



# A STUDY ON SERVICE QUALITY MEASUREMENT OF ONLINE FOOD DELIVERY INDUSTRY IN TIRUCHIRAPPALLI DISTRICT

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## Abstract

The rapid expansion of food ordering companies has revolutionized the dining experience by offering convenience and accessibility to consumers. The growth of the online food delivery industry in India has transformed consumer eating habits and expectations, particularly in urban and semi-urban areas like Tiruchirappalli District. Evaluation is the goal of this study service quality of online food delivery platforms operating in Tiruchirappalli by assessing customer satisfaction and identifying key service quality dimensions, focusing on how effectively these services satisfy customer needs. The indicate that reliability and responsiveness are the most significant factors influencing customer satisfaction, while empathy and assurance also play notable roles. Through a comprehensive survey of customers using various food delivery platforms, key aspects such as delivery speed, food quality, pricing, user interface, and customer service were analysed. The findings reveal significant insights into customer satisfaction levels and the areas where online food ordering companies can enhance their service offerings to improve customer retention and loyalty. This study contributes to an improved comprehension of consumer behaviour in the online food delivery industry and offers recommendations for service optimization.

**Keywords:** Quality of Service, Customer Satisfaction, Food Ordering Companies, Food Delivery Platforms, Consumer Behaviour, Service Optimization.

## Introduction

The food delivery industry has experienced exponential growth over the past decade, driven by the increasing demand for convenience, digitalization, and lifestyle changes. In urban areas like Tiruchirappalli, the adoption of food ordering platforms has significantly altered how consumers interact with restaurants. The ease of placing orders through mobile apps and websites has reshaped the traditional dining experience, allowing customers to access a variety of cuisines from the comfort of their homes. With this growth, the expectations of customers have also evolved, with emphasis placed on not only the speed and accuracy of deliveries but also on the overall quality of service. Factors such as food freshness, pricing, user-friendly interfaces, delivery personnel behaviour, and prompt issue resolution have become critical in defining the success of these platforms. Customer satisfaction now serves a crucial function in the competitive food delivery market, where companies strive to retain loyalty by meeting or exceeding customer expectations. This research to explore the quality of service provided by food ordering companies in Tiruchirappalli, examining whether they effectively satisfy the diverse needs of their customers. By focusing on key service components such as delivery speed, food quality, customer assistance, and general user satisfaction, this research seeks to provide insights into customer satisfaction levels in Tiruchirappalli's food delivery sector. Moreover, it identifies areas where improvements can be made to enhance the overall consumer experience. Understanding these dynamics will not only help food delivery companies to refine their operations but also contribute to the ongoing development of the online food service industry in Tiruchirappalli district.

Online food delivery market, service quality has emerged as a critical differentiator for attracting and retaining customers. It directly influences customer satisfaction, loyalty, and brand perception. However, customer expectations can vary significantly across regions, depending on cultural preferences, infrastructure, digital literacy, and availability of services. Tiruchirappalli, being a fast-developing educational and cultural hub in Tamil Nadu, has witnessed increasing adoption of food delivery apps, especially among students, working professionals, and families. Despite this growth, there is limited research focusing on how service quality is perceived by customers in this region, and what factors contribute to their satisfaction or dissatisfaction. using the SERVQUAL model, which includes five key dimensions: Tangibility, Reliability, Responsiveness, Assurance, and Empathy. By examining these factors, the study seeks to provide valuable insights for service providers to improve their offerings and for researchers to understand evolving consumer expectations in Tiruchirappalli district.

## Key Factors Influencing Service Quality in Online Food Delivery

1. **Reliability:** Timely delivery, order accuracy, and consistent performance are critical. Customers expect their food to arrive on time and as per their specifications.

