

Determinants of Customer Experience and Satisfaction in Online Food Delivery Services in Malaysia

Daisy Mui Hung Kee¹, Seng Xu Jong^{1*}, Jeremy Jin Wei Wong¹, Keerthi A/P Kumaraguru¹, Yu Xuan Jia¹

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

*Corresponding Email: jasonjong1017@student.usm.my

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The rapid expansion of online food delivery (OFD) platforms has reshaped consumer food consumption patterns, particularly in emerging digital markets such as Malaysia. As GrabFood continues to dominate the Malaysian OFD sector, understanding the determinants of customer satisfaction has become increasingly important. This study aims to examine the effects of perceived usefulness, perceived ease of use, perceived trust, perceived risk, and perceived convenience on customer satisfaction, with customer experience serving as an intermediary variable. A quantitative, cross-sectional research design was employed using an online questionnaire administered to 200 active GrabFood users in Malaysia. Data were analyzed using regression analysis to test the proposed hypotheses. The results indicate that perceived convenience has the strongest positive effect on both customer experience ($\beta = 0.421, p < 0.001$) and customer satisfaction ($\beta = 0.141, p < 0.05$). Perceived ease of use ($\beta = 0.334, p < 0.001$) and perceived trust ($\beta = 0.255, p < 0.001$) significantly influence customer experience, while customer experience itself significantly predicts customer satisfaction ($\beta = 0.405, p < 0.001$). In contrast, perceived usefulness and perceived risk show no significant direct effects. These findings suggest that experiential and convenience-driven factors outweigh functional considerations in shaping customer satisfaction within Malaysia's mature OFD market.

Keywords: Customer Experience; Customer Satisfaction; Online Food Delivery; Perceived Convenience; Perceived Ease of Use; Perceived Trust

INTRODUCTION

The rapid expansion of online food delivery (OFD) applications has fundamentally transformed how consumers access meals and interact with restaurants in Malaysia. Driven by urbanization, time constraints, and widespread smartphone adoption, OFD platforms have become an integral part of daily consumption patterns. As competition intensifies, customer satisfaction has emerged as a critical determinant of platform sustainability and long-term competitiveness. Understanding the factors that shape customer satisfaction in this increasingly mature digital service environment is therefore essential for both scholars and practitioners.

In Malaysia, leading OFD platforms such as GrabFood provide a relevant empirical context for examining customer satisfaction dynamics within a highly competitive market. GrabFood has experienced substantial growth, supported by nationwide expansion and integration within a broader digital ecosystem offering mobility, payment, and lifestyle services. These developments have elevated consumer expectations beyond basic functional performance, placing greater emphasis on experiential quality, convenience, and reliability. Consequently, identifying which perceptual factors meaningfully influence customer experience and satisfaction has become a pressing research concern in the Malaysian OFD context.

Prior studies across digital service platforms provide valuable theoretical foundations for this inquiry. Research on ride-hailing and e-commerce services has consistently highlighted the importance of perceived usefulness, convenience, trust, and user experience in shaping customer satisfaction and behavioral outcomes. For instance, [Ng et al. \(2025\)](#) examined repurchase intentions in taxi-hailing applications, while [Tan et al. \(2025\)](#) analyzed service quality and satisfaction in ride-hailing services. In online retail and food-related contexts, [Gan et al. \(2024\)](#), [Kee, Liem et al. \(2023\)](#), and [Kee, Wawi et al. \(2023\)](#) identified key determinants of satisfaction and loyalty toward platforms such as Shopee and McDonald's. Additionally, [Lew et al. \(2024\)](#) demonstrated how external shocks, such as the COVID-19 pandemic, influenced customer satisfaction and business performance. Collectively, these studies suggest that satisfaction in digital platforms is shaped by both technology-related perceptions and experiential evaluations.

More recent research has begun to explore Grab and GrabFood specifically within the Malaysian and Southeast Asian contexts. [Kee, Al-Anesi et al. \(2021\)](#) analyzed Grab's evolution as a leading regional start-up, emphasizing its innovative service model. [Kee, Eng et al. \(2023\)](#) investigated consumer behavior during the pandemic with a focus on Grab Mart, while [Ravi et al. \(2024\)](#) examined the role of artificial intelligence in shaping purchase intentions on GrabFood. [Liou et al. \(2024\)](#) explored factors influencing behavioral intentions toward using GrabFood, and [Kee, Rusdi et al. \(2021\)](#) discussed how COVID-19 created both challenges and opportunities for optimizing GrabFood's performance. These studies underscore the relevance of technological, behavioral, and contextual factors in influencing user responses within OFD platforms.

Despite these contributions, several gaps remain in the existing literature. First, many studies examine individual determinants of satisfaction in isolation, without integrating multiple perception-based constructs into a unified framework. Second, limited attention has been given to the mediating role of customer experience in translating perceptual evaluations into overall satisfaction, particularly in mature OFD markets where basic functionality is increasingly standardized. Third, empirical evidence focusing on Malaysia's OFD sector remains fragmented, despite its rapid growth and unique consumer characteristics.

To address these gaps, this study examines the effects of perceived usefulness, perceived ease of use, perceived trust, perceived risk, and perceived convenience on customer satisfaction in the Malaysian OFD context, with customer experience serving as a mediating variable. By positioning customer experience as the mechanism through which perceptual factors influence satisfaction, the study provides a more nuanced understanding of how consumers evaluate OFD platforms beyond functional attributes alone. The novelty of this research lies in its integrated framework that combines technology-related perceptions and experiential evaluation to explain customer satisfaction within a mature OFD market. The findings are expected to contribute theoretically by extending customer satisfaction research in digital services and practically by offering actionable insights for OFD platforms seeking to enhance customer experience and sustain satisfaction in an increasingly competitive environment.

