marketing strategy is the key to an organization's success. Several marketing strategies have been used to improve their performance and satisfy customers' needs. Foodpanda has been indulging in the use of technologies to provide service to customers. Based on Foodpanda, a growing organization that focuses on teenagers and young adults is a successful strategy as teenagers have mostly been smart on using technology in this century. In conclusion, Foodpanda shall be able to help people to take the initiatives to order food online rather than going out to comply with social distancing rules more easily during covid-19 that could combat the covid-19 pandemic. Nevertheless, Foodpanda is an effective online delivery service that has been handling the business well during the pandemic time. Foodpanda cares about customers' satisfaction and therefore took several actions to ensure the customer's needs are fulfilled even the world is facing a pandemic issue.

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DECLARATION OF CONFLICTING INTERESTS

The authors have no conflicts of interest to declare.

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Appendix

Securities Perception

1. Foodpanda staff follow the rules and regulations of SOP.
2. Foodpanda mobile and website applications are safe and secure.
3. Customers are confident and feel secure filling in private information on the Foodpanda app.
4. Foodpanda enhances the security features of the application to be compatible with the Covid-19 situation.
5. Foodpanda provides privacy policies in the mobile application and website.

Service Quality

1. Foodpanda customer service replies to questions and concerns instantly during the pandemic.
2. Foodpanda is easily contactable during the pandemic.
3. I am happy with Foodpanda's customer service quality.
4. Customers can enquire online about the delivery made by Foodpanda.
5. Foodpanda's customer service staff are friendly and responsible during the pandemic.

Product Information Quality

1. Foodpanda has relevant information regarding the product listed in the application (app).
2. The information provided in the Foodpanda app is sufficient.
3. Foodpanda updates the app from time to time during the pandemic.
4. The information provided in the Foodpanda app is easily understandable.
5. The safety measures are stated in the product information.

Convenience of Use

1. Foodpanda has a variety of payment choices.
2. The shopping basket in the app is easy to use.
3. The arrangement of the product in the app is convenient.
4. Foodpanda app is easy to use and convenient.

Customer satisfaction

1. I am satisfied with the Foodpanda delivery services.
2. I will continue to use the Foodpanda service for the next purchase.
3. I will recommend others to use the Foodpanda delivery service.

Note: Responses to customer satisfaction are measured with a 5-point Likert scale ranging from (1) strongly disagree to (5) strongly agree.