2. **Responsiveness:** Quick resolution of complaints, fast updates on order status, and active customer service increase customer trust and satisfaction.
3. **Assurance:** Courteous and knowledgeable delivery agents, safe handling of food, and trust in the platform's security enhance consumer confidence.
4. **Empathy:** Personalized service, understanding customer preferences, and prompt attention to individual needs make users feel valued.
5. **Tangibles:** Easy-to-use mobile applications, clean packaging, attractive interface design, and proper branding influence perceptions of quality.
6. **Pricing and Discounts:** Competitive pricing, offers, and loyalty rewards play a big role in customer retention and satisfaction.
7. **Food Quality:** The taste, freshness, and hygiene of food are still top priorities. The platform's ability to partner with high-quality restaurants matters.
8. **Delivery Personnel Behaviour:** Professionalism, courtesy, and hygienic appearance of delivery staff contribute significantly to the service experience.

### Recent Trends in the Online Food Delivery Industry in Tiruchirappalli

1. **Growth of Hyperlocal Delivery Models:** Increased demand for quicker delivery (within 20–30 minutes) has pushed platforms to adopt hyperlocal models and cloud kitchens.
2. **Increased Use of AI & Data Analytics:** Platforms use AI to predict ordering patterns, optimize delivery routes, and provide personalized recommendations.
3. **Eco-Friendly Packaging:** Customers and companies are shifting toward sustainable and biodegradable packaging options to reduce environmental impact.
4. **Contactless Delivery & Hygiene Measures:** Post-COVID consumer behaviour still emphasizes safety, with contactless delivery and temperature-checked staff being preferred.
5. **Integration with Local Restaurants:** Platforms are partnering with small and local restaurants to provide a diverse food range and boost the local economy.
6. **Digital Payment Preference:** UPI and other cashless payment options are dominating, making transactions smoother and safer.
7. **Subscription Models & Loyalty Programs:** Platforms like Zomato Gold and Swiggy One offer exclusive deals, free deliveries, and cashback options, influencing repeat orders.
8. **Voice & Multilingual Support:** Improved accessibility through voice ordering and support in regional languages is on the rise, especially in tier-2 cities like Tiruchirappalli.

### Customer Satisfaction Factors in the Online Food Delivery Industry

Customer satisfaction in the online food delivery industry is influenced by multiple interrelated factors. In the context of Tiruchirappalli District, where consumers are increasingly adapting to digital food ordering, the following key factors play a significant role in shaping their satisfaction:

1. **Timeliness of Delivery:** Customers expect their food to arrive within the promised time. Delays, especially without proper communication, lead to dissatisfaction. Platforms that provide real-time tracking and maintain delivery schedules gain higher trust and satisfaction.
2. **Food Quality and Packaging:** The quality, freshness, and temperature of the delivered food are crucial. Additionally, clean, spill-proof, and eco-friendly packaging enhances customer experience and creates a positive impression.
3. **App Usability and Interface:** A user-friendly mobile application with clear navigation, fast loading times, and simple ordering steps is vital for a smooth customer journey. Features like order history, saved addresses, and one-click reorder improve convenience.
4. **Accuracy of Orders:** Order accuracy including correct items, quantity, and customization requests—directly affects satisfaction. Errors in orders often lead to customer frustration and complaints.
5. **Customer Support and Complaint Resolution:** Responsive customer service, ease of raising complaints, and prompt resolution contribute heavily to customer satisfaction. Platforms with live chat, AI bots, or accessible call support perform better.
6. **Behaviour and Hygiene of Delivery Personnel:** The politeness, professionalism, and hygiene of delivery agents are especially important post-pandemic. Friendly interactions and appropriate attire/hygiene standards are expected.
7. **Pricing and Offers:** Reasonable pricing, value for money, and attractive discounts or cashback offers influence consumer perception. Transparent pricing with no hidden charges is also valued.
8. **Order Tracking and Notifications:** Real-time updates through SMS, app notifications, and order tracking features provide assurance and convenience to users.
9. **Payment Flexibility:** Availability of multiple payment options such as UPI, credit/debit cards, and cash on delivery ensures convenience. Secure and smooth transactions increase trust in the platform.
10. **Loyalty Programs and Rewards:** Features like Swiggy One or Zomato Gold, which offer free deliveries and exclusive deals, enhance repeat customer satisfaction and loyalty.