LITERATURE REVIEW

Customer Satisfaction

Online food distribution platforms have significantly changed the lifestyles of Malaysian consumers, especially among urban people, who are increasingly relying on GrabFood to meet their daily dining needs. As consumer expectations continue to evolve, it becomes crucial to understand the perception and psychological factors that shape the customer experience. Customer experience covers the cognitive evaluation, emotional response, and service interaction formed by consumers at each contact point, from browsing the menu to receiving the final distribution. Customer satisfaction reflects consumers' overall evaluation of whether the service meets or exceeds expectations.

The five key variables selected in this review are based on two core considerations: First, they are predictors that appear frequently in global online food distribution research (Grimmer, 2022; Hong et al., 2021), constitute a sound theoretical framework for analyzing service performance; secondly, these variables directly target the specific pain points of the Malaysian market (Lew et al., 2024; Lim et al., 2020; Liyu & Lye, 2024). The following subsection will analyze how these perception-based variables affect customer experience and satisfaction.

Hypotheses Development

Perceived Usefulness

Perceived usefulness refers to the extent to which users believe that an OFD platform enhances decision-making efficiency and task performance (Grimmer, 2022; Liou et al., 2024). In the context of OFD, perceived usefulness reflects how platforms such as GrabFood streamline dining-related tasks by offering wider restaurant selections, efficient delivery, and real-time tracking features. Research shows that perceived usefulness strengthens the perceived value of food delivery applications by improving efficiency and reducing decision-making time (Francioni et al., 2022; Grimmer, 2022). In Malaysia, where consumers often juggle busy work routines, efficiency and convenience are particularly influential in shaping positive user experiences (Annaraud & Berezina, 2020). Empirical findings also demonstrate that GrabFood's ability to deliver meals within 30–45 minutes, even during peak periods, enhances perceived usefulness among Malaysian users (Lok et al., 2024). Additionally, the platform's extensive range of food choices, spanning local and international cuisines, reduces the need to browse multiple services and further reinforces perceived usefulness (Liou et al., 2024; Annaraud & Berezina, 2020).

H1: Perceived usefulness has a positive impact on customer experience.

H6: Perceived usefulness has a positive impact on customer satisfaction.

Perceived Ease of Use

Perceived ease of use refers to the extent to which users perceive an OFD platform as intuitive and effortless to operate (Liou et al., 2024; Ng & Kee, 2025). Within OFD services, perceived ease of use influences both the emotional and functional aspects of the customer experience. Prior studies highlight that applications featuring a clear interface, well-organized menus, smooth payment processes, and responsive system design enhance user experience by reducing cognitive effort (Kee, Eng et al., 2023; Liou et al., 2024).

For Malaysian GrabFood users who frequently make quick ordering decisions during busy work hours or while commuting, ease of use plays a crucial role in shaping emotional satisfaction by minimizing frustration and increasing convenience. Local research emphasizes that GrabFood's user-friendly features, such as one-tap reorders, saved payment methods, and streamlined navigation, align well with

Malaysia's diverse consumer base can help eliminate operational barriers (Kee, Rusdi et al., 2021; Ravi et al., 2024). Furthermore, studies have shown that systems perceived as easy to use significantly strengthen users' continuance intention and loyalty, as consumers are more likely to remain committed to platforms that simplify daily tasks (Ng & Kee, 2025; Ng et al., 2025). When users perceive GrabFood as effortless to operate, they are more confident in using the platform and tend to form more positive evaluations of its overall performance.

H2: Perceived ease of use has a positive impact on customer experience.

H7: Perceived ease of use has a positive impact on customer satisfaction.

Perceived Trust

In digital service platforms, perceived trust plays a crucial role because consumers rely heavily on system reliability, payment security, and transparent processes when engaging in online transactions. Trust reduces uncertainty and increases a user's sense of psychological comfort, which directly shapes their overall evaluation of the service. Within the OFD setting, perceived trust operates across multiple dimensions, including trust in the platform (such as secure digital transactions), merchants (food quality and hygiene), and riders (accurate and timely delivery). Prior studies consistently indicate that higher levels of trust lead to more positive emotional and cognitive experiences, as confident users interact with the platform without hesitation (Kee, Eng et al., 2023; Liou et al., 2024).

Malaysian research further emphasizes that trust is a decisive factor affecting satisfaction, particularly due to concerns about food hygiene, delivery delays, and digital payment risks in the local market (Kee, Rusdi et al., 2021; Lew et al., 2024). Features commonly associated with fostering trust, such as GrabFood's verified merchant listings, transparent fee structures, and real-time delivery tracking, play a major role in reassuring users throughout the ordering process (Ravi et al., 2024). Additionally, policies that emphasize accountability, including clear refund procedures and service recovery mechanisms, align with consumers' post-pandemic expectations for greater transparency and reliability in food delivery (Ng & Kee, 2025). When GrabFood demonstrates consistent service standards and trustworthy operational practices, users reward the platform with higher satisfaction levels and stronger intentions to continue using its services.

H3: Perceived trust has a positive impact on customer experience.

