

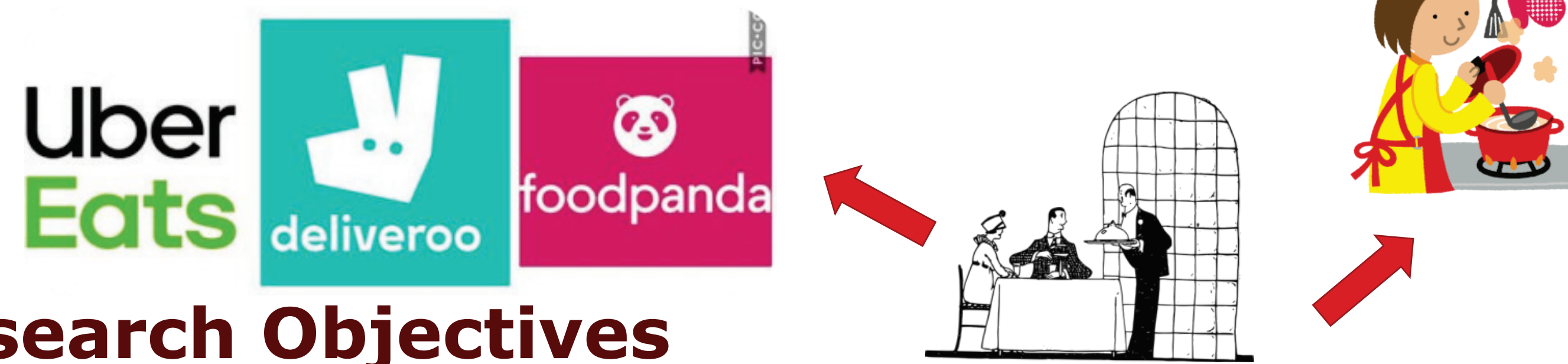
# The Impacts of E-service Quality and Food Quality on Customer Satisfaction and Purchase Intention

Miss LAU Hiu Wan, BA (Hons) in Culinary Arts and Management, Faculty of Management and Hospitality  
Supervisor: Dr LEUNG Tsui Yan Vicky, Lecturer

## Background

Recently, the demand for food delivery services has increased due to the outbreak of COVID-19 (The Consumer Council, 2020). On the other hand, complaints against online food delivery platforms increased by fivefold (Magramo, 2020). Since little research showed the relationship between online service quality and customer satisfaction in online food delivery (OFD) content, a research gap existed. This study seeks to find out the impacts between the variables related to service quality, customer satisfaction and continuous purchase intention.

## Examples of OFD platforms in HK:

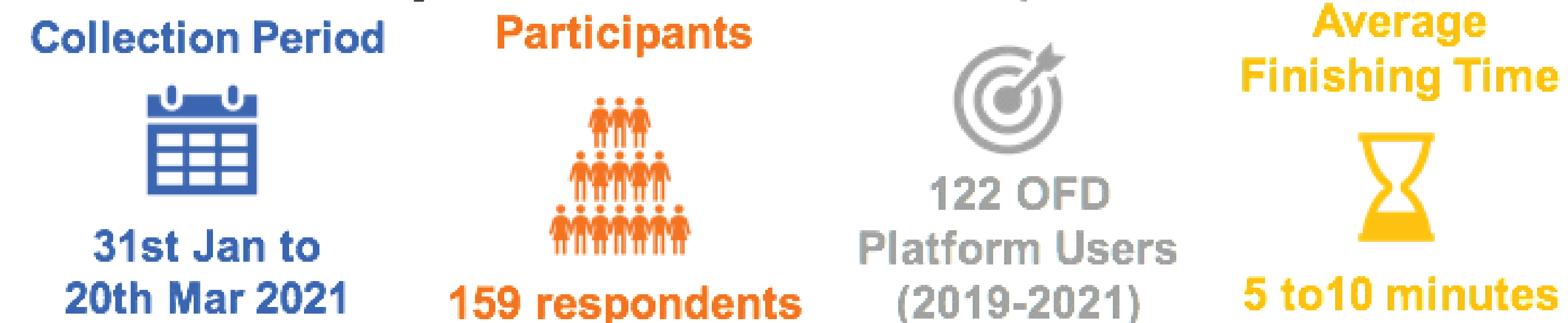


## Research Objectives

1. To examine the impacts of **e-service quality** on customer satisfaction and continuous purchase intention
2. To investigate the impacts of **food quality** on customer satisfaction and customers' continuous purchase intention
3. To explore the relationship between **customer satisfaction** and **continuous purchase intention**
4. To provide insights to improve **customer satisfaction rate**

## Methodology

### Online Survey



Excluding takeaway and \*restaurant-to-customer delivery services.