### Review of Literature

- **Mohan, B., & Keerthana, R. (2024)** A recent study focusing specifically on Tamil Nadu's tier-2 cities, including Tiruchirappalli, found that local restaurant tie-ups, regional food options, and cultural preferences influenced service perception and repeat usage.
- **Kundu and Datta (2023)** Study emphasized the role of AI and analytics in improving service delivery efficiency. Personalization of app interfaces and predictive recommendations were found to enhance customer experience and retention.
- **Jain et al. (2022)** Their research on Swiggy and Zomato in South India found that trust, ease of payment, and safety, significantly impacted service satisfaction. The study showed how customer priorities shift in times of health-related crises.
- **Anjani & Daryanto (2022)** studied food delivery services in Southeast Asia and concluded that delivery speed and food quality are the top priorities for customers. They also noted that service failures, such as wrong orders or late deliveries.

- **Kapoor and Vij (2021)** This study focused on tier-2 cities and concluded that local language support, hygiene practices, and behavioural conduct of delivery staff are critical service quality parameters. It stressed the need for platforms to localize their strategies based on demographic and cultural preferences.
- **Cheng, Chen, & Hsu (2021)** investigated the influence of social media reviews on food delivery services in Taiwan, finding that positive online feedback plays a major role in shaping customer expectations and trust. In Tiruchirappalli, where social media usage is prevalent, companies that maintain a strong online presence with positive reviews are more likely to build customer loyalty and improve their service reputation.
- **Mehta and Mani (2020)** Customer preferences in online food delivery platforms in India. The study highlighted the importance of customer service responsiveness and real-time tracking features in influencing user satisfaction, especially among the youth.
- **Alimohammadi (2020)** conducted a study on customer satisfaction with online food delivery platforms in Saudi Arabia, revealing that the ease of use of apps, delivery speed, and food freshness were the most influential factors for customer satisfaction. This research aligns with the current study by highlighting similar factors in Tiruchirappalli, where technology and customer expectations are rapidly shaping the food delivery landscape.
- **Ramesh and Devi (2018)** Online food delivery services they found that delivery speed, food quality, and app usability are major contributors to customer satisfaction. They also noted that competitive pricing and promotional offers influence repeat purchases.
- **Gupta, A., & Duggal, R. (2017)** Consumer behaviour in online food delivery in urban India. Findings showed that user-friendly apps, prompt service, and food freshness were the top contributors to service quality perception.
- **Parasuraman, Zeithaml, & Berry (1985)** introduced the SERVQUAL model to assess service quality across various industries, including food services. The model focuses on five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Their study highlights that customer satisfaction is closely linked to perceived service quality. In the context of food delivery, these dimensions can be used to evaluate how well companies meet customer needs in areas like delivery speed, customer interaction, and food quality.

### Statement of the Problem

The rapid growth of food ordering companies in Tiruchirappalli has transformed the dining experience, offering convenience and accessibility. However, with increasing competition, these companies face the challenge of consistently meeting customer expectations. Issues such as delayed deliveries, inaccurate orders, food quality concerns, and poor customer service can negatively impact customer satisfaction. Despite the popularity of these services, there is a need to assess whether food ordering companies in Tiruchirappalli are effectively addressing the needs and preferences of their customers to ensure high-quality service and long-term customer loyalty. This study aims to investigate the gaps in service quality and identify areas for improvement to enhance customer satisfaction.

### Objectives of the Study

- To study the overall quality of service provided by online food ordering companies in Tiruchirappalli district, focusing on key factors such as delivery speed, food quality, and customer service.
- To analyze the level of customer satisfaction with food ordering platforms in Tiruchirappalli and identify the primary factors influencing their satisfaction.
- To identify the gaps between customer expectations and the services provided by online food delivery companies.
- To provide recommendations for improving the quality of service to better meet customer needs and enhance their overall experience with food ordering platforms in Tiruchirappalli district.

### Scope of the Study

This study is to assess the quality of service provided by food ordering companies in Trichy and how well they address the requirements and desires of their customers. The study focuses on various factors influencing customer satisfaction, such as delivery speed, food quality, pricing, ease of use of the platforms, and customer service. By analysing feedback from customers using different food ordering platforms, the study seeks to determine essential strengths and weaknesses in the services offered. The results of this research will offer important perspectives for food delivery companies in Trichy to enhance the quality of service and enhance customer satisfaction. Additionally, it will help businesses understand consumer behaviour and preferences in the growing food delivery market.