H8: Perceived trust has a positive impact on customer satisfaction.

Perceived Risks

Perceived risk refers to users' expectations of potential negative outcomes when using a digital service platform, such as privacy concerns, financial loss, incorrect orders, food safety issues, or delivery failures. In the context of OFD, perceived risk strongly influences users' emotional responses by generating worry, stress, or hesitation during the ordering process. Research shows that higher perceived risk decreases user confidence and disrupts the consumption journey, ultimately weakening the overall service experience (Liou et al., 2024; Ravi et al., 2024). Malaysian studies further highlight that, particularly in the post-COVID-19 environment, consumers have become more attentive to hygiene and safety concerns, making perceived risk a significant factor contributing to dissatisfaction (Kee, Rusdi et al., 2021; Lew et al., 2024). Issues such as food contamination, delays, inaccurate orders, or concerns about digital transaction security can greatly impact customer trust and satisfaction (Kee, Eng et al., 2023). As perceived risk increases, users become more cautious and may reduce their reliance on the platform or switch to alternative services that offer more reliable safety and quality assurances (Ng & Kee, 2025).

H4: Perceived risk has a negative impact on customer experience.

H9: Perceived risk has a negative impact on customer satisfaction.

Perceived Convenience

Perceived convenience refers to the degree to which GrabFood streamlines the ordering process by reducing user effort, saving time, and offering greater flexibility. In digital service environments, convenience is widely recognized as a major contributor to positive customer experience and satisfaction (Gan et al., 2024; Kee, Wawi et al., 2023). Within the OFD context, features such as a wide restaurant choice, real-time order tracking, multiple payment options, and efficient delivery processes significantly enhance users' overall experience (Kee et al., 2025; Liou et al., 2024).

In Malaysia, where long working hours and urban traffic congestion are common, GrabFood is perceived as a highly convenient alternative to traditional dining. Local studies emphasize that convenience plays a central role in shaping user satisfaction, especially as digital consumption increases post-pandemic (Kee, Eng et al., 2023; Lew et al., 2024). The integration of cashless payment systems such as GrabPay has also reduced transaction friction, aligning well with Malaysia's growing preference for digital payments (Ng & Kee, 2025). Additionally, GrabFood's pre-ordering and scheduling features support users with busy routines, making it easier for working adults to plan meals around their daily activities (Ng et al., 2025). When users perceive the platform as highly convenient, their satisfaction increases due to reduced effort, improved accessibility, and enhanced perceived value.

H5: Perceived convenience has a positive impact on customer experience.

H10: Perceived convenience has a positive impact on customer satisfaction.

Customer Experience and Customer Satisfaction

Customer experience encompasses the emotional, cognitive, and sensory responses users develop throughout their interactions with GrabFood. Studies on digital platforms highlight that customer experience is a major determinant of satisfaction, as positive interactions enhance perceived service quality and the overall evaluation of the platform (Gan et al., 2024; Kee, Wawi et al., 2023). In the OFD context, aspects such as smooth app navigation, accurate order fulfillment, timely deliveries, and responsive customer support significantly shape users' satisfaction with the service (Kee et al., 2025; Liou et al., 2024). In Malaysia's highly competitive food delivery market, GrabFood's ability to

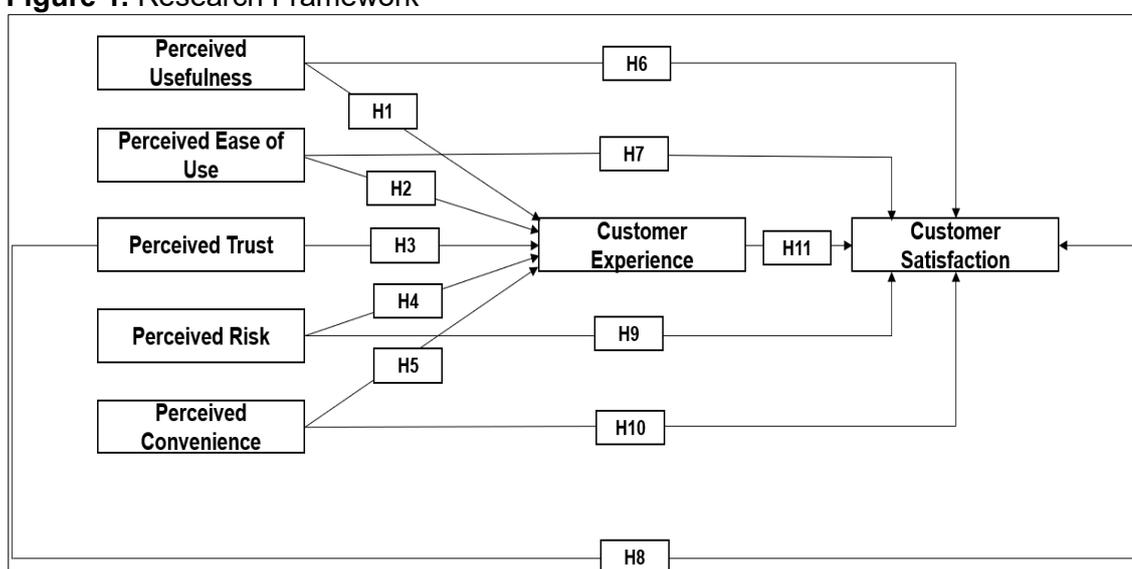
offer consistent service and enjoyable user experiences is essential for sustaining customer satisfaction. Local findings show that Malaysian consumers value culturally aligned experiences, such as courteous rider interactions, attention to personalized order preferences, and reliable communication, which are consistent with GrabFood’s service standards (Kee, Rusdi et al., 2021; Kee, Eng et al., 2023). As customer expectations continue to rise, delivering a positive and seamless experience has become critical for maintaining user loyalty and encouraging repeat usage and long-term platform engagement (Gan et al., 2024; Ng et al., 2025).

