

Drivers of Customer Satisfaction in Online Food Delivery Services in Malaysia: Evidence from Klang Valley Users

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DOI: <https://doi.org/10.47772/IJRISS.2026.100601438>

Received: 08 July 2026; Accepted: 13 July 2026; Published: 23 July 2026

ABSTRACT

This study aims to explore the determinants of customer satisfaction of online food delivery (OFD) services in Klang Valley, Malaysia. OFD platforms are increasingly popular in the urban markets, and it is vital for business managers to understand what factors influence customer satisfaction to improve the service performance and customer retention. The study was based on five independent variables: service quality, food quality, price/value for money, customer service/support and promotions and discounts. The research design used was cross sectional, quantitative. Data were collected through an online questionnaire via Google Forms. SPSS was used to analyse 103 valid responses from OFD users. Descriptive analysis was used to describe the profile of respondents while Pearson correlation analysis was used to test the relationship between the five factors and customer satisfaction. The findings revealed that all the five factors had positive significant relationships with the customer satisfaction. The strongest relationship was with the service quality followed by promotions and discounts, food quality, customer service/support and price/value for money. The findings show that customer satisfaction with OFD services is affected by the overall customer journey such as app usability, food quality, reasonable pricing, service recovery and promotional value. This study contributes to the OFD literature by providing local Malaysian evidence based on real users and provides practical implications for OFD platforms to improve service quality, reinforce restaurant partner performance, ensure pricing transparency, provide effective customer support, and develop clear promotional strategies.

Keywords: Online food delivery, customer satisfaction, service quality

INTRODUCTION

The Malaysian food industry has been experiencing rapid digital transformation with the widespread use of smartphone applications facilitating platform-based service supply chains (Yeo et al., 2021). In this landscape, the Klang Valley emerges as a key focal point as the most densely populated and digitally mature market for on-demand food logistics in Malaysia (Tezerjany, 2023). To ensure long-term sustainability of platforms in the face of fierce customer competition by service providers in this region, it is important to identify the precise drivers of consumer satisfaction (Siddiqi et al., 2024; Suhardjo et al., 2023).

Hence, this research aims at empirically investigating the critical drivers of customer satisfaction by studying the impact of service quality, price value, and platform efficiencies on the perception of users in this emerging digital ecosystem (Teichert & Shah, 2025; Teo et al., 2024). Recent studies suggest that online food delivery satisfaction is not determined by a single factor. A study by Koay et al. (2022) found that the quality dimensions of online food delivery services, such as assurance, maintenance of meal quality and hygiene, reliability, security, and system operation, were significant to the customer satisfaction of Malaysian users. In Malaysia, satisfaction was significantly influenced by food quality, service quality and system complexity, with food quality being the strongest predictor (Hasan et al., 2025). The findings support the view that the OFD platform has to manage operational service and food outcome simultaneously. The growth of OFD services accelerated after the COVID-

19 pandemic but the service challenge did not end when movement restrictions were lifted. Instead, the market has entered a highly competitive phase where service providers must constantly adapt to evolving consumer expectations on convenience and safety in order to maintain long-term loyalty (Setiawan & Aprillia, 2025). The reasons why Malaysian consumers continue to use delivery apps are convenience, time saving, variety of restaurants and promotional offers.

But they are more critical of late delivery, wrong orders, hidden charges, food condition and slow customer response. Keong et al. (2026) pointed out the significance of understanding the attitudes of consumers towards online food delivery in Malaysia during and after the pandemic. Similarly, Sharma et al. (2023) have explained how consumers evaluate online food delivery based on their general service perception rather than pandemic necessity alone. It is also essential for stakeholders to track these changing satisfaction metrics to improve their value propositions in an increasingly saturated market (Chan & Gao, 2021).

Many studies have examined intention, loyalty or technology adoption, but there is a need for more applied Malaysian evidence focusing on online food delivery platform as a practical service platform. The aim of this study is to study the factors influencing online food delivery service behaviour and to study the relationship of five factors with customer satisfaction. This study is conducted among online food delivery users in Klang Valley, Malaysia.