### Limitations of the Study

- The study focuses only on customers in Coimbatore, which may limit the generalizability of the findings to other regions with different customer expectations and market conditions.
- The study relies on self-reported data from customers, which may be subject to bias or inaccuracies, as respondents might not always provide truthful or accurate feedback.
- The data collection process was conducted over a limited period, which may not capture the full range of customer experiences or reflect seasonal variations in service quality.
- The study focuses on specific factors like delivery speed, food quality, and customer service, potentially overlooking other variables such as promotional offers, pricing strategies, and brand loyalty that could influence customer satisfaction.

### Research Gap

Research has been conducted on the service quality and customer satisfaction of online food delivery platforms in Tiruchirappalli, there is a noticeable lack of focused studies in tier-2 regions such as Tiruchirappalli District. Existing literature primarily emphasizes urban consumer behaviour, overlooking the unique preferences, challenges, and expectations of semi-urban populations. Moreover, most studies apply general service quality models without considering regional factors such as language support, cultural food habits, delivery infrastructure limitations, and varying digital literacy levels. There is also limited exploration of post-pandemic customer concerns such as hygiene practices, safety protocols, and the behaviour of delivery personnel. This study seeks to address these gaps by offering a

localized analysis of service quality in Tiruchirappalli's online food delivery sector, using the SERVQUAL model to better understand the key factors influencing customer satisfaction in this emerging market.

## Research Methodology

The research is descriptive in nature, focusing on assessing the quality of service provided by food ordering companies in Coimbatore. The study aims to gather detailed information about customer satisfaction and service quality, identifying key factors that influence the overall customer experience.

## Data Collection

This research is used for both primary and secondary data. The primary data is collected through a structured questionnaire distributed to customers who have used online food ordering platforms in Trichy. The questionnaire is designed to gather information on customer satisfaction, service quality, and areas for improvement. Secondary data is collected from various sources, including websites, academic journals, and reports related to the food delivery industry. These sources provide background information and support the analysis of customer satisfaction trends and service quality benchmarks.

## Type of Sampling

The study employs simple random sampling to select participants. This method ensures that every customer who uses online food delivery services in Trichy has an equal chance of being selected, providing a diverse and unbiased sample for the research.

## Sample Size

The sample size for the study is 150 respondents, representing customers who use online food ordering platforms in Tiruchirappalli district. This sample size is deemed sufficient to provide a representative view of customer satisfaction in the region.

## Analytical Tools

This tool is used to analyze the responses from the questionnaire, providing insights into the distribution of customer opinions across different service quality factors. Descriptive statistics are used to summarize the data, giving a clear understanding of the average levels of customer satisfaction and the overall service quality provided by online food delivery companies. One-way ANOVA is employed to compare customer satisfaction levels across different variables, such as delivery speed, food quality, and customer service. It helps identify significant differences between groups and factors impacting overall satisfaction.

## Data Analysis and Interpretation

**Table 1.1 Percentage Analysis**

Demographic Variables	Particulars	Frequency	Percent
Age	18-25 Years	51	34
	26-35 Years	60	40
	36-45 Years	29	19.3
	46 and above	10	6.7
Gender	Male	82	54.7
	Female	68	45.3
Occupation	Student	15	10
	Employed	69	46
	Self-employed	31	20.7
	Homemaker	20	13.3
	Other	15	10
Monthly Income	Below Rs.20,000	27	18
	Rs.20,001 - Rs.40,000	75	50
	R.40,001 - Rs.60,000	44	29.3
	Rs.60,001 and above	4	2.7
Frequency of Using Food Delivery Services	Daily	39	26
	Weekly	70	46.7
	Monthly	24	16
	Occasionally	17	11.3
Preferred Food Delivery Platform	Swiggy	41	27.3
	Zomato	54	36
	Uber Eats	39	26
	Other	16	10.7
Total		150	100

- Age: The majority of respondents (40%) fall within the 26-35 years age group, followed by 34% in the 18-25 years group, indicating that young adults are the dominant users of food delivery services. Only 6.7% of respondents are aged 46 and above.
- Gender: A slight majority of the respondents are male (54.7%), while females account for 45.3%.

