

SERVICE QUALITY ON FOOD DELIVERY IN DAVAO CITY

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ABSTRACT

The study aimed to investigate the level of service quality of food delivery services of 500 customers in Davao City. The level of service quality of food delivery services was measured based on its dimensions: availability, perceived risk, easy to use, computability of mobile services and entertainment services. The study used a descriptive research design utilizing a questionnaire which was distributed via google form. The statistical instrument used were mean, Pearson r, T-test and ANOVA. The overall very high level of service quality of food delivery services in Davao City is a result of quality excellent delivery of the services, which simply means that the level of service quality may be a measurement as to what food delivery services can improve their services. Service quality levels were different among different age and civil status group, this study confirms that men and women differ when it comes to one's purchase viewpoint of food delivery services. The results of the study imply that the food delivery services should realize the critical role of service quality in terms of availability, perceived risk, easy to use, compatibility of mobile services and entertainment services.

Keywords: Service quality, food delivery, Davao City

INTRODUCTION

In today's scenario, food delivery apps as an emerging online-to-offline mobile technology, have been widely adopted by catering businesses and customers. Especially, as they have provided two-way beneficial catering delivery services in rescuing catering enterprises and satisfying customers' technological and mental exceptions under the COVID-19 global pandemic condition as cited by Zhao, & Bacao, (2020) there has been a marked shift from a focus entirely on food to the quality of service food providers provide as well, and customers are now paying more attention to how the food is delivered to them, what quality of service the restaurants or food delivery organizations are providing (Banerjee, Jain, & Nayyar, 2019).

As highlighted by Hinlayagan (2018) the importance of customers has been stressed by many researchers and entrepreneurs around the world, which is the main reason why companies today focus a great deal of emphasis on customer satisfaction in food delivery services. Quality perceptions are crucial in mobile services, just as they are in every other industry. According to surveys of US customers' perceptions, mobile service users are dissatisfied in comparison to other services, with 35% of US mobile subscribers considering switching to another provider in 2004 (Lim, Widdows, & Park, 2006; zer, Argan, M, & Argan, 2013).

Providers of high-quality services are looking for a way to get a competitive advantage. As a result, delivering high-quality service on food delivery services is not the only reason they exist; they must also strive to improve service quality. This is why it's critical to assess service quality (Lu, Zhang, & Wang, 2009: Ozer

et al., 2013). Furthermore, the mobile device is critical, particularly for the use of customers.

The research findings are expected to fill the gap in the literature, and to provide useful guidance for academics and practitioners concerning the service quality on food delivery in Davao City. As such, concerned beneficiaries may find the study as a useful means in coming up with the possible solutions for related problems.

OBJECTIVE OF THE STUDY

The aim of the study is to evaluate the service quality on food delivery in Davao City in terms of availability; perceived risk; easy to use; compatibility of mobile services; and entertainment services.

METHODS

Descriptive research design was used in the study. McCombes (2020) highlighted that descriptive research accurately and systematically defines a population, condition or phenomenon that answers what, why, where and how questions are answered. This research design can also be used to analyze one or more variables using a wide range of research methods. In the investigation of service quality on food delivery in Davao City.

The respondents were three hundred (500) customers of food delivery in Davao City. The researchers would use a convenient sampling technique in which only questionnaires were administered to customers showing a desire to participate.

In this research, the researcher adapted the questionnaires based on the readings, researches from books and the internet. Questions necessary for the analysis were composed of the questionnaire. To measure the level of service quality on food delivery of the respondents, the questionnaire entitled "The effect of mobile service quality dimensions on customer satisfaction" of Özer, et al., (2015) was used. In assessing the variable of the study, a Likert type scale of 5 points was used. The researcher used Frequency Count, Percentage, Mean, Pearson r, t-Test, and ANOVA in analyzing the data gathered.

RESULTS AND DISCUSSIONS

The outputs of the sets of data of the service quality on food delivery in Davao City are presented, analyzed and interpreted in this segment and ordered based on the objectives of this research. The order of the discussion on the mentioned topics are as follows: First, level of service quality on food delivery in Davao City; Second, summary of ANOVA for the significance of the difference on the service quality of food delivery in Davao City when analyzed according to age, sex, civil status, educational attainment and food delivery.

Level of service quality on food delivery in Davao City

The data on the level of service quality on food delivery in Davao City is reflected in table 2. The table reveals an overall average mean score of 4.43 and a standard deviation of 0.57 describes as very high.

Scrutinizing the individual results of the indicator revealed that the mean score for compatibility of mobile services got the highest mean score of 4.53 with

a standard deviation of 0.59 or very high, which means the device's appearance and usability were good, the device's screen size was large enough, and the screen resolution was high quality; easy to use is 4.51 of 0.61 standard deviation, which means the service's menu was clearly classified, users could easily find the information they needed in the mobile service, and the content of the mobile service was well designed; perceived risk is 4.46 of 0.61 standard deviation, which means the service's menu was clearly classified, users could easily find the information they needed in the mobile This indicates that respondents were confidence that their personal information would be protected and that mobile transactions would be safe; availability is 4.40 of 0.64 standard deviation meaning the respondents were download speed was very good, quickly responds to the data access and reach mobile service anywhere; and entertainment services got the lowest mean of 4.26 of 0.86 standard deviation were respondents mobile service offers a wide range of music as well as high-quality sound.