H11: Customer experience has a positive impact on customer satisfaction.

Conceptual Framework

The study framework model is depicted in Figure 1.

Figure 1. Research Framework



RESEARCH METHOD

Sample and Procedures

This study adopted a quantitative, cross-sectional survey design to examine the factors influencing customer experience and customer satisfaction among OFD users in Malaysia. Data were collected using a structured questionnaire developed through Google Forms and distributed online via social media platforms, university networks, and GrabFood user communities to ensure broad access to active users across different Malaysian states. A total of 200 valid responses were obtained and included in the final analysis.

Prior to the main data collection, a pilot test was conducted with a small group of users to evaluate item clarity, wording accuracy, and content relevance. Participation was voluntary, and respondents were assured of confidentiality and anonymity. Following data collection, responses were coded and analyzed using SPSS. Descriptive statistics were first used to profile respondents, followed by reliability testing and multiple regression analyses to evaluate the proposed hypotheses and examine relationships among the study variables.

Measures

All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Measurement items were adapted from [Kee et al. \(2025\)](#) and pretested to ensure clarity, contextual relevance, and suitability for Malaysian users.

Perceived usefulness was assessed using three items capturing the extent to which the platform enhances users' efficiency and decision-making in food ordering, demonstrating strong reliability (Cronbach's $\alpha = 0.792$). Perceived ease of use was measured through three items evaluating the simplicity and navigability of the application, with high internal consistency ($\alpha = 0.812$). Perceived trust was captured using three items reflecting users' confidence in platform reliability, order accuracy, and payment security, yielding acceptable reliability ($\alpha = 0.758$).

Perceived risk was measured using three items assessing concerns related to potential negative outcomes such as delivery delays, food quality issues, or billing errors, and exhibited strong reliability ($\alpha = 0.816$). Perceived convenience was evaluated using four items examining the extent to which the platform simplifies the food ordering process and saves time relative to alternative options, with good internal consistency ($\alpha = 0.778$). Customer experience was measured using three items reflecting users' overall cognitive and emotional evaluation of their interactions with the platform, achieving acceptable reliability ($\alpha = 0.720$). Finally, customer satisfaction was assessed using three items capturing overall satisfaction, willingness to recommend, and intention to continue using the service, with strong reliability ($\alpha = 0.830$).

RESULTS

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

Response	Frequency	Percentage (%)
Age		
18-20 years old	42	21.0
21-25 years old	95	47.5
26-30 years old	30	15.0
31-35 years old	12	6.0
36-40 years old	9	4.5
46-50 years old	12	6.0
Gender		
Female	111	55.5
Male	89	44.5
Frequency of Using Food Delivery Services		
Daily	21	10.5
Once a Month	38	19.0
Once a Week	36	18.0
Rarely	31	15.5
Several Times a Week	74	37.0
Highest Education Level		
Bachelor's Degree	113	56.5
Diploma	28	14.0
Foundation	1	0.5
Foundation/Matriculation	1	0.5
Master's Degree	21	10.5
Ph.D Degree	5	2.5
Primary School	4	2.0
Secondary School	25	12.5

STPM	2	1.0
Frequency of Using GrabFood		
Daily	23	11.5
Once a Month	41	20.5
Once a Week	38	19.0
Rarely	33	16.5
Several Times a Week	65	32.5
Occupation		
Government Sector	28	14.0
House wife	8	4.0
Private Sector	41	20.5
Self-employed	6	3.0
Student	115	57.5
Unemployed	2	1.0
Monthly Income		
B40 (RM4,849 or below)	129	64.5
M40 (RM4,850 to RM10,959)	66	33.0
T20 (RM10,960 or above)	5	2.5

Table 1 presents a detailed overview of the respondents' demographic characteristics (N = 200), highlighting the profile of users participating in this study. In terms of age distribution, the sample is predominantly composed of young adults, with nearly half of the respondents aged between 21 and 25 years (47.5%), followed by those aged 18–20 years (21.0%) and 26–30 years (15.0%). This indicates that the study largely captures the perceptions of Generation Z and young millennials, a cohort that is highly engaged with digital platforms and food delivery applications. Gender distribution is relatively balanced, although female respondents constitute a slightly higher proportion (55.5%) compared to males (44.5%).

Regarding educational attainment, the majority of respondents hold at least a bachelor's degree (56.5%), while an additional 14.0% possess a diploma. A smaller proportion reported postgraduate qualifications, including master's degrees (10.5%) and PhD degrees (2.5%), suggesting that the sample is generally well-educated. This relatively high education level may contribute to greater familiarity with mobile applications and online service platforms. In terms of occupation, students form the largest group (57.5%), followed by respondents employed in the private sector (20.5%) and the government sector (14.0%). This occupational distribution aligns with the age profile of the sample and further reflects a user segment that is likely to rely on food delivery services for convenience.

