



# The Influence of E-Service Quality On Customer Loyalty In Online Food Delivery: A Study Of Millennial Users

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**Abstract—** Advances in Internet technology have simplified e-commerce and altered the behavior of both businesses and consumers. According to recent research, the food industry has rapidly become one of the most popular areas for online purchases. The prohibition on going outside the house to obtain necessities encouraged tech-savvy consumers to purchase meals online, even in the post-pandemic era. Having devoted customers is crucial for restaurants to thrive in this challenging environment because of the fierce competition and rapid expansion. The quality of e-service has a significant impact on the customer experience, according to previous studies conducted in the restaurant business. However, it appears that there is a dearth of research on the relationship between online client loyalty and e-service quality in the context of OFD services. The direct relationship between e-service quality and consumer satisfaction and loyalty to online food delivery (OFD) services is examined and evaluated in this study. Millennials were surveyed using a structured questionnaire that was developed with the aid of earlier research in this field. The data was analyzed using simple correlation and regression, and the study finds that e-service quality significantly improves e-loyalty and e-satisfaction.

**Index terms –** E-Services, Service Quality, Online Food Delivery, Loyalty, Satisfaction.

## I. INTRODUCTION

Previous research in the restaurant industry has shown that the customer experience is significantly impacted

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by the quality of e-service. Research on the connection between online customer loyalty and e-service quality in the context of OFD services, however, seems to be lacking. This study looks at and assesses the direct correlation between customer satisfaction and loyalty to online food delivery (OFD) services and the quality of e-services. A standardized questionnaire that was created with the help of previous studies in this area was used to survey millennials. E-service quality dramatically increases e-loyalty and e-satisfaction, according to the study, which used simple correlation and regression to examine the data. According to recent data, the food industry has rapidly become one of the most popular categories for online purchases. Even in the post-pandemic world, the inability to leave their homes to buy necessities encouraged tech-savvy consumers to make purchases online (E-Commerce for the Food & Beverage Industry: 2022 Trends, n.d.). Customers can easily place orders and have their favorite foods delivered straight to their door via online food delivery, which involves browsing a wide variety of items on a website or application and paying using a variety of methods (Liou et al., 2011). Due to restrictions on travel during the pandemic, consumers' behavior changed as they visited places outside of their homes less frequently (Pollard, n.d.). The coronavirus pandemic has led to a surge in the



popularity of online meal delivery, which grew 67% globally between 2019 and 2020 (Online meal Delivery – Worldwide | Statista Market Forecast, n.d.). Restaurants face both opportunities and challenges due to the fierce competition and expansion; therefore, having devoted patrons is crucial for success in the challenging environment (Pee et al., 2019). Understanding this market in terms of customer loyalty, customer happiness, and service quality is essential. The satisfaction and behavioral intent of the customer are considered to be important aspects of online services. One way to increase client satisfaction is to provide superior service quality. A strategic tool for positioning the business for success is perceived service quality (Mehta et al., 2000). The importance of customer loyalty and the variables influencing it have been extensively discussed in the literature. According to the literature, the fundamental components of loyalty are perceived value, the guaranteed quality of the products and services, and customer happiness and delight (Wirtz & Lovelock, 2016). According to earlier research conducted in the restaurant industry, the quality of the food and e-service have a big impact on the customer experience (Zulkarnain Kedah et al., 2015). Numerous scholarly works have highlighted the importance of e-service quality in relation to the customer experience. Nevertheless, research on the impact of e-service quality attributes on customer loyalty to online meal delivery services is still lacking. According to an August 2021 Rakuten Insight survey on Indian food delivery apps, the majority of respondents are between the ages of 25 and 40, and they place orders far more frequently than people in other age groups. The opinions of young people, who are the most tech-savvy demographic, about online meal ordering are

typically examined. The researcher here is, thus, seeking to explore the impact of e-service quality on e-loyalty among millennials.

## II. LITERATURE SURVEY

Quality of E-Services "The extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services" is the widely accepted definition of e-service quality put forth by Zeithaml and colleagues (Zeithaml et al., 2002). E-service quality is determined by the customer's thorough assessment of the electronic service offering (Zeithaml et al., 2002). Since the online market has been growing rapidly in recent years and many companies have been able to increase customer loyalty by improving the quality of their electronic services, or e-services, electronic marketing initiatives have drawn a lot of attention (Chang et al., 2009). Customers require outstanding assistance from websites while making purchases online (Caruana & Ewing, 2010). According to the analytical results of the studies that looked at the relationship between the parameters of e-service excellence and overall service quality, website design, responsiveness, dependability, and trust all had an effect on overall service quality and customer satisfaction (Lee & Lin, 2005). Increasing client value and offering top-notch services can result in high customer satisfaction, which can subsequently affect the company's reputation and eventually contribute to customer retention (Hu et al., 2009). To deliver exceptional customer service, managers of companies with an online presence need to understand how consumers see and evaluate online services (Parasuraman et al., 2016). Few studies explicitly address online meal delivery quality and e-satisfaction, despite the fact