LITERATURE REVIEW

Customer satisfaction in online food delivery

In online food delivery (OFD), customer satisfaction is essentially the consumer's evaluation of the service and product delivered, after consumption, concerning whether it met or surpassed their expectations. The core idea is defined as the difference between the expected and perceived actual performance (Kamkankaew et al., 2024), a definition often used in the OFD literature. The definitional baseline is reiterated across reviews of OFD contexts, where it is highlighted that satisfaction is an outcome of an evaluation following the ordering, delivery and consumption experience in OFD platforms (Kamkankaew et al., 2024). The same framing can be found in literature that considers satisfaction as the outcome of a multifaceted OFD experience, not only related to the food itself but to the whole ecosystem of service surrounding the order (Johari et al., 2024; Rebollo & Hinlayagan, 2023).

First, perceived quality of service is one of the most important factors for the good customer experience in online food delivery services. Research indicates a strong relationship between service quality dimensions such as delivery reliability, responsiveness and assurance and customer satisfaction. Ahn et al. (2023) emphasize the significance of efficient service delivery and observe that a customer's satisfaction levels might rise when their trust is established through a smooth transaction process. In addition, the ease of use perceived in an application positively affects customer satisfaction and loyalty (Kurniawan & Tankoma, 2023; Dareth et al., 2024).

The hedonic aspects of the service experience are important as well. According to Jun et al. (2021), the pleasure of the ordering process increases customer satisfaction and the likelihood of repeat use. This perspective is consistent with Kurniawan et al. (2023) who noted that perceived enjoyment can improve customer loyalty thus implying that the emotional and experiential aspects of food delivery services are as significant as the logistical ones. Basically, if customers like or enjoy the process, their overall satisfaction increases, and the probability of future orders goes up as well.

The satisfaction of customers in online food delivery is a complex interaction of some factors such as service quality, user experience, food features, and external factors such as promotional tactics and social behaviors. The continued evolution in consumer expectations, particularly post COVID-19 pandemic, demands food delivery services be nimble and responsive. By working through these various dimensions systematically and comprehensively, stakeholders in the online food delivery landscape will be able to foster sustained customer satisfaction, ultimately helping to drive loyalty and repeat engagement.

Service Quality

The quality of service is a very important element in customer satisfaction with online food delivery service. Various studies have demonstrated the direct influence of high service quality perception (reliability, responsiveness and assurance of timely delivery) on customer satisfaction outcomes (Dareth et al., 2024; Khan et al., 2024). For example, a study demonstrated that performance expectancy has a significant correlation with customer satisfaction and stated that satisfaction with service quality is essential to improve customer experiences in online food delivery contexts (Dareth et al., 2024). Furthermore, order fulfillment mistakes and customer service encounters highlight the significance of strong service quality measures, which greatly impact customer retention (Khan et al., 2024).

Designing and usability of online platforms are important to improve customer satisfaction. The aesthetics and usability of websites and applications are important elements in managing customer expectations (Chan & Gao, 2021). A positive user experience through an intuitive interface and smooth navigation results in higher usage and satisfaction with repeat use (Rebollo & Hinlayagan, 2023; Et.al, 2021).

Also, it is important to remember that today's customer likes convenience. Studies have found that people are more likely to use online food delivery services because of the time-saving benefit, which in turn further increases their intention to use these applications (Allah Pitchay et al., 2022). The need to reduce queues and long waiting times has a strong impact on customers' perceptions of food delivery services, supporting our findings that speed and efficiency are critical service elements for customer satisfaction (Prasetyo et al., 2021). Service quality is the most important construct of online food delivery. In OFD, service quality consists of convenience in searching for food, anytime ordering, system smoothness, delivery reliability, information accuracy, and the general confidence that the platform can deliver as promised. Koay et al. (2022) found assurance, maintenance of meal quality and hygiene, reliability, security and system operation that have a significant influence on customer satisfaction in Malaysia. It is very related to OFD that users expect the app, restaurant and rider to work together without the customer being responsible for coordination.