\* Restaurant-to-customer delivery refers to restaurants who hire their own couriers to deliver food to their customers (Poluliakh, 2020)

## Data Analysis

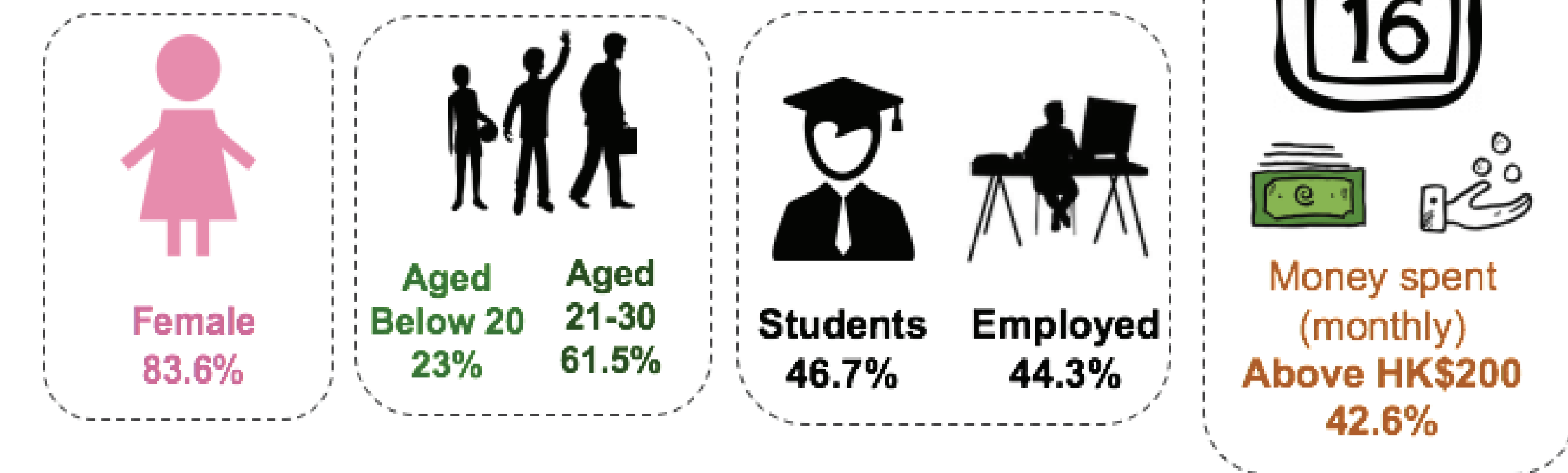
- Descriptive, Correlation and Regression, One-way ANOVA Analysis

## Findings

### Descriptive Statistics

1. High mean score for e-service quality, food quality, customer satisfaction, continuous purchase intention → Participants have positive views towards the service quality provided by the current OFD platforms.
2. Relatively low mean score to the statement: "The website has lower prices than offline stores/restaurants"
3. H1, H3 to H5 are supported by the results as there are direct positive and significant impacts between the variables
4. H2 is rejected as there are no significant impacts between e-service quality and continuous purchase intention

## Respondents Profile



## E-service Quality and Food Quality

- Important predictors to ↑ customer satisfaction
- E-service quality → continuous purchase intention (no significant impact)
- ↑ Food quality → ↑ continuous Purchase Intention

## Customer Satisfaction

- Important mediator for e-service quality to ↑ continuous purchase intention
- Play an important role to ↑ continuous purchase intention

## Continuous Purchase Intention

- Impacted by food quality directly and e-service quality indirectly through customer satisfaction

## Suggestions

### OFD platforms operators

- Improve e-service quality through improving the website loading speed and the content
- Minimize the steps of online purchase and payment processes
- Select reliable delivery partners
- Provide discount for the existing users

