



**AN ANALYSIS OF THE FACTORS THAT IMPACT THE
CUSTOMERS' SATISFACTION ON ONLINE FOOD DELIVERY
SERVICES IN PETALING JAYA, SELANGOR, MALAYSIA**

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Abstract:

Gender equality in education has been an issue of interest in developing strategies for This research focuses on customer satisfaction with Malaysia's online food delivery (OFD) services. In this decade, the number of individuals who frequently purchased meals online climbed dramatically. People nowadays prefer their meals to be delivered instead of dining in a restaurant. Hence, it is crucial to understand the customers' expectations to manage a successful meal delivery business. People used to have to dine at restaurants or order takeout, but today OFD businesses provide convenience and have transformed customer behavior. This study also investigates the intrinsic and extrinsic factors influencing Malaysian's meal delivery satisfaction. Questionnaires were distributed to consumers in Petaling Jaya metropolitan area to collect and analyze data for this study. 384 respondents contributed to this study's findings, discussion, and conclusion. This study tested three independent variables that influence customers' satisfaction: hedonic motivation, price-saving orientation, and time-saving orientation. As a result, this study's three independent variables were statistically significant in satisfying customers. In conclusion, this study can be used to increase the usage of OFD services in the future. However, there are many factors to consider, as it was proven that the three independent factors positively contribute to customer satisfaction. Thus, the OFD service developers must create a solid impression that using OFD services is engaging and intriguing. Additionally, marketers must foster the idea that OFD services are integral to the user's lifestyle.

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1. Introduction

This study examined the elements that impact customer satisfaction with online food delivery (OFD) services. The primary purpose was to investigate customers' behavior in Malaysia, which is a rising economy in Southeast Asia. Understanding the customers' landscape better would aid in realizing the e-commerce platform's full potential since it has the power to influence the economy, businesses, and people's quality of life. The online meal delivery industry is new and developing; therefore, academics and practitioners will need a better understanding to gain a better knowledge of it. Therefore, this study helps to provide superior knowledge of customers' behaviour.

Customers worldwide need simple services and goods that can help them simplify their everyday lives in this chaotic age (Kanapathipillai & Kumaran, 2022). People used to have to dine at restaurants or order takeout, but today OFD businesses provide convenience and have transformed customer behavior. Customers no longer need to venture out in inclement weather, traffic jams, or after a long day at work; instead, they may use OFD services to enjoy their favorite cuisine.

The ordering and delivery process is rapid and easy. The customer needs an internet-connected computer or smartphone to access the available programs and websites, select what is needed, and wait for the delivery team to deliver it to the specified destination. Furthermore, food is meticulously packed, hygienic, and subjected to a tight delivery method, ensuring that the food reaches clients in the best possible condition. Furthermore, the rise of internet delivery services is aided by the ongoing advancement of technology. Customers' satisfaction is influenced by advances in application interface design, welcoming websites, and mobile applications, easy-to-use, stunning images, rapid access, selection, and payment (Kanapathipillai & Kumaran, 2022).

In this decade, the number of individuals who frequently purchased meals online climbed dramatically and placing food orders receiving online delivery became cities worldwide with these (Lichtenstein et al., 2010). According to Grab Food Malaysia, the popularity of food delivery services has never been higher than it is right now (Abirami, 2020). Malaysia's e-Hailing food delivery sector generated more than MYR900 million (or around USD211 million) in revenues in 2020 (Statista, 2020). Aside from the numerous apps for food delivery services, the COVID-19 Movement Control Order (MCO), which prohibited dining in restaurants and urged people to remain at home, also contributed to the increase of various online services (Kanapathipillai, 2020). Furthermore, it was noted that 90% of South-East Asians reportedly used their smartphones primarily to access the Internet (Kanapathipillai, 2021; Abirami, 2020). The market size for online meal delivery in the region is therefore anticipated to exceed MYR24 billion (about USD8 billion) in 2025 (Abirami, 2020).

Thanks to the growing food delivery and related application business, food runners in the food supply chain and restaurant sector, including big and small restaurants, now have the opportunity to cover new groups of diners and customers beyond their regular daily catchment of regular eaters (Newton & Ragel, 2017).

Nowadays, OFD services are becoming more popular. People who used to work in cities are now at a faster pace of life. In this decade, the number of individuals who frequently purchased food online climbed dramatically, and purchasing food and receiving online delivery became common in Malaysian cities, such as Selangor and around the world (Lichtenstein et al., 2017).

Customers' appeal to the method of online meal ordering is expanding significantly because of their increased buying power and changing lifestyles. Most work is managed online in this digital age, and customers are too busy to travel to a restaurant and wait in long lines. Instead, having the restaurant come to them is more convenient for them. These reasons are projected to propel the Malaysian online meal delivery industry, which is expected to develop at an annual pace of 18.6% between 2018 and 2025. Computer and mobile applications for food delivery were developed as another illustration of digital disruption, affecting both customer habits and the food supply chain and restaurant industries. Fast and boutique meal delivery services were now available from Food Panda, Grab Food, and a slew of other franchises and independent businesses. People were ordering more food online and less eating out (Johns & Kivela, 2008). Food drivers in the food supply chain and restaurant sector, consists big and small restaurants, can now cover different groups of diners and customers beyond their regular eaters, thanks to the growing and burgeoning food delivery and other business application.