The quality of the mobile app also comes with the quality of service. Lin et al. (2024) examined the service quality of mobile applications in the context of online food delivery, finding that app service quality can affect mobile app satisfaction, food satisfaction and repurchase intention through spillover effects. That means, even if the restaurant does a good job with the food, a bad app experience can affect how users feel about the food and the overall brand. In practical terms, a slow app, confusing layout, wrong tracking or system error can reduce customer satisfaction because it breaks the whole consumption process.

The Malaysian OFD market is mature enough for the consumers to compare service quality between platforms. When OFD performs well in delivery reliability, app usability and order information, customers are more likely to feel satisfied. In this vein, service quality is expected to be positively related to customer satisfaction.

H1: Service quality has a significant positive relationship with customer satisfaction in OFD online food delivery services.

Food Quality

In addition to service quality, food quality is very important for customer satisfaction. Studies have shown that the quality of food is a key factor in attracting and keeping customers in the online food delivery business (Uddin, 2019; Carranza et al., 2018). Good quality food increases the overall customer satisfaction and increases the loyalty as consumers are more likely to be repeat customers for good dining experiences (Rajput & Gahfoor, 2020). Freshness, taste and presentation are important attributes that customers evaluate their food delivery experiences (Uddin, 2019; Carranza et al., 2018).

The quality of the food is central because OFD customers are not only buying a delivery service they are also buying a meal. Food quality in OFD includes taste, freshness, temperature, presentation, packaging condition, restaurant rating and whether food is sealed properly. Hasan et al. (2025) conducted a pilot study in Malaysia

and found that food quality was the strongest predictor of satisfaction. This finding is in line with the logic that customers can tolerate some minor app inconvenience if the food arrives in good condition but they are less likely to be satisfied if the food arrives cold, spilled, poorly packed or not as described.

The credibility of the platform is also highly related to the quality of food. If a customer orders through OFD and the food quality is not up to the mark, it can be attributed to the restaurant, the rider or the platform. However, on the consumer side, the experience is viewed as one complete OFD experience. Food quality is part of the broader set of determinants that influence loyalty to online food service delivery (Rombach et al., 2023). Leo et al. (2022) also discussed the role of e-service quality and food quality on customer loyalty for online food delivery service. The study hypothesizes that there is a positive relationship between food quality and customer satisfaction. The relationship is important because food delivery platforms need to work with restaurant partners to ensure that the quality of the product is not compromised during preparation, packaging and delivery.

H2: Food quality has a significant positive relationship with customer satisfaction in OFD online food delivery services.

Price / Value for Money

A key factor that affects customer satisfaction in online food delivery is value for money. Several studies have shown that consumers are much more satisfied when they perceive that the price they pay for the food delivery is commensurate with the quality and experience. Price changes can be an important factor in determining customer engagement with online food delivery services (Carandang & Apritado, 2022). Prices that are high in relation to the quality received may lead to a significant drop in customer frequency and satisfaction. On the other hand, if customers feel that the value obtained matches the price paid, the overall satisfaction is enhanced, thereby promoting loyalty.

In addition, the price fairness construct has a significant impact on the customer perception and satisfaction. According to Ng et al. (2022), customers often evaluate price fairness by comparing it to competitors who provide similar quality products. Therefore, the measure of price fairness is a key approach to improve customer satisfaction in the competitive online food delivery market.

However, interestingly, a study by Rahman et al. Rahman et al. (2022) notes that price does not seem to significantly impact customer satisfaction. But this assertion goes against the dominant narrative on price perception and customer satisfaction.

The operational strategies of online food service providers may have important influences on perceived value. For example, enterprises can increase perceived value by properly communicating promotional offers, discounts, or customized packages, and this can increase customer satisfaction. Louisa and Simbolon (2023) found attractive promotions could increase trust and satisfaction for customers, indicating that pricing strategies that meet consumer expectations could significantly improve the overall customer experience.

Furthermore, the consumer landscape is always changing and there are more subtle factors affecting customers' satisfaction in online food delivery. Preferences and needs that are specific to a generation also influence how price and perceived value impact consumer behavior. Nakaphom et al. (2024) show that satisfaction levels are determined greatly by experiences from online food delivery. The role of age and demographic variables is nuanced in the perception of different groups on value for money against price. Therefore, price/value for money should have a positive relationship with customer satisfaction.

