



# A Study on E-Service Quality and Customer Satisfaction in Online Food Delivery Platforms

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## **Abstract**

*Technological advancement has brought significant changes in business processes. The food service industry continues to grow due to constant demand and strong competition. In recent years, several online food delivery platforms such as Zomato, Swiggy, and Uber Eats have emerged in India. Indian consumers have diverse tastes and preferences, which makes service quality an important factor for customer satisfaction. Online food delivery services aim to provide quality food at customers' doorsteps within the promised time. Factors such as food quality, packaging, website design, delivery efficiency, and payment security influence customer satisfaction. This study focuses on understanding customers' perception of e-service quality and their satisfaction with online food delivery services in Dindigul District.*

**Keywords:** E-service quality, customer satisfaction, online food delivery services.

## **Introduction**

Globalization and technological growth have transformed business activities across the world. Traditional business methods have been replaced by online and digital operations. In India, the use of internet services and digital payment systems has increased rapidly, especially in the retail and service sectors. Service quality plays a crucial role in attracting and retaining customers. High service quality leads to customer satisfaction, repeat

purchases, and customer loyalty. The online food delivery industry has grown rapidly due to changing lifestyles, busy schedules, and increased smart phone usage. Online food delivery companies use websites and mobile applications to connect customers with restaurants. Since Indian consumers have different food preferences, service providers must focus on quality food, efficient delivery, and user-friendly platforms to remain competitive.



## Review of Literature

**Nishant Kumar and J. K. Sharma** (2019) studied consumer behavioral intention towards online food ordering services. Their study found that website design, reliability, and trust significantly influence customer satisfaction and behavioral intention. Customer satisfaction was identified as a mediator between e-service quality and behavioral intention.

**Suhartanto et al.** (2019) examined the impact of food quality and e-service quality on customer loyalty towards online food delivery services. The study revealed that food quality directly affects customer loyalty, while e-service quality influences loyalty indirectly through customer satisfaction and perceived value.

**Ludivik Egeretal** (2021) analyzed the difference between consumer behavior between different generations. The goal was to determine the level of consumer satisfaction with online food purchasing during COVID-19. Random sampling technique was used to collect the data from 125 sample respondents. Tools used for analysis were percentage analysis, Friedman Test ranking method. The study revealed that consumers are highly satisfied with the quick delivery process, different payment options, order booking procedure is easy and the availability of a greater number of restaurants.

## Statement of the Problem

The rapid growth of online food delivery services has increased the importance of website and app quality. Customers often face issues such as delayed delivery, poor food quality, insecure payment systems, and technical problems.

Indian consumers are highly sensitive to taste, quality, and value for money. Customer satisfaction and loyalty depend largely on service quality. Therefore, it is essential to understand customer perception of e-service quality and satisfaction in online food delivery services.

## Objectives of the Study

The objectives of the study are:

- To study customer satisfaction and e-service quality of online food delivery services in Dindigul District
- To identify the factors influencing customer satisfaction and e-service quality
- To suggest measures to improve sales by enhancing e-service quality

## Scope of the Study

The study helps online food delivery companies understand customer expectations related to service quality, website efficiency, and delivery performance. The findings may help companies improve their services and attract new customers while retaining existing ones.

## Research Methodology

### Research Design

The study is descriptive in nature and focuses on online food delivery services in Dindigul District.

### Sampling Design

A random sample of 120 customers from different income groups and genders was selected for the study.

### Data Collection

Primary data were collected using a structured questionnaire.

### Tools for Data Analysis

The collected data were analyzed using statistical tools such as Karl Pearson's correlation test and T-test.

### Limitations of the Study

The study is limited to Dindigul District, and the findings may not apply to other regions.

The data were collected over a period of two months, which may limit the accuracy of results.

**Hypotheses and** There is no significant relationship between the age of respondents and their overall



customer satisfaction with online food delivery services.

There is no significant difference between gender and customer perception of e-service quality in online food delivery services.

**Table 1 Demographic Table**

Variable	Category	Frequency	Percentage (%)
Age	18-35 Years	28	56
	35-50 Years	18	36
	Above 50 Years	4	8
Gender	Male	15	30
	Female	35	70
Education Level	Below HSC	2	4
	Bachelor's Degree	20	40
	Post Graduation	24	48
	Professional	4	8
Occupation	Student	18	36
	Salaried	23	46
	Self Employed	7	14
	Unemployed	2	4
Monthly Income	No Personal Income	17	34
	Below Rs. 25,000	16	32
	Rs. 25,000 - 50,000	11	22
	Rs. 50,000 – 1 Lakh	5	10
	Above Rs. 1 Lakh	1	2

From the given data we can observe the demographic characteristics of the respondents. Analysing this data implies that it is a diverse sample. In terms of age distribution, most of the respondents fall in between 18-35 years which suggests that the sample consisted of a relatively young population who might be tech-savvy. This depicts that they are more active in usage of Online Food Delivery Services. On the other hand, proportion of Females is higher when compared to that of males, which is expected due to

the fact that in the region being studied the number of women travellers or employees might be more than men. Along with the age and gender, highest education attained is suggested to be a bachelor's degree for majority of the respondents followed by postgraduate qualifications. Finally, there is high representation of salaried employees from the occupational data which is followed by students. This group could consist of young people with little or no work experience preparation or employees who offer part-time high school teaching jobs which could help them with their academic studies. In terms of income distribution there is a large percentage of no personal income of the respondents which could be due to the high population of students, whereas certain people in the sample might also have various income ranging from low to high income. Overall, the demographic data is clearly depicted by the age , gender , qualification and occupation from which we can that the sample consist of young , educated and predominant women population with diverse incomes which could influence their opinions and expectation from Online Food Delivery Services.

**Findings**

- The results show no significant relationship between age and customer satisfaction. Hence, the null hypothesis is accepted.
- The results indicate no significant difference between male and female customers in their perception of e-service quality. Therefore, the null hypothesis is rejected and the research hypothesis is accepted.

**Suggestions**

- Online food delivery companies should regularly collect customer feedback and address complaints promptly.
- Employees should be trained to focus on customer satisfaction and build long-term relationships.
- Timely delivery and quick problem resolution can significantly improve customer trust.



- Secure payment systems and privacy protection should be strengthened to increase customer confidence.
- Providing a wide range of food options and value-added services can improve customer satisfaction.

### **Conclusion**

Customer satisfaction is essential for the success of online food delivery services. High e-service quality improves customer trust, satisfaction, and loyalty. Factors such as website efficiency, food quality, secure payment systems, and timely delivery play a major role in shaping customer perception.

Understanding customer preferences and cultural differences is important for designing effective service strategies. Overall, e-service quality is a key factor in achieving sustainable growth in the online food delivery industry.

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