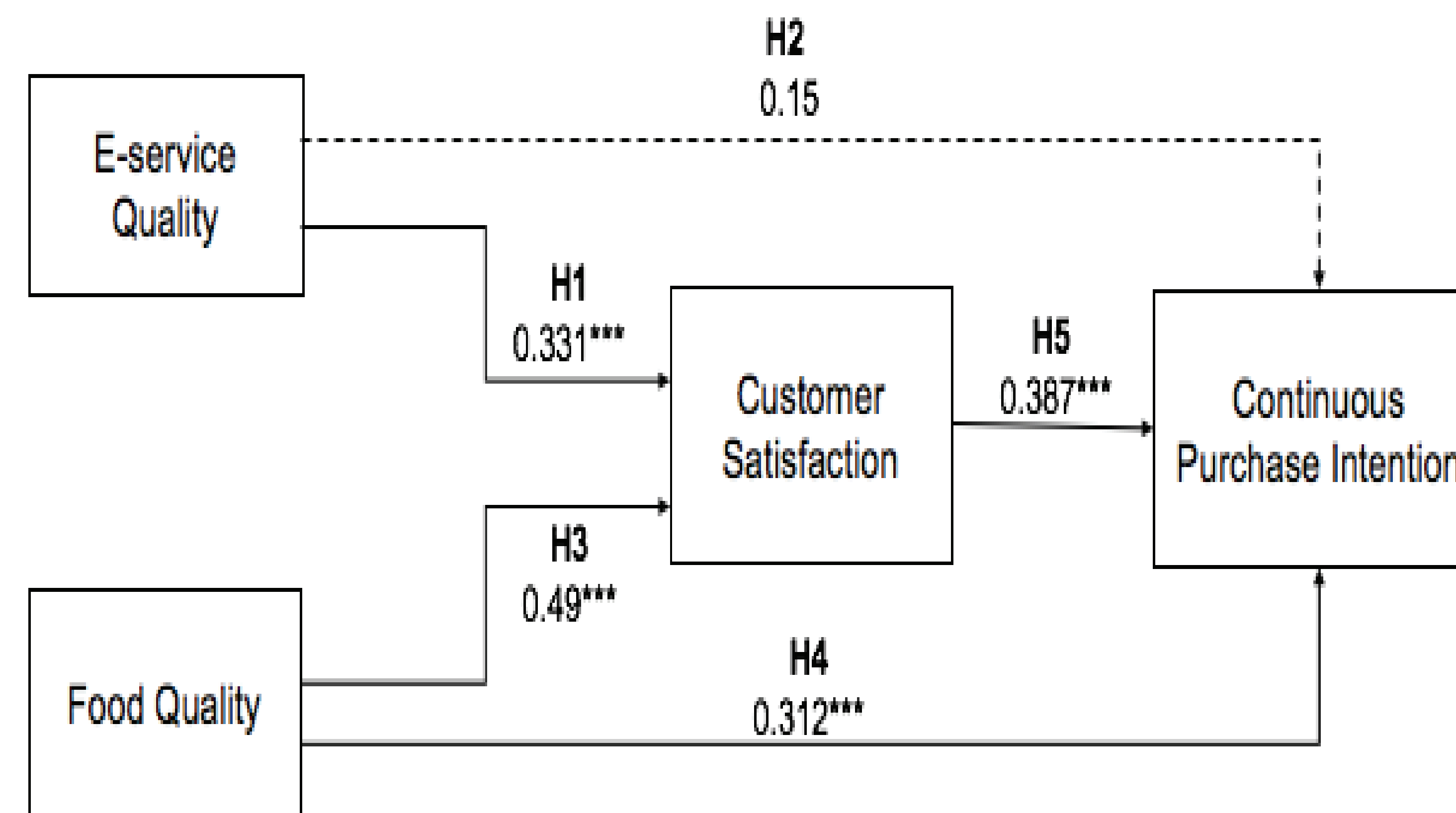
### OFD platforms partners

#### Restaurants

- Improve their food presentation

#### Delivery partners

- Improve the food delivery condition



→ Represents significant relationship between two variables  
- - - - - Represents no significant relationship between two variables

## Significant Results

1. **The more the participants spent on OFD platforms (monthly),**  
→ The higher their continuous purchase intention
2. **Aged above 30**  
→ Less satisfaction towards the loading speed of OFD platform; online purchase and payment processes; food delivery condition and food presentation