H3: Price/value for money has a significant positive relationship with customer satisfaction in OFD online food delivery services.

Customer Service / Support

The essence of customer support in online food delivery is directly related to the levels of customer satisfaction and understanding. The operational performance in customer service has a significant influence on the customer satisfaction, as stated by Maemunah et al. (2023). Their findings indicate that when customer issues are handled effectively, and responses are timely and helpful, customers feel satisfied. This statement aligns with previous studies that have confirmed that an organization's ability to answer questions and solve problems effectively improves overall customer satisfaction (Dareth et al., 2024).

Moreover, customer service is an important factor affecting the perception of service quality which is of great importance to customer satisfaction. According to Elsiana and Maradona (2024), good customer service brings about a better customer experience and, subsequently, increased satisfaction. This aspect of customer service includes not only the responsiveness of the staff but also the empathy they show in understanding and meeting customer needs. These qualities can improve customer satisfaction by making customers feel valued and understood, a finding that is further supported by evidence on service quality in the online food delivery industry (Koay et al., 2022).

Customer support's ability to manage expectations during periods of service disruption is especially critical. According to the research of Rahman et al. (2022), effective customer service becomes a critical differentiator as services can sustain customer satisfaction through the effective management of delivery uncertainties. In the context of varying service reliability, the necessity to establish realistic expectations and communicate proactively during crises is essential in fostering customer trust and satisfaction.

Moreover, the incorporation of technology in customer support systems has revolutionized the domain of online food delivery services. Research shows customers want seamless digital interactions with chatbots and customer service representatives (Eaint, 2022). Deployment of AI-based systems provides instant responses and can significantly reduce the waiting time for customer inquiries. This responsiveness is associated with increased customer satisfaction rates, as customers now expect and appreciate prompt service (Khan et al., 2024).

The online food delivery ecosystem is complex and needs a holistic understanding of the interplay between different service elements and their impact on overall satisfaction. Effective customer service must encompass the resolution of issues and the integration of holistic service offerings including product quality, efficient delivery, and the user-friendliness of online platforms. These other factors have a complex effect on customer satisfaction. The study thus anticipates a positive relationship between customer service/support and satisfaction.

H4: Customer service/support has a significant positive relationship with customer satisfaction in OFD online food delivery services.

Promotion and Discount

The global online food delivery (OFD) industry has witnessed tremendous growth, notably fuelled by the covid-19 pandemic (Prasetyo et al., 2021; Sharma et al., 2023). Promotions and discounts are a necessary marketing tool in this highly competitive environment and influence customer satisfaction and loyalty. This review synthesizes the existing evidence on the association of these factors with customer satisfaction in OFD services.

Promotions have been found to play a key role in developing customer loyalty and satisfaction in online food delivery services. According to Louisa and Simbolon (2023), attractive and honest promotions not only build a foundation of trust with customers but also significantly improve their overall satisfaction. This trust is further reinforced by the perception that promotions provide perceived value, which is the basis of customer satisfaction. Promotional strategies are very important because they provide a good reason for customers to use or continue using a specific food delivery service.

Discounts are also an integral part of boosting customer satisfaction. Initial findings did not show any direct relationship between price and customer satisfaction, but Rahman et al. (2022) observed that the perceived value

from discounts can greatly influence consumer sentiment. Discounts must be perceived as fair and commensurate with the quality of service provided for them to translate into satisfaction. This is consistent with the findings of Hasbi et al. (2022), which show that the use of discounts can significantly improve the level of consumer happiness with their experience.

Discounts and promotions also help to reduce the perceived financial risk of online food delivery services. Consumers may be reluctant to order from a new or unfamiliar platform because they are concerned about getting value for their money. Nakapthom et al. (2024) empirically showed that these concerns can be alleviated through effective promotional campaigns, thus improving trust and satisfaction. Discounts provide psychological ease to consumers, increasing their confidence in their purchase decisions. This further emphasizes the importance of these strategies in creating positive customer experiences.