Thus, service quality has a direct impact to food delivery services (Hussain et. al.,2015). Therefore, service quality on food delivery was regarded as a consumer verdict on the overall excellence or supremacy of an organization (Zeithmal,1987; Özer et al., 2015). Therefore, when consumers offer good quality service, they consider it almost as good value and are willing to pay a greater price because of the higher perceived value arising from the prime product.

Table 2. *Level of service quality on food delivery in Davao City*

Indicators	Mean	SD	Descriptive Level
Availability	4.40	0.646	Very High
Perceived risk	4.46	0.686	Very High
Easy to use	4.51	0.610	Very High
Compatibility of mobile services	4.53	0.596	Very High
Entertainment services	4.26	0.865	Very High
Overall	4.43	0.575	Very High

Analysis on the Differences in Service Quality of Food Delivery Services Based on Age

Table 3 data outputs shows the significant differences in service quality of food delivery services when studied by age. The total p-result of 0. 242 indicates that there was no significant difference in age. As a result, the null hypothesis has been accepted. This suggests that when the degree of service quality of food delivery in Davao City is studied by age, there is no significant difference.

Table 3. *Analysis on the Differences in Service Quality of Food Delivery Services Based on Age*

	Sum of Squares	df	Mean Square	F	Sig.	Ho
Between Groups	1.384	3	0.461	1.40	0.242	Accepted
Within Groups	163.446	496	0.330			
Total	164.830	499				

* $p < 0.05$

The result is supported by Valaei, Rezaei and Shahijan (2016) that the effect of age on all relationships has no difference in the quality-of-service

relationship to behavioral intent. In addition, the age profile's steering effect on the relationship between obligation and attitude and social commitment has been strengthened as the age increases (Thaichon, Lobo & Quach, 2016). Customers of food delivery services were more likely to be younger, have a better degree, or live with children under the age of 20 years, as it is crucial to the industry (Keeble, Adams, Sacks, Vanderlee, White, Hammond and Burgoine, 2020). As a result, food delivery service marketing must convey that people with these sociodemographic traits frequently use online food delivery services. Since older people may be hesitant to order food online due to a lack of familiarity with technology and a preference for traditional ordering methods, younger people, especially those who are highly educated, or parents, frequently report having limited time and may purchase food prepared away from home to relieve the stress of having limited time resources (Warin, Jay and Zivkovic, 2019). This can be accomplished by connecting with customers of online food delivery services to better understand their reasons for using them.

Analysis on the Differences in Service Quality of Food Delivery Services Based on Sex

Table 4 shows the analysis on the differences in service quality of food delivery services Based on Sex. Regarding sex, the p-value of 0.025 results revealed that there is significance difference existed. Thus, the null hypothesis is rejected. This means that there is a significance in the level of service quality of food delivery in Davao City when analyzed according to sex. This signifies that sex is a factor in service quality.

Table 4. *Analysis on the Differences in Service Quality of Food Delivery Services Based on Sex*

Variable	Group	n	\bar{x}	SD	t	p	H ₀
Service quality of food delivery	Male	203	4.36	0.582	-2.24*	0.025	Rejected
	Female	297	4.47	0.565			

*p<0.05

Further, male and feminine expectations are believed and there is not much disparity within the degree of service quality (Kumar & Bhatnagar, 2017). Along this statement, Cho et al (2018) that young females were found to use food delivery services more frequently than males. Moreover, in the study of service quality was found that there is substantial difference in the spectrum in both the sex (female and male) groups (Saglik, Gulluce, Kaya & Ozhan, 2014). Shanon (2019) agreed with this assertion, believing that gender differences reported could simply be perceptions of differences rather than genuine differences found between genders. As a result, the service quality of the food delivery services industry must take into account both genders' perspectives. This can be accomplished by innovating their services through promotional efforts that appeal to people of all genders for the benefit and interest of the meal delivery sector.

Analysis on the Differences in Service Quality of Food Delivery Services Based on Civil Status

Data output on table 5 shows analysis on the differences in service quality of food delivery services based on civil status. The p-value of 0.696 results revealed that there is no significant difference towards service quality on food

delivery in Davao City. Thus the null hypothesis is accepted. This means that there is no significant difference in the level of service quality on food delivery services in Davao City when analyzed according to civil status.

Mattan (2017) on the other hand supposed that social hierarchies were omnipresent and profoundly affect how we perceived. Different civil status can also be a reason to affect someone's satisfaction. Therefore, when based on civil status, it can affect the perception of the individual towards service quality on food delivery services behavior because with civil status have a different situation in life and can affect their views towards their behavior.