that there are several on service quality. In order to examine the factors in the context of online meal delivery channels, the following hypotheses were developed. H1: Millennials' e-satisfaction with online meal delivery services is significantly influenced by the quality of the e-service. E-loyalty Having loyal consumers is the key to prospering and surviving in a competitive market. According to Oliver (1999), a consumer is considered loyal if they consistently repurchase or favor a specific good or service in the future, despite external pressure or marketing tactics. Customers' commitment to a website, expressed by their intention or desire to return, transact, and recommend the website to others, is known as online loyalty, or e-loyalty (Abou-Shouk & Khalifa, 2016). Previous research in this field showed that e-satisfaction, online service quality, and technology acceptability all affect e-loyalty (Lin & Sun, 2009). Relationship satisfaction, perceived relational participation, and emotional commitment all have a large and positive impact on online loyalty (Rafiq & Fulford, 2013). Loyal customers are more inclined to pay a higher price, spend more money, and refer the company to others, all of which contribute to cost containment. Therefore, having online loyal clients must speed up the development of profits, even if constructing online loyalty is more expensive than creating traditional loyalty (Kim et al., 2009). H2: Millennials' e-loyalty to online meal delivery services is significantly impacted by the quality of the e-service.

### III. METHODOLOGY

The study concentrated on how millennials (those between the ages of 25 and 40) see online meal delivery services and how e-service quality affects e-

satisfaction and loyalty. Through the distribution of online questionnaires, information was gathered from 300 Keralan millennials who fall into the group of online food orderers. A formal OFD service scale created by Cheng et al. (2021) is used to gauge the e-service quality of online meal delivery. The e-loyalty and e-satisfaction measuring variables are modified from earlier research. The Statistical Package for Social Science (SPSS version 25.0) was used as the analytical tool to measure the variables.

**Table 1: Demographic Details of the Respondents**

Demographic Variables	Category	Frequency	Per cent
Gender	Male	120	40
	Female	180	60
Education	Under-Graduate	20	6.7
	Graduate	106	35.3
	Post-Graduate	174	58

**Table 2: Mean, Standard Deviation, and Correlation**

Variables	Mean	Standard Deviation	Cronbach's Alpha	1	2	3
E-Service Quality	24.24	2.25	0.832	1		
E-Satisfaction	3.97	.57	0.753	0.638**	1	
E-Loyalty	4.08	.58	0.808	0.574**	0.520**	1

- Pearson correlation was utilized to ascertain the association between e-satisfaction and e-service quality. E-satisfaction and e-service quality were positively correlated in a statistically significant way ( $r = 0.638$ ,  $N = 300$ ,  $p < 0.000$ ).
- Additionally, e-loyalty and e-service quality were found to be positively and significantly correlated ( $r = 0.574$ ,  $N = 300$ ,  $p < 0.000$ ). The results supported the acceptance of hypotheses H1 and



H2. Table 3 displays the findings of the regression analysis.

**Table 3: Influence of E-Service Quality on E-Satisfaction**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.638 <sup>a</sup>	0.407	0.405	0.44324

**Table 4: Influence of E-Service Quality on E-Loyalty**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574 <sup>a</sup>	0.330	0.328	0.479

A basic linear regression analysis was conducted to ascertain the degree to which millennials' e-loyalty toward online meal delivery was predicted by the quality of the e-service. With a R square value of 0.330, the independent variable (e-service quality) accounts for 33% of the variance in the dependent variable (e-loyalty). As a result, the simple linear regression indicates a significant relationship ( $p < 0.000$ ) between e-loyalty and e-service quality.

The fore mentioned results demonstrate that the hypothesis is correct. Based on regression and correlation analysis, Table 5 displays the findings of the hypothesis test.

**Table 5: Result of Hypothesis Testing**

Hypothesis	Result
H1: e-service quality has a significant impact on e-satisfaction towards online food delivery among millennials.	Accepted
H2: e-service quality has a significant impact on e-loyalty towards online food delivery among millennials.	Accepted

## IV. CONCLUSION

According to the service marketing triangle idea, all service businesses use external marketing to promise higher-quality and better offerings. The trend of moving platforms from offline to online is increasing in the modern day. The restaurant business was given a boost by the time-pressed tech-crut millennials' strong desire for online orders to bring meals to their homes (Cheng, 2018). The authors' knowledge of e-service quality, contentment, and loyalty was greatly expanded by the study. The findings indicate that the majority of patrons place their food orders via well-known mobile food applications, with the remaining clients using web browsers. Six factors were analyzed in order to determine the quality of the e-service: assurance, system operations, traceability, food quality and cleanliness, reliability, and security. The study found that millennials' e-satisfaction is influenced by the quality of the e-service provided by online meal delivery. Additionally, the results show that the quality of the e-service positively affects customers' recommendations and repurchases of the meal through online applications. The study did not rank the significance of each component of e-service quality. In order to provide a clear managerial implication by offering helpful guidelines to the restaurants that provide online delivery services for improving the e-service quality, future research can be conducted by analyzing each component of e-service quality independently based on their relative



importance. The study's focus group consists of millennials, who use online meal delivery services and have grown up with digital technology. The responses from this significant generational group will serve as a springboard for restaurants that offer online delivery services to make the required adjustments in order to appeal to the same demographic and deliver top-notch service.

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