The relationship between promotions and customer satisfaction is complex, and it requires businesses to consider their promotional strategies carefully. Carandang and Apritado (2022) suggest that aggressive discounting may reduce the perceived quality of the service when not done correctly. Food delivery services should balance the dual objectives of driving customer satisfaction through promotions, while maintaining perceptions of quality.

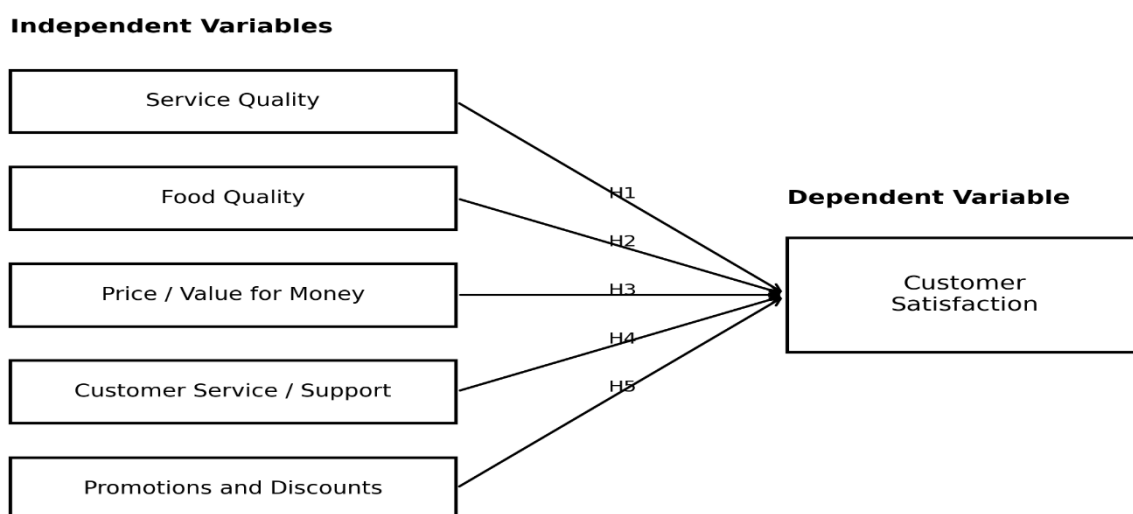
Finally, the effective integration of promotional strategies with the overall quality of service generates a synergistic effect which increases customer satisfaction. According to research, high-quality service positively moderates the effects of promotions on satisfaction, generating value beyond monetary aspects (Sidharta, 2021). Consumers are far more satisfied when they feel that the promotions enhance their overall experience without compromising the quality of service. Hence, it is expected that promotions and discounts will be strongly and positively associated with customer satisfaction.

H5: Promotions and discounts have a significant positive relationship with customer satisfaction in OFD online food delivery services.

Conceptual Framework and Hypotheses

The conceptual framework positions customer satisfaction as the dependent variable. The five independent variables are service quality, food quality, price/value for money, customer service/support, and promotions and discounts. The framework is consistent with recent OFD studies that connect service quality, food quality, value, trust, promotion and platform performance to satisfaction, intention, loyalty and reuse behaviour (Hasan et al., 2025; Koay et al., 2022; Prasetyo et al., 2021; Rombach et al., 2023; Wu et al., 2024).

Figure 1 Conceptual Framework



RESEARCH METHODOLOGY

The present study was conducted using quantitative cross-sectional research design to investigate customer perception and to examine the association between online food delivery (OFD) factors and customer satisfaction. The target population was young adults and working adults in the Klang Valley who had experience using OFD services. The Klang Valley was chosen because it is an urban area with active OFD usage and many restaurant options. Respondents should have experienced the use of OFD services, so that their answers were based on actual experience. The study was conducted using a purposive sampling technique and the questionnaire was distributed online through Google Forms via WhatsApp and social media. The respondents were asked a screening question stating that whether they have used any OFD services to be included in the study. A minimum sample size of 100 total participants is necessary to achieve a medium effect size with statistical power of .7 at the .05 alpha level (Green & Salkind, 2017). The analysis was based on 103 responses that were collected.