With respect to income levels, a substantial majority of respondents fall within the B40 income category, earning RM4,849 or below per month (64.5%), while 33.0% belong to the M40 group and only 2.5% are classified as T20 earners. This income distribution suggests that price sensitivity and value-for-money considerations may be particularly salient for the sample, which is relevant when interpreting their perceptions of food delivery services. In terms of usage behavior, food delivery services are frequently used by respondents, with 37.0% indicating usage several times a week and 10.5% using such services daily, demonstrating strong engagement with OFD platforms. Specifically, for GrabFood usage, 32.5% of respondents reported using the platform several times a week, followed by 20.5% who use it once a month and 19.0% once a week. Overall, the demographic profile indicates that the respondents represent an active, digitally savvy, and predominantly young consumer segment, which is appropriate for examining customer experience and satisfaction in the context of OFD services.

Table 2. Descriptive Statistics, Cronbach's Coefficient Alpha, and Zero-Order Correlations for All Study Variables

Variables		1	2	3	4	5	6	7
1	Perceived Usefulness	0.751						
2	Perceived Ease Use	0.701**	0.887					
3	Perceived Trust	0.650**	0.668**	0.757				
4	Perceived Risk	0.215**	0.139**	0.358**	0.880			
5	Perceived Convenience	0.686**	0.637**	0.573**	0.192**	0.758		
6	Customer Experience	0.606**	0.701**	0.629**	0.074	0.692**	0.909	
7	Customer Satisfaction	0.482**	0.562**	0.532**	0.068	0.563**	0.684**	0.874
Number of items		3	3	3	3	4	3	3
Mean		4.26	4.31	4.02	3.56	4.15	4.29	4.28
Standard Deviation		0.69	0.73	0.78	1.09	0.69	0.77	0.68

Note: N=200; *p<0.05, **p, 0.01, ***p<0.001. The bold diagonal entries represent Cronbach's coefficient alpha

Table 2 presents the descriptive statistics, internal consistency reliability, and zero-order correlations among all study variables. Overall, the measurement scales demonstrate strong psychometric properties. Cronbach's alpha coefficients for all constructs range from 0.758 to 0.909, exceeding the recommended threshold of 0.70 and indicating satisfactory to excellent internal consistency. In particular, Customer Experience ($\alpha = 0.909$) and Customer Satisfaction ($\alpha = 0.874$) exhibit very high reliability, suggesting that the items used consistently capture respondents' evaluations of their experiences and satisfaction with GrabFood.

The descriptive statistics show relatively high mean values across variables (ranging from 3.56 to 4.31), indicating generally positive perceptions among respondents toward GrabFood. Perceived Ease of Use ($M = 4.31$) and Customer Experience ($M = 4.29$) record the highest mean scores, reflecting favorable user evaluations of the platform's usability and overall experience. In contrast, Perceived Risk reports the lowest mean ($M = 3.56$) and the highest standard deviation ($SD = 1.09$), suggesting greater variability in respondents' perceptions of potential risks associated with using GrabFood.

Correlation analysis reveals several meaningful and statistically significant relationships. Customer Experience is strongly and positively correlated with Perceived Convenience ($r = 0.692$, $p < 0.01$), Perceived Ease of Use ($r = 0.701$, $p < 0.01$), and Perceived Trust ($r = 0.629$, $p < 0.01$), indicating that users who perceive the platform as convenient, easy to use, and trustworthy tend to report better overall experiences. Similarly, Customer Satisfaction shows significant positive correlations with Customer Experience ($r = 0.684$, $p < 0.01$) and Perceived Convenience ($r = 0.563$, $p < 0.01$), supporting the central role of experiential and convenience-related factors in shaping satisfaction.

Conversely, Perceived Risk exhibits weak and non-significant correlations with both Customer Experience ($r = 0.074$) and Customer Satisfaction ($r = 0.068$), suggesting that perceived risk plays a relatively limited role in influencing users' evaluations in this context. Importantly, none of the correlation coefficients exceed 0.80, indicating that

multicollinearity is unlikely to be a concern. Taken together, these results confirm the reliability of the measurement instruments and provide preliminary support for the hypothesized relationships tested in the subsequent regression analysis.

Table 3. Regression Analysis

	Variable Satisfaction	Customer Experience	Customer
1	Perceived Usefulness	-0.014	-0.040
2	Perceived Ease of Use	0.334***	0.078
3	Perceived Trust	0.255***	0.128
4	Perceived Risk	-0.093**	-0.031
5	Perceived Convenience	0.421***	0.141
6	Customer Experience		0.405***
	R ²	0.792	0.706
	F value	65.110	32.007
	Durbin-Waston Statistic	1.996	2.096

Note: N=200: *p<0.05, **p<0.01, ***p<0.001

Table 3 presents the results of the regression analysis examining the effects of perceived usefulness, perceived ease of use, perceived trust, perceived risk, and perceived convenience on customer experience and customer satisfaction in the context of GrabFood usage (N = 200).

Customer Experience as the Dependent Variable

The model explaining customer experience demonstrates strong explanatory power, with an R² value of 0.792, indicating that 79.2% of the variance in customer experience is explained by the independent variables. The model is statistically significant (F = 65.110), and the Durbin–Watson statistic of 1.996 suggests no serious autocorrelation issues.

Perceived ease of use has a significant and positive effect on customer experience ($\beta = 0.334$, $p < 0.001$), supporting H2. This indicates that users who perceive GrabFood as easy to use and navigate are more likely to report a positive overall experience. Perceived trust also shows a significant positive influence on customer experience ($\beta = 0.255$, $p < 0.001$), providing support for H3, suggesting that confidence in order accuracy, delivery reliability, and payment security enhances users' experiences.

