An Empirical Study of Customer Satisfaction towards Food Delivery Online Using Mobile Application in China

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Abstract

Customer satisfaction surveys have become one of the most important tools in the e-service industry to found out about problems and determine how to improve online services. They are essential to e-commerce companies’ success, especially online food delivery services which has grown into a huge market in China. The purpose of this study is to consider the factors that influence customer satisfaction toward food delivery online. More specifically, looking at ‘Ele.me,’ one of the three leading third party platforms in China where restaurants can register, it tests the influence of eight factors (app design, response time, information quality, payment system, personalization, delivery, confirmation, and app reputation) on overall customer satisfaction toward Ele.me. These eight factors represent the independent variables and customer satisfaction the dependent variable. The data was collected through an online survey of 400 respondents via a website (www.sojump.com). The respondents in this study were people with some experience using the Ele.me mobile application. The sampling procedure used non-probability and the convenience sampling techniques. The data were analyzed by bivariate linear regression and descriptive statistics were used to provide the percentage distributions, average mean and standard deviations. In addition, inferential statistics were used to test the relationship between the independent and dependent variables. The results show that all eight independent variables have a positive relationship with overall customer satisfaction. Most respondents can accept 30-45 minute delivery time. The platform should nevertheless focus on improving information quality, app reputation, and patronization. It could set up an inspection and reporting system to guarantee the veracity of the restaurant information in their app. It could for example send a person to each cooperative restaurant at least semi-annually and set a mark. The platform should also reward customers who disclose problems with the cooperative restaurants and provide effective evidence.

Keywords: Customer satisfaction, online food delivery mobile application, third party platforms in China

Introduction

Customer satisfaction survey obtained widespread attention on the world for a long time, especially in the e-service industry, customer satisfaction surveys have become one of the most important tool to found out the problems of the enterprise and the direction of improve online services (Zhou, Dai, and Zhang, 2007). To understand the customer satisfaction is essential to all the e-commerce companies’ success Liu et al. (2008). The earliest literature studying customer satisfaction was applied by Cardozo (1965), indicated that improves customer satisfaction will make customers have repurchase behavior and would not switch to other products. Swaid and Wigand (2007), indicated that customer satisfaction has become one of increasingly important issues for e-commerce transactions, customers will only return, when they are satisfied with their online shopping experience (Kim and Stoel, 2004). Based on prior studies, there are many factors may inferencing customer satisfaction toward e-business (mobile applications), such as app design, response time, information quality, personalization, delivery, payment system, confirmation, and app reputation. With respect to the finding of Liu et al. (2008), delivery plays a main role in Chinese online customer satisfaction. They also find that design a good online store interface (website design), provides clear and understandable information (information quality), and provide convenient and safe payment methods (payment system) can help to improve the customer’s degree of satisfaction. Similarly, Gao (2013) found that mobile website stores’ information quality, response time, visual appeal and navigation has a strong influence on customers satisfaction. Moreover, Swaid and Wigand (2007) find that information quality, and personalization are the key dimensions of e-service quality that may improve online shopping customer satisfaction. Furthermore, Kim (2012) stated that fulfillment of consumer’s expectation (confirmation) is essential to an online store improves its consumer’s satisfaction. In addition, Kim, Jin, and Jin (2008) asserted that firm reputation is a key factor has influence on consumers’ evaluation of online stores’ satisfaction.

In recent years, online food delivery service has grown into a huge market in China. According to a November 2015 report by Analysys.cn, the overall...