- Occupation: A significant proportion of the respondents (46%) are employed, followed by self-employed individuals (20.7%) and homemakers (13.3%). Students make up 10%, and the remaining 10% fall under other categories.
- Monthly Income: Half of the respondents (50%) earn between Rs. 20,001 and Rs. 40,000, while 29.3% earn between Rs. 40,001 and Rs. 60,000. Only 2.7% of respondents earn above Rs. 60,001.
- Frequency of Using Food Delivery Services: The majority (46.7%) of respondents use food delivery services weekly, followed by 26% who use it daily. A smaller percentage use the service monthly (16%) or occasionally (11.3%).
- Preferred Food Delivery Platform: Zomato is the most preferred food delivery platform, used by 36% of respondents, followed by Swiggy (27.3%) and Uber Eats (26%). Other platforms account for 10.7% of usage.

**Table 1.2 Descriptive Statistics for Various Dimensions**

		N	Mean	SD
Delivery Speed	The food is delivered within the promised time.	150	2.75	1.372
	I am satisfied with the speed of delivery	150	2.6	1.248
Food Quality	The quality of food delivered meets my expectations	150	2.64	1.406
	The food is delivered fresh and in good condition	150	2.47	1.235
	The packaging of the food is appropriate and secure.	150	2.49	1.23
Customer Service	Customer service is responsive and helpful	150	2.86	1.311
	Issues related to orders are resolved efficiently	150	3.09	1.285
User Interface and Ease of Use	The food ordering app/platform is easy to navigate	150	3.38	1.359
	The ordering process is smooth and efficient	150	2.39	1.111
	I find the payment options on the app/platform to be convenient	150	2.51	1.145
Pricing and Value for Money	The prices charged are reasonable for the service provided	150	2.79	1.382
	I believe the food delivery platform offers good value for money	150	2.93	1.369
Reliability	I can rely on the food delivery platform for accurate order fulfillment	150	2.6	1.259
	The food ordering platform rarely makes mistakes with my orders.	150	3.06	1.286
Overall Satisfaction	I am satisfied with the services provided by the food delivery platform	150	2.71	1.333
	I would recommend this food delivery platform to others.	150	2.9	1.432

The descriptive statistics indicate that respondents' overall satisfaction with various aspects of online food delivery services in Tiruchirappalli is moderate to low. Delivery speed received a mean score of 2.75, with satisfaction regarding delivery speed slightly lower at 2.60, indicating room for improvement. Food quality dimensions, including freshness and packaging, also scored below average, with mean scores around 2.47 to 2.64. Customer service had mixed results, with responsiveness rated 2.86 and issue resolution rated higher at 3.09. The user interface was the most positively rated dimension, with ease of navigation scoring 3.38, but efficiency and payment convenience were rated lower, around 2.39 to 2.51. Pricing and value for money received moderate satisfaction, with scores around 2.79 to 2.93. Reliability in order fulfillment and accuracy showed varied results, with means ranging from 2.60 to 3.06. Overall satisfaction was moderate, with a score of 2.71, while recommendations had a mean score of 2.90, suggesting that customers are somewhat satisfied but feel there are areas for improvement, particularly in speed, food quality, and pricing.

**Table 1.3 Comparison between Age of the Respondents and various Dimension of the study**

There is a significance difference between age of the respondents and various dimensions of the study

	Age of the Respondents	N	Mean	SD	F	Sig
Delivery Speed	18-25 Years	51	2.97	1.218	2.326	0.077
	26-35 Years	60	2.62	1.047		
	36-45 Years	29	2.36	0.925		
	46 and above	10	2.4	1.049		
	Total	150	2.67	1.102		
Food Quality	18-25 Years	51	2.72	0.793	3.048	0.031
	26-35 Years	60	2.54	0.793		
	36-45 Years	29	2.2	0.574		
	46 and above	10	2.5	0.612		
	Total	150	2.53	0.761		
Customer Service	18-25 Years	51	2.94	1.023	0.072	0.975
	26-35 Years	60	3.01	0.923		
	36-45 Years	29	2.98	0.807		
	46 and above	10	2.9	0.615		
	Total	150	2.97	0.914		
User Interface and Ease of Use	18-25 Years	51	2.58	0.857	3.066	0.03
	26-35 Years	60	2.76	0.838		
	36-45 Years	29	3.13	0.545		
	46 and above	10	2.67	0.703		
	Total	150	2.76	0.805		
Pricing and Value for Money	18-25 Years	51	3.07	0.985	2.033	0.112
	26-35 Years	60	2.79	0.88		
	36-45 Years	29	2.83	0.859		
	46 and above	10	2.35	0.944		