Perceived convenience emerges as the strongest predictor of customer experience ($\beta = 0.421$, $p < 0.001$), strongly supporting H5. This finding highlights that time savings, effort reduction, and overall convenience play a central role in shaping positive customer experiences.

In contrast, perceived usefulness does not have a significant effect on customer experience ($\beta = -0.014$, $p > 0.05$), leading to the rejection of H1. This suggests that functional benefits alone are insufficient to enhance experiential perceptions. Perceived risk has a significant negative effect on customer experience ($\beta = -0.093$, $p < 0.01$), supporting H4, indicating that concerns related to delivery delays, food quality, or errors detract from the overall user experience.

Customer Satisfaction as the Dependent Variable

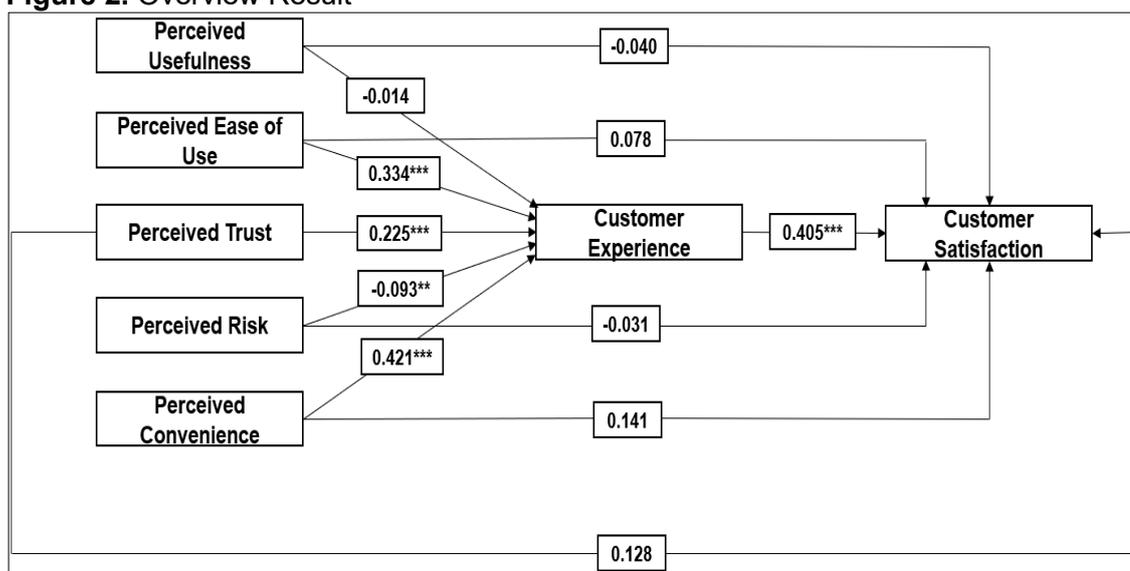
The second model explains customer satisfaction and shows substantial explanatory power, with an R² of 0.706, meaning that 70.6% of the variance in customer satisfaction is accounted for by the predictors. The model is statistically significant (F = 32.007), and the Durbin–Watson statistic of 2.096 indicates acceptable independence of residuals.

Customer experience has a strong and significant positive effect on customer satisfaction ($\beta = 0.405$, $p < 0.001$), providing clear support for H11. This result confirms that a positive experiential evaluation is a key driver of satisfaction. Perceived convenience also has a positive and significant direct effect on customer satisfaction ($\beta = 0.141$, $p < 0.05$), supporting H10, underscoring the importance of convenience not only for experience but also for overall satisfaction.

However, perceived ease of use ($\beta = 0.078$, $p > 0.05$), perceived trust ($\beta = 0.128$, $p > 0.05$), perceived usefulness ($\beta = -0.040$, $p > 0.05$), and perceived risk ($\beta = -0.031$, $p > 0.05$) do not exhibit significant direct effects on customer satisfaction. As a result, H6, H7, H8, and H9 are rejected. These findings suggest that while these factors may influence satisfaction indirectly, particularly through customer experience, they do not independently drive satisfaction when customer experience is accounted for in the model.

Overall, the results highlight perceived convenience as the most critical determinant influencing both customer experience and customer satisfaction, while customer experience itself serves as a key mediating mechanism translating service perceptions into satisfaction outcomes.

Figure 2. Overview Result



DISCUSSION

The findings of this study offer a comprehensive understanding of the factors shaping customer experience and customer satisfaction in the context of GrabFood Malaysia, reflecting the characteristics of a mature and highly competitive digital food delivery market. By examining perceived usefulness, perceived ease of use, perceived trust, perceived risk, and perceived convenience, this study extends existing technology adoption and service experience literature while simultaneously challenging several assumptions embedded in traditional models such as the Technology Acceptance Model (TAM).

Perceived Usefulness

Contrary to the core proposition of TAM, perceived usefulness was found to have no significant effect on either customer experience or customer satisfaction, leading to the rejection of H1 and H6. This finding diverges from studies such as [Lok et al. \(2024\)](#),

which continue to emphasize usefulness as a primary antecedent of user evaluations. However, in the Malaysian food delivery context, perceived usefulness appears to have evolved into a baseline expectation rather than a differentiating attribute. As digital food delivery services have become deeply embedded in consumers' daily routines, functional benefits such as order placement, payment processing, and delivery tracking are no longer actively evaluated. This observation supports [Cennamo \(2021\)](#), who argues that in digitally saturated and platform-standardized markets, perceived usefulness loses its explanatory power once functional parity across competing platforms is achieved.