Table 5. Analysis on the Differences in Service Quality of Food Delivery Services Based on *Civil Status*

Variable	Group	n	\bar{x}	SD	t	p	H ₀
Service quality of food delivery	Single	475	4.43	0.58	0.39	0.69	Accepted
	Married	25	4.39	0.43			

* $p < 0.05$

Analysis on the Differences in Service Quality of Food Delivery Services Based on Educational Attainment

Data outputs of Table 6 shows the analysis on the differences in service quality of food delivery services based on educational attainment, the significant difference is 0.00 which means that the null hypothesis is rejected, there is a significant difference in the level of service quality of food delivery in Davao City when analyzed according to educational attainment.

Table 6. Analysis on the Differences in Service Quality of Food Delivery Services Based on Educational Attainment

	Sum of Squares	df	Mean Square	F	Sig.	H ₀
Between Groups	7.40	3	2.46	7.78*	0.00	Rejected
Within Groups	157.42	496	0.31			
Total	164.83	499				

* $p < 0.05$

This means that the customers with different educational backgrounds have similar points of view on service quality of food delivery services. Regardless of what they were able to achieve academically, they have the same conditions or requirements for what they want and need for a food delivery services. Similarly, Zeithmal et al. (2006), whether one has been educated or not, and thinks that an organization has a poor quality of service than an average organization, he will be dissatisfied and have no impact on them. But, it will be mainly satisfying and astonishing if customers know the organizations honest to goodness quality of service better than what they expected.

Multiple comparison (Tukey) for the service quality of food delivery in Davao City when analyzed according to educational attainment

In the multiple comparison (Turkey) shown in table 7, the result of the study also shows that since majority of the respondents who ordered in food delivery services were college level and college graduates or professionals.

Table 7. Multiple comparison (Tukey) for the service quality of food delivery in Davao City when analyzed according to educational attainment

Comparisons	Mean Score Difference	Lower Bound	95% CI	
			Center Bound	Upper Bound
College Level vs. College Grade	0.2510*	-0.3852	-0.2510	-0.1168

* $p < 0.05$

Therefore, quality service is very important because they can easily identify and distinguish good food delivery services (Ozer et al., 2013). Since majority of the customers of food delivery are well educated this means that the respondents must be given a quality service because most of them using mobile/ internet.

Regards educational attainment, Cho, Bonn & Li (2018) that customers share different preferences and priorities when it comes to food. They also may hold different expectations regarding the quality and services of specific food delivery apps, and further, may have different opinions about their levels of perceived value pertaining to using those food delivery apps.

Analysis on the Differences in Service Quality of Food Delivery Services Based on *Food Delivery*

Table 8 displays the analysis on the differences in service quality of food delivery services based on food delivery. The significant difference result is 0.790 which means that the null hypothesis is accepted that there is significant difference in the level of service quality of food delivery in Davao City when analyzed according to food delivery.

Table 8. Analysis on the Differences in Service Quality of Food Delivery Services Based on Food Delivery

	Sum of Squares	df	Mean Square	F	Sig.	Ho
Between Groups	0.346	3	0.11	0.35	0.79	Accepted
Within Groups	164.48	496	0.33			
Total	164.83	499				

* $p < 0.05$

In food delivery services, mobile apps are becoming a powerful way for business of all sizes to reach potential customers (Cho et al., 2018). Thus, operators and their food app vendors need to focus on maximizing the food app's ease of service, utility, and product attributes deemed most important by customers. For this reason, the importance of service quality of food delivery services to the economic performance of service businesses has been well established, specifically in the food delivery services (Ladhari, 2012). Therefore, service quality of food delivery services will facilitate establishment of a sustainable competitive advantage (Merrilees & Wilkins, 2010).

In addition, as it is important to the industry, quality perceptions also have great importance in mobile services (Ozer et al., 2013). Therefore, the results

imply that the food delivery services should realize the critical role of service quality in terms of availability, perceived risk, easy to use, compatibility of mobile services and entertainment services.

CONCLUSIONS

The conclusion of the findings are as follows:

The overall very high level of service quality of food delivery services in Davao City is a result of quality excellent delivery of the services, which simply means that the level of service quality may be a measurement as to what food delivery services can improve their services.

Service quality levels were different among different sex and educational attainment. This study confirms that men and women with varied educational background differs when it comes to one's purchase viewpoint of food delivery services.

RECOMMENDATIONS

The recommendations for future study are as follows:

The Food delivery services must improve their entertainment services through innovation of the mobile software/ application. As the competition reaches the boundaries of operational efficiencies, food delivery service companies will face the need to innovate through research and development rather than through cost reduction.

Innovating food delivery services through promotional efforts may appeal to people of all genders and academic backgrounds that will further benefit the interest of the meal delivery sector.

Future researchers encourage to have two variable research because there are variables was not identified in the study that made significantly in the service quality of food delivery services.

Future researchers may use this study to determine the level of service quality of food delivery services industry for the improvement of their quality services.

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