The questionnaire was divided into seven sections. Section 1 collected demographic and usage information such as monthly household income, frequency of using OFD services and length of usage of OFD etc. Sections 2 to 6 measured the five independent variables and section 7 measured customer satisfaction. All items were rated on a 5-point Likert-type scale (1 = strongly disagree to 5 = strongly agree). The items in the questionnaire were developed based on the original framework, but were reworded in a clearer article-style wording and consistent with recent OFD literature, including service quality, food quality, price/value, customer support and promotional offers. Service quality was assessed with four items adapted from Suhartanto et al. (2019) and Lau and Ng (2019). To measure the food quality, we adopted four items from Suhartanto et al. (2019) and Prasetyo et al. (2021). Perceived value for money was measured with four items based on Qin et al. (2010), Namin (2017), Vasić et al. (2019) and Suhartanto et al. (2019). Customer service and support was measured by four adapted items from Wilujeng (2023). Four items adapted from Prasetyo et al. (2021) and Bunarunraksa and Nuangjamnong (2022) were used to measure promotions and discounts. Lastly, four items adapted from Alalwan (2020) and Bunarunraksa and Nuangjamnong (2022) were used to measure customer satisfaction. All the measurement items were modified to reflect the consumers' experience of the GrabFood application.

Data were analysed using SPSS. Descriptive analysis was used to describe the profile of respondents and to identify the mean score of each construct. Reliability analysis was done using Cronbach's alpha. Internal consistency was considered acceptable if Cronbach's alpha was above 0.70. Skewness and kurtosis values were examined to assess whether the data were not severely non-normal distributed (normality).

The second research objective was to examine the relationship between online food delivery factors and customer satisfaction. This was addressed by using Pearson correlation analysis. A significance level of 0.05 was applied. Hypotheses were such that one-tailed significance values were used in the original analysis, as positive relationships were expected. However the interpretation made in this article is done carefully by focusing on the direction, strength and significance of the relationships rather than the causality.

The normality analysis showed that skewness values ranged from -0.803 to 0.005 and kurtosis values ranged from -0.984 to 0.355. These values did not indicate serious non-normality. Service quality and food quality showed negative skewness, suggesting that many respondents gave higher ratings for these constructs. Price/value for money was almost symmetrical, with skewness of 0.005.

Table 1 Skewness and Kurtosis

Construct	Skewness	Std. Error	Kurtosis
Service quality	-0.803	0.238	0.355
Food quality	-0.755	0.238	0.166
Price/value for money	0.005	0.238	-0.984
Customer service/support	-0.490	0.238	-0.241
Promotions and discounts	-0.284	0.238	-0.382

Reliability analysis showed that all constructs had Cronbach's alpha values above 0.70. Food quality recorded an acceptable alpha value of 0.783. Service quality, price/value for money, and promotions and discounts yielded good reliability values. Customer service/support and customer satisfaction recorded excellent reliability values above 0.90. This indicates that the items within each construct were internally consistent and suitable for further analysis.

Table 2 Reliability Analysis

Construct	Number of items	Cronbach's alpha	Interpretation
Service quality	4	0.845	Good
Food quality	4	0.783	Acceptable
Price/value for money	4	0.895	Good
Customer service/support	4	0.943	Excellent
Promotions and discounts	4	0.894	Good
Customer satisfaction	4	0.940	Excellent

FINDINGS

Respondent profile

Number of respondents was 103. Regarding the monthly household income, the largest group was respondents earning RM1,001 to RM2,999 (39.8%) followed by RM4,000 and above (29.1%), RM3,000 to RM3,999 (20.4%) and below RM1,000 (10.7%). This suggests that the sample was representative of respondents from different income groups, but there were more respondents in the lower middle and middle income groups.

The largest group for the frequency of using online food delivery services used the service once a month or less (36.9%), followed by 2-3 times a month (27.2%), 2-3 times a week (20.4%), once a week (10.7%) and daily (4.9%). This implies that most respondents were not daily users but were experienced enough to evaluate the platform. As for the duration of using OFD, 32.0% had used the platform for more than three years, 26.2% for one to three years, 22.3% for less than six months and 19.4% for six months to one year.