Perceived Ease of Use

Perceived ease of use demonstrated a strong and significant positive effect on customer experience, supporting H2, but did not have a significant direct impact on customer satisfaction, resulting in the rejection of H7. This suggests that while an intuitive and user-friendly interface enhances the experiential quality of platform interactions, it does not independently guarantee satisfaction outcomes. This finding aligns with [Issleib et al. \(2021\)](#) and [Patil et al. \(2022\)](#), who argue that ease of use primarily facilitates experiential flow rather than post-consumption evaluations. In the GrabFood context, ease of use functions as an enabling mechanism that reduces cognitive effort during ordering and navigation, but satisfaction ultimately depends on broader experiential and service-related factors, such as convenience, reliability, and fulfillment performance.

Perceived Trust

The results confirm that perceived trust has a significant positive effect on customer experience, supporting H3, but does not directly influence customer satisfaction, leading to the rejection of H8. This pattern reinforces the conceptualization of trust as a "hygiene factor" rather than a source of delight. Consistent with [Georganta and Montgomery \(2022\)](#), trust in well-established platforms like GrabFood is largely taken for granted by users and serves as a prerequisite for engagement rather than a driver of satisfaction. This finding is further supported by [Kim and Yum \(2024\)](#), who observe that in mature e-commerce ecosystems where platform reliability is institutionalized, trust exhibits diminishing marginal returns in predicting satisfaction, although its absence can severely disrupt the user experience.

Perceived Risk

Perceived risk was found to have a significant negative effect on customer experience, supporting H4, while its effect on customer satisfaction was not statistically significant, leading to the rejection of H9. This indicates that although perceived risk does not directly shape satisfaction judgments, it adversely influences how users experience the platform during service interactions. This result aligns directionally with [Teng et al. \(2024\)](#), suggesting that concerns related to payment security, data privacy, and delivery reliability can undermine experiential evaluations even when they do not translate into overt dissatisfaction. The relatively weak impact of perceived risk on satisfaction may reflect GrabFood's effective risk-mitigation mechanisms, such as real-time order tracking, transparent pricing, and contactless delivery options, which became widespread during and after the COVID-19 pandemic ([Lee & Pan, 2023](#)). Nevertheless, the significant negative relationship with customer experience suggests that perceived risk remains a latent deterrent that could re-emerge if service reliability or platform credibility deteriorates.

Perceived Convenience (Dominant Determinant)

Perceived convenience emerged as the most influential determinant of both customer experience and customer satisfaction, providing strong support for H5 and H10. This finding confirms that convenience, characterized by time savings, minimal effort, and

seamless access to services, has become the primary source of value in the food delivery context. The dominance of convenience is consistent with Yeo et al. (2017) and is further reinforced by Aro's (2024) research, which identifies speed, effort reduction, and decision efficiency as critical drivers of customer value in digital service platforms. As consumers face increasing time constraints, GrabFood's ability to streamline the ordering process and reduce transaction costs significantly enhances both experiential and satisfaction outcomes. In line with Tripathi et al. (2022), this study demonstrates that within gig economy platforms, convenience has shifted from a supplementary benefit to the central motivator shaping platform preference and continued usage.

Customer Experience and Customer Satisfaction

Finally, the results confirm that customer experience has a strong and significant positive effect on customer satisfaction, supporting H11 and reinforcing the findings of Cetin (2020). This relationship highlights the pivotal role of experiential quality in shaping customers' overall evaluations of digital service platforms. Elements such as system responsiveness, order accuracy, delivery reliability, and service consistency collectively shape users' emotional and cognitive responses, which in turn determine satisfaction. In a highly competitive and functionally standardized market, this finding underscores that customer satisfaction can no longer be sustained through utility-based differentiation alone. Instead, platforms must focus on delivering superior end-to-end experiences that exceed baseline expectations.

Overall Implications

Collectively, the findings reveal a shift in evaluative priorities within the Malaysian food delivery market. While perceived usefulness has diminished in predictive relevance due to technological normalization, perceived convenience, ease of use, trust, and risk continue to shape customer experience in distinct ways. Customer experience itself emerges as a central mechanism linking platform attributes to satisfaction outcomes. These results suggest that GrabFood and similar platforms should prioritize experiential optimization and hyper-convenience strategies, rather than incremental functional enhancements, to sustain customer satisfaction and long-term competitive advantage in an increasingly mature digital service environment.

CONCLUSION

This study provides an integrated understanding of the factors influencing customer satisfaction with GrabFood in Malaysia by examining perceived usefulness, perceived ease of use, perceived trust, perceived risk, and perceived convenience, with customer experience functioning as a key explanatory mechanism. The findings demonstrate that customer satisfaction in the OFD context is not driven solely by platform functionality, but rather by experiential and convenience-related attributes that shape users' interactions with the service.

The results clearly identify perceived convenience as the most influential determinant of both customer experience and customer satisfaction. Convenience, manifested through time savings, effort reduction, and seamless ordering processes, emerges as the primary source of value for Malaysian consumers. In a context characterized by fast-paced lifestyles and increasing reliance on digital services, GrabFood's ability to simplify meal acquisition plays a decisive role in enhancing both experiential evaluations and satisfaction outcomes.