	Total	150	2.86	0.927		
Reliability	18-25 Years	51	2.99	0.946	1.142	0.334
	26-35 Years	60	2.8	0.85		
	36-45 Years	29	2.64	0.778		
	46 and above	10	2.75	0.486		
	Total	150	2.83	0.855		
Overall Satisfaction	18-25 Years	51	2.71	1.04	0.462	0.71
	26-35 Years	60	2.9	0.906		
	36-45 Years	29	2.84	1.07		
	46 and above	10	2.65	0.784		
	Total	150	2.81	0.974		

The analysis of variance (ANOVA) results reveals some differences in customer satisfaction across age groups for specific service dimensions in food delivery. While delivery speed showed slight differences across age groups, the results were not statistically significant ( $p = 0.077$ ). However, for food quality ( $p = 0.031$ ) and user interface and ease of use ( $p = 0.030$ ), significant differences were observed, indicating that satisfaction with these aspects varies among different age groups. Younger respondents (18-25 years) tended to rate food quality and ease of use slightly higher than older groups. Other factors like customer service, pricing, reliability, and overall satisfaction showed no significant differences across age groups, with p-values greater than 0.05, indicating that satisfaction levels for these dimensions remain relatively consistent regardless of the respondent's age. Overall, while some age-related variations exist, particularly in food quality and user interface, the satisfaction across other dimensions is generally stable across different age groups.

**Table 1.4 Comparison between frequency of using food delivery services and various dimensions**

There is a significance difference between frequency of using food delivery services and various dimensions

	Frequency of Using Food Delivery Services	N	Mean	SD	F	Sig
Delivery Speed	Daily	39	2.81	1.249	0.344	0.793
	Weekly	70	2.65	1.091		
	Monthly	24	2.65	0.915		
	Total	150	2.67	1.102		
Food Quality	Daily	39	2.72	0.665	1.46	0.228
	Weekly	70	2.5	0.792		
	Monthly	24	2.32	0.86		
	Occasionally	17	2.55	0.645		
	Total	150	2.53	0.761		
Customer Service	Daily	39	2.95	0.937	0.437	0.727
	Weekly	70	2.91	0.91		
	Monthly	24	3.13	0.824		
	Occasionally	17	3.09	1.034		
	Total	150	2.97	0.914		
User Interface and Ease of Use	Daily	39	2.62	0.925	2.304	0.079
	Weekly	70	2.93	0.733		
	Monthly	24	2.69	0.702		
	Occasionally	17	2.47	0.842		
	Total	150	2.76	0.805		
Pricing and Value for Money	Daily	39	2.96	0.899	0.542	0.654
	Weekly	70	2.87	0.966		
	Monthly	24	2.85	0.961		
	Occasionally	17	2.62	0.801		
	Total	150	2.86	0.927		
Reliability	Daily	39	2.87	0.908	0.273	0.845
	Weekly	70	2.86	0.785		
	Monthly	24	2.69	0.845		
	Occasionally	17	2.82	1.06		
	Total	150	2.83	0.855		
Overall Satisfaction	Daily	39	2.94	1.046	1.046	0.374
	Weekly	70	2.81	1.001		
	Monthly	24	2.85	0.759		
	Occasionally	17	2.44	0.95		
	Total	150	2.81	0.974		

**Table 1.5 Comparison between Preferred Food Delivery Platform and Various Dimensions:**

There is a significance difference between Preferred Food Delivery Platform and various dimensions