Table 3 Respondent profile and OFD usage

Profile category	Group	Frequency	Percentage
Income	Below RM1,000	11	10.7%
	RM1,001-RM2,999	41	39.8%
	RM3,000-RM3,999	21	20.4%
	RM4,000 and above	30	29.1%
Usage Frequency	Daily	5	4.9%
	2-3 times a week	21	20.4%
	Once a week	11	10.7%
	2-3 times a month	28	27.2%
	Once a month or less	38	36.9%
Length of use	Less than 6 months	23	22.3%
	6 months to 1 year	20	19.4%
	1 year to 3 years	27	26.2%
	More than 3 years	33	32.0%

Correlation Analysis and Hypothesis Testing

Pearson correlation analysis was used to analyze the relationship between each of the independent variables and customer satisfaction. The findings indicated that all the five independent variables had significant positive

relationships with customer satisfaction at $p < 0.001$. The strongest association with customer satisfaction was service quality ($r = 0.786$), followed by promotions and discounts ($r = 0.745$), food quality ($r = 0.742$), customer service/support ($r = 0.694$), and price/value for money ($r = 0.651$).

The results were consistent with all the five hypotheses. The correlation values demonstrate that satisfaction with OFD is not a one-dimensional issue. Customers react to a mix of service performance, food outcome, value perception, problem handling and promotional benefits. Service quality was the most strongly associated showing that the platform's ability to provide a smooth reliable and easy ordering experience is central to satisfaction.

Table 2. Correlation results and hypothesis decisions

Hypothesis	Pearson r	p-value	Decision
H1	0.786	<0.001	Supported
H2	0.742	<0.001	Supported
H3	0.651	<0.001	Supported
H4	0.694	<0.001	Supported
H5	0.745	<0.001	Supported

DISCUSSION

The first key finding was that the strongest relationship was between service quality and customer satisfaction. This is consistent with the findings of Koay et al. (2022) that significant OFD service quality dimensions are significant in Malaysia. It also agrees with the findings of Lin et al. (2024) who found that the quality of service of mobile apps can spill over to other satisfaction outcomes. In this study, online food service users appeared to value the capability of searching, ordering and using the system seamlessly. A food delivery platform is a service system and any weaknesses in the system such as slow loading, order tracking errors, payment issues or unclear restaurant information can reduce satisfaction.

The second major finding is that food quality was also found to have a significant positive relationship with customer satisfaction. This finding is in line with Hasan et al. (2025) who discovered that food quality was the strongest predictor of satisfaction in a pilot study of OFD in Malaysia. Although the present study found service quality to have the strongest relationship, food quality was still very important. The cause of the difference is the focus of the measurement. App and ordering convenience were considered as service quality in this study, and packaging, rating, presentation and temperature were considered as food quality. Both dimensions are therefore equally important and should not be treated separately in practice.

The third finding is that promotions and discounts have a positive and significant relationship with customer satisfaction. This is in accordance with Prasetyo et al. (2021) who found that promotion is one of the factors that influence OFD satisfaction. Promotions are one of the practical reasons for users' preference of one platform over another in the Malaysian market. But the conversation needs to be two-way. Promotions can increase satisfaction when they are easy to redeem, and reduce the real cost, but can reduce satisfaction when the conditions are confusing or when customers feel the discount is cancelled out by additional fees. Therefore, promotional strategy should be transparent and customer friendly.

The fourth finding is that customer service/support has a positive relationship with customer's satisfaction. This means that digital services still need human-like care for customers. Technology may underpin the platform, but service failures require prompt and fair responses. Uzir et al. (2021) found that trust in the personnel who provided the home delivery service and the perceived value were important in customer satisfaction. Wu et al. (2024) showed that service quality factors in food delivery affected satisfaction and reuse intention. Customer support should be considered a recovery mechanism that can safeguard satisfaction when things go wrong.

The fifth finding was that price/value for money had a significant positive relationship with customer satisfaction but the strength of the correlation was lower than service quality, food quality and promotions. This is not to say that price is unimportant. Instead, it may indicate customers' perception of price as a value package. If the convenience and delivery makes it worth it, they might pay more for the food. Food delivery app purchase has been discussed as consumption value by Tandon et al. (2021), while Singh et al. (2023) elaborated on the comparison of price and quality in willingness to pay for OFD services. Thus, not only compete with low price but also ensure that customers understand and experience fair value for OFD.