Perceived ease of use was found to significantly enhance customer experience, although it does not exert a direct influence on customer satisfaction. This indicates that intuitive and user-friendly system design facilitates positive experiential flow during service

usage, but satisfaction ultimately depends on broader experiential outcomes rather than interface simplicity alone. These findings suggest that ease of use functions as an enabling condition that supports experience formation rather than as an independent satisfaction driver.

Similarly, perceived trust positively influences customer experience but does not directly translate into customer satisfaction. Trust appears to operate as a prerequisite for engagement in a mature OFD market, where secure payment systems, reliable delivery, and service transparency are largely taken for granted by users. While trust strengthens experiential evaluations, it does not independently differentiate satisfaction once a minimum credibility threshold has been achieved.

Perceived risk demonstrates a significant negative effect on customer experience but shows no direct impact on customer satisfaction. This finding indicates that although risk perceptions, such as concerns related to payment security or service reliability, can undermine the quality of the service experience, they are less salient in shaping satisfaction judgments in a well-established platform like GrabFood. Effective risk-mitigation mechanisms appear to have reduced the salience of perceived risk, positioning it as a latent rather than dominant factor in customer evaluations.

Finally, the study confirms that customer experience is a strong and significant predictor of customer satisfaction, reinforcing its central role in the OFD context. This highlights customer experience as the key mechanism through which platform-related perceptions influence satisfaction outcomes. In a market where functional attributes have become standardized, sustained customer satisfaction depends on delivering superior end-to-end experiences rather than incremental improvements in basic functionality.

Overall, this research contributes to the OFD literature by demonstrating a shift in customer evaluative priorities in a mature digital service environment. The findings suggest that GrabFood and similar platforms should prioritize experiential optimization and hyper-convenience strategies, while maintaining ease of use, trust, and risk management as foundational conditions. Such a strategic focus will enable OFD platforms to sustain customer satisfaction and remain competitive within the evolving Malaysian OFD market.

LIMITATION

Despite providing meaningful insights into the determinants of customer experience and customer satisfaction in the context of GrabFood Malaysia, this study is subject to several limitations that should be acknowledged when interpreting the findings.

First, this study adopts a cross-sectional research design, capturing respondents' perceptions at a single point in time. While this approach is appropriate for examining structural relationships among perceived convenience, ease of use, trust, risk, and customer experience, it does not allow for the observation of changes in customer evaluations over time. Given the dynamic nature of the OFD industry, where service features, promotional strategies, and user expectations evolve rapidly, the relative importance of key determinants such as convenience and experience may shift. Future research employing longitudinal designs could provide deeper insights into how customer experience and satisfaction develop with continued platform usage and market maturity.

Second, the study relies on self-reported survey data, which may be subject to common method variance, social desirability bias, and respondents' subjective interpretations of survey items. Although established measurement scales were adopted and

demonstrated acceptable reliability, self-reported perceptions may not fully reflect actual usage behavior or post-purchase actions. This limitation is particularly relevant given the study's finding that some traditional predictors, such as perceived usefulness and perceived risk, were not statistically significant. Future studies may benefit from integrating behavioral data (e.g., usage frequency, order history, or retention metrics) or employing mixed-method approaches to triangulate perceptual and behavioral outcomes.

Third, the demographic composition of the sample presents a further limitation. A substantial proportion of respondents consisted of younger individuals, particularly students within the B40 income category. While this group represents an important segment of GrabFood users in Malaysia, the dominance of this demographic may limit the generalizability of the findings to other consumer segments, such as older working professionals or higher-income households. Future research should aim to include more diverse demographic groups to examine whether the dominance of perceived convenience and customer experience holds across different income levels, age groups, and lifestyle contexts.

Finally, this study focuses on a selected set of perceptual variables, namely perceived usefulness, perceived ease of use, perceived trust, perceived risk, perceived convenience, and customer experience. While these variables effectively explain customer satisfaction in a mature OFD platform, other potentially influential factors were not incorporated. Elements such as pricing strategies, promotional incentives, service recovery, rider behavior, food quality consistency, and sustainability practices may further shape customer evaluations. Future research could extend the current model by integrating these factors to develop a more comprehensive understanding of customer satisfaction in OFD platforms.

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ABOUT THE AUTHOR(S)

1st Author

Dr. Daisy Mui Hung Kee is an Associate Professor at the School of Management, Universiti Sains Malaysia. She earned her Ph.D. from the University of South Australia and an MBA from USM. A prolific scholar, she has authored over 85 Web of Science-indexed and 127 Scopus-indexed publications. In addition to her academic contributions, Dr. Kee serves as the Country Director for the Association of International Business and Professional Management (AIBPM) and the STAR Scholars Network.

Email: daisy@usm.my

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

2nd Author

Seng Xu Jong is a student at School of Management, Universiti Sains Malaysia.

Email: jasonjong1017@student.usm.my

ORCID ID: <https://orcid.org/0009-0006-1523-9227>

3rd Author

Jeremy Jin Wei Wong is a student at School of Management, Universiti Sains Malaysia.

Email: jeremywjw16@student.usm.my

4th Author

Keerthi A/P Kumaraguru is a student at School of Management, Universiti Sains Malaysia.

Email: keerthi.kumaraguru@student.usm.my

5th Author

Yu Xuan Jia is a student at School of Management, Universiti Sains Malaysia.

Email: jjayuxuan@student.usm.my