	Preferred Food Delivery Platform	N	Mean	SD	F	Sig
Delivery Speed	Swiggy	41	2.82	1.213	0.332	0.802
	Zomato	54	2.63	1.029		
	Uber Eats	39	2.63	1.11		
	Other	16	2.56	1.094		
	Total	150	2.67	1.102		
Food Quality	Swiggy	41	2.68	0.722	1.406	0.244
	Zomato	54	2.58	0.73		
	Uber Eats	39	2.37	0.872		
	Other	16	2.4	0.622		
	Total	150	2.53	0.761		
Customer Service	Swiggy	41	3.02	0.942	0.173	0.914
	Uber Eats	39	2.88	1.048		
	Other	16	3	1		
	Total	150	2.97	0.914		
User Interface and Ease of Use	Swiggy	41	2.69	0.884	1.125	0.341
	Zomato	54	2.72	0.765		
	Uber Eats	39	2.76	0.813		
	Other	16	3.1	0.684		
	Total	150	2.76	0.805		
Pricing and Value for Money	Swiggy	41	2.7	0.79	0.998	0.396
	Zomato	54	2.83	0.863		
	Uber Eats	39	3	1.118		
	Other	16	3.06	0.946		
	Total	150	2.86	0.927		
Reliability	Swiggy	41	2.84	0.745	0.42	0.739
	Zomato	54	2.82	0.875		
	Uber Eats	39	2.91	0.91		
	Other	16	2.63	0.957		
	Total	150	2.83	0.855		
Overall Satisfaction	Swiggy	41	2.78	0.975	0.448	0.719
	Zomato	54	2.84	0.97		
	Uber Eats	39	2.88	0.996		
	Other	16	2.56	0.981		
	Total	150	2.81	0.974		

The ANOVA results indicate that there are no statistically significant differences in customer satisfaction across different food delivery platforms (Swiggy, Zomato, Uber Eats, and others) for all measured dimensions, as evidenced by p-values greater than 0.05.

- Delivery Speed: Swiggy users rated delivery speed the highest (mean = 2.82), while users of other platforms rated it slightly lower (mean = 2.56), but the difference is not significant (p = 0.802).
- Food Quality: Swiggy users also rated food quality higher (mean = 2.68) compared to Uber Eats (mean = 2.37) and other platforms (mean = 2.40), but this difference is not statistically significant (p = 0.244).
- Customer Service: Customer service satisfaction is quite similar across all platforms, with Swiggy (mean = 3.02), Zomato (mean = 2.99), Uber Eats (mean = 2.88), and other platforms (mean = 3.00) showing minimal variation (p = 0.914).
- User Interface and Ease of Use: Other platforms had the highest rating (mean = 3.10), while Swiggy users rated it at 2.69, but the difference was not statistically significant (p = 0.341).
- Pricing and Value for Money: Uber Eats (mean = 3.00) and other platforms (mean = 3.06) had higher ratings compared to Swiggy (mean = 2.70), but again, the differences were not significant (p = 0.396).
- Reliability: Uber Eats had the highest reliability score (mean = 2.91), followed closely by Swiggy (mean = 2.84), but there was no significant difference between platforms (p = 0.739).
- Overall Satisfaction: Overall satisfaction scores were fairly consistent across platforms, with Swiggy (mean = 2.78), Zomato (mean = 2.84), Uber Eats (mean = 2.88), and other platforms (mean = 2.56), and no significant differences were found (p = 0.719).

#### Findings

- The majority of respondents (40%) fall in the age group of 26-35 years, indicating that young adults are the dominant users of food delivery services.
- In terms of gender, a slight majority (54.7%) are male. Regarding occupation, the largest group of respondents (46%) are employed, highlighting that working professionals are the primary users of these services.
- In terms of monthly income, half of the respondents (50%) earn between Rs. 20,001 and Rs. 40,000, representing the majority income group.
- When it comes to the frequency of using food delivery services, most respondents (46.7%) use these services weekly.
- Zomato is the most preferred food delivery platform, used by 36% of respondents, followed by Swiggy with 27.3% of users.
- There are no significant differences in customer satisfaction across different usage frequencies, indicating that the frequency of using

food delivery services does not significantly impact satisfaction levels in delivery speed, food quality, customer service, user interface, pricing, reliability, or overall satisfaction.