Overall, the findings imply that the experience of multiple factors formed customer satisfaction with online food delivery. The customer is not only judging the platform on the app or not only on the food. Customer evaluates whole journey: searching, ordering, paying, waiting, tracking, receiving, checking food condition and asking for help if there is a problem. This finding is consistent with the wider OFD literature that shows satisfaction, loyalty and continuance intention are affected by service quality, food quality, perceived value, trust and platform experience (Kurniawan et al., 2024; Rombach et al., 2023; Tsai et al., 2023).

THEORETICAL AND MANAGERIAL IMPLICATIONS

Theoretical Implication

This study contributes to the OFD literature by offering local Malaysian evidence on customer satisfaction among real online food delivery users instead of adoption intention. This is crucial because even though customers use OFD services for convenience, their satisfaction depends on consistent service quality, good food condition, fair value, helpful customer support and attractive promotions. The study also integrates operational, product, value, support and promotional factors into one practical framework, which reflects the actual experience of OFD users and supports previous studies on service quality, food quality, perceived value and loyalty (Koay et al., 2022; Rombach et al., 2023; Wu et al., 2024). Although correlation analysis cannot prove causality, the significant positive relationships found in this study provide useful early evidence and a clear direction for future research using multiple regression, PLS-SEM or mediation analysis.

Managerial Implications

For OFD and similar platforms, managers need to focus on service quality, food quality, pricing transparency, customer support and promotions. Since service quality has the strongest link to satisfaction, platforms must make sure the app is simple to use, stable, accurate and has reliable order tracking. They should also work with restaurant partners to ensure food is packed, sealed, presented well and delivered at the right temperature. Pricing should be transparent, with menu prices, delivery fees, service fees and voucher effects clear before payment. Customer support also has to be fast, polite and fair especially in cases of missing items, wrong orders or cold food. Finally, promotions should be simple, meaningful and easy to understand. There should be no hidden terms, so customers feel the value is fair and are encouraged to use the service again.

Limitation And Future Research

The present study has several limitations. First, the study used a convenience sample of only 103 respondents. This sample was suitable for correlation analysis but the results cannot be generalised to all OFD users in Malaysia. Future research should include a larger and more diverse sample across states, age groups and rural and urban areas. Second, only existing OFD users participated in the study, whereas non-users were not included. Future research could examine differences between users and non-users, such as trust, delivery coverage, price, health concerns, or preference for eating in a restaurant.

Third, the study employed a cross-sectional design, collecting data at a single point in time. Therefore, it is not able to reflect changes in customer satisfaction over time. Future research may apply a longitudinal design to study changes over time after service failure, price increase or promotion change. Fourth, this study used Pearson correlation analysis, which can indicate relationships but cannot prove cause and effect. The future research may apply multiple regression, PLS-SEM or SEM to test stronger relationships and include the mediating variables

such as trust, perceived value or service recovery satisfaction. Finally, future studies can also consider other factors such as delivery accuracy, rider behavior, payment security, food safety, app privacy, social influence, environmental packaging concern and customer trust as suggested by recent studies (Su et al., 2022; Siali et al., 2024; Wu et al., 2024).

CONCLUSION

This study examined the customer satisfaction of OFD services in Malaysia using five factors, namely service quality, food quality, price/value for money, customer service/support, and promotions and discounts. The study results using 103 respondents in Klang Valley showed that all five factors have positive significant relationship with customer satisfaction. Service quality had the highest relationship, followed by promotions and discounts, food quality, customer service/support and price/value for money.

The results show that the satisfaction of OFD service is influenced by whole customer journey. Customers want an app that works well, food that arrives in good condition, fair value for what they pay, support when there's a problem and promotions that provide real value. From a managerial standpoint, OFD service platforms should not solely depend on discounts to keep customers. Long-term satisfaction requires consistent service quality, reliable restaurant partner performance, transparent pricing, effective customer recovery, and responsible promotional design. Future research can extend the framework with a larger sample and more sophisticated statistical analysis.

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