- There are no significant differences in customer satisfaction across the various food delivery platforms for any of the service dimensions, indicating that user experiences with delivery speed, food quality, customer service, interface, pricing, reliability, and overall satisfaction are relatively similar across Swiggy, Zomato, Uber Eats, and other platforms.

### Suggestions

- **Improve Delivery Speed:** Although there are no significant differences in satisfaction levels across platforms, delivery speed remains a critical factor for customer satisfaction. Food delivery companies should explore strategies such as optimizing delivery routes, increasing delivery personnel, and partnering with more local restaurants to reduce delivery times.
- **Enhance Food Quality and Packaging:** Since food quality and packaging are essential for a positive customer experience, food delivery platforms should focus on ensuring that food is consistently delivered fresh and well-packaged. Regular checks and quality control measures at restaurants can help maintain standards.
- **Target Working Professionals:** With the majority of users being young, employed individuals, food delivery companies can tailor marketing campaigns to this demographic. Offering convenient, quick meal options, lunch deals, or subscription services for busy professionals could enhance user engagement.
- **Leverage Weekly User Base:** As most respondents use food delivery services weekly, companies can introduce loyalty programs, discounts, or special promotions for frequent users to maintain their interest and encourage continued use of the platform.
- **Improve User Interface and Experience:** While satisfaction with the user interface is generally positive, further improving app design, making navigation more intuitive, and enhancing the overall user experience could differentiate one platform from another in a competitive market.
- **Pricing and Value for Money:** As pricing is a critical factor for customers, platforms could offer more value-driven options such as bundled deals, discounts for bulk orders, or reduced delivery fees during non-peak hours to improve perceived value.
- **Focus on Consistency Across Platforms:** Although satisfaction levels are similar across platforms, food delivery companies should ensure consistency in delivery speed, food quality, and customer service to maintain a competitive edge and retain customers. Periodic feedback collection and improvements based on customer insights can help ensure high-quality service.
- **Explore Differentiation Strategies:** Since customer satisfaction is relatively similar across platforms, companies may want to explore unique offerings, such as eco-friendly packaging, health-conscious menu options, or personalized meal recommendations, to stand out from competitors and attract a more diverse customer base.

### Scope for further Research

This study has provided key insights into customer satisfaction and service quality in the online food delivery sector within Tiruchirappalli district. However, there remains scope for further research. Future studies could conduct understand regional differences in customer expectations and digital behaviour. Additionally, while this study focused on immediate customer satisfaction, researchers could explore long-term factors such as brand loyalty, repeat usage patterns, and customer retention strategies. The role of emerging technologies like artificial intelligence, automation, and predictive analytics in enhancing service quality is another promising area of study. Moreover, analysing the influence of social media marketing, customer reviews, and influencer promotions on service perception could provide valuable marketing insights. Future research could also incorporate the perspectives of delivery personnel, focusing on their working conditions, training, and impact on service delivery. Another important direction is the evaluation of environmental sustainability practices in online food delivery, including eco-friendly packaging and carbon footprint awareness. Lastly, studies could examine the impact of evolving government regulations, digital payment policies, and food safety norms on service operations and customer trust. These areas would contribute to a more comprehensive understanding of the online food delivery ecosystem in India.

### Conclusion

The study highlights that while customers in Tiruchirappalli are increasingly adopting online food delivery services, they have high expectations regarding consistency, hygiene, and overall service experience. Online food delivery platforms must continuously adapt and innovate to meet these expectations, especially in semi-urban regions where customer loyalty is closely tied to trust and value for money. This research contributes to a deeper understanding of localized service quality perceptions and provides practical insights for service providers to enhance customer satisfaction and maintain competitiveness in a rapidly evolving digital marketplace. The study reveals that young adults, particularly those aged 26-35 years and predominantly employed professionals, are the primary users of food delivery services in Tiruchirappalli. The majority of respondents prefer using these services on a weekly basis, with Zomato and Swiggy being the most popular platforms. The online food delivery of service quality to the measurement of Customer satisfaction across different usage frequencies and platforms is consistent, indicating that factors like delivery speed, food quality, customer service, and pricing are perceived similarly by users, regardless of how often they use the services or which platform they choose.

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