People gained more convenience through mobile phones, networks, and other technologies as computer and network technology advanced, especially the continued popularization of mobile phones. Compared to offline shopping, the accessibility it provides, previous online shopping journey, faith in the Internet's security, cost-effectiveness, time consumption, and personal feelings during purchasing online were all factors influencing everybody's online services (Machado & Pigatto, 2017). The majority of the above will be covered in this paper. Nowadays, this sector in Bangkok and its environs is primarily made up of fast-food chains such as KFC, McDonald, and Pizza Hut delivery, as well as food platforms that offer a wide range of dishes that may be purchased in restaurants.

1.1 Research Problem Statement

Local restaurants or food cooperatives use websites or mobile applications to get orders and deliver them to one's door or a designated area. Customers prefer buying on e-commerce platforms since they can do so comfortably at home and during their leisure time, resulting in a rapidly expanding demand for the internet to develop competitiveness, with e-commerce beyond the usual tradition (Yeo et al., 2017). There are pros and cons to utilizing OFD services from the scope of time and cost orientations.

Previous studies have yet to provide much information about these two orientations from the perspective of the urban scenario in Malaysia. The increased importance of OFD services in urban areas such as Kuala Lumpur makes it essential to study how time and price factors affect customer behaviour (Nelson, 2018). Online food delivery services act as a platform for operating online purchasing where customers make an order through intermediaries' websites. There is a strong tendency of hedonic motivation, time, and price factors that affect customers to use this online service. Therefore, the objective of this study is to explore customers' hedonic motivation, time-saving and price-saving orientations towards customer satisfaction on food delivery services. It investigates whether these three orientations influence customer behaviour when using the OFD service.

Customer satisfaction studies have been common for a while, and authors like (Kanapathipillai & Kumaran, 2022; Nicholls et al., 1998) have even gone so far as to create scales for assessing the same. Most of these studies are centered on brick-and-mortar stores, even though a substantial study has assessed satisfaction in numerous aspects (Qin, et al., 2010) in Serbia (Vasic et al., 2018) in the context of online shopping. However, these factors affect customers' overall purchasing habits and are not specific to food delivery. This study focuses exclusively on the food delivery market to understand the importance of time, price, and hedonic motivation as critical factors in assessing Customer Satisfaction with food delivery service.

Previous research has been conducted on this topic, but it was primarily conducted during the Covid-19 pandemic, as stated by (Kanapathipillai & Kumaran, 2022). As we know, the usage of OFD service peaked during the Covid-19 pandemic due to the movement control order (Pandey et al., 2019). However, this paper focuses on the post-pandemic market as customer satisfaction factors might differ during and after the pandemic, as customers now have broader options. Past literature focuses on factors affecting customer satisfaction with food delivery services in different countries. Most of it focuses on the US market and other developed Asian countries. According to (4Statista, 2021), more research needs to be done on this topic for the Malaysian market. Hence, this paper will research the Malaysian market and narrow the scope to the Petaling Jaya metropolitan, as the number of OFD users is high. As a result, much research has yet to be done on the aspects that affect customers' satisfaction with OFD services in Malaysia (Qian & Jiang, 2020).

A study conducted in Malaysia shows that hedonic motivation substantially impacts customer satisfaction (Anand et al., 2019). However, according to (Raman, 2019), hedonic motivation does not contribute to customer satisfaction. As for price-saving orientation, a study shows that price is a crucial factor in producing customer happiness, leading to customer satisfaction (Al-Msallam, 2015). However, according to (Dazmin, 2019), the price factor has no significant impact on customer satisfaction in using OFD service. Time savings have been found to significantly impact customer satisfaction, according to studies by (Ganapathi, 2015). However, a study by (Jerg, 2012) found that time-saving orientation does not positively impact customer satisfaction. This study has

sought to narrow this gap by conducting an exploratory study while considering all critical concepts from earlier research.

1.2 Research Questions

RQ1: Is there a statistically significant relationship between hedonic motivations and customer satisfaction with online food delivery services?

RQ2: Is there a statistically significant relationship between price-saving orientation and customer satisfaction with online food delivery services?

RQ3: Is there a statistically significant relationship between timesaving orientation and customer satisfaction with online food delivery services?

1.3 Research Objectives

RO1: To assess the statistically significant relationship between hedonic motivations and customer satisfaction with online food delivery services.

RO2: To scrutinize the statistically significant relationship between price-saving orientation and customer satisfaction with online food delivery services.

RO3: To examine the statistically significant relationship between time-saving orientation and customer satisfaction with online food delivery services.

2. Literature Review and Hypothesis Development

This section will enlighten the dependent variable, independent variables, theoretical framework, and hypotheses of this study.

2.1 Customer Satisfaction

Customer satisfaction is a metric that evaluates how satisfied customers are with a business's products, services, and capabilities. Information on customer satisfaction, such as surveys and ratings, can aid a firm in determining how to enhance or adjust its products and services (Kanapathipillai & Kumaran, 2022; Allen et al., 2017)

The primary goal of any business should be to please its clients. This holds true for manufacturing enterprises, retail and wholesale businesses, government agencies, service businesses, nonprofit organizations, and every subgroup within a company (Kanapathipillai & Kumaran, 2022; Maharjan, 2014). Organizations should avoid assuming they know exactly what their customers want. Instead, utilizing customer surveys, focus groups, and polling methods, it is critical to understand the customer's voice (Kanapathipillai & Kumaran, 2022; Adam Richardson, 2018). Organizations can acquire extensive insights into what their customers desire by using these technologies, allowing them to adjust their services or goods better to meet or exceed customer expectations (Kanapathipillai & Kumaran, 2022).

When evaluating a service's quality, customer satisfaction has been seen as a crucial criterion. Customer satisfaction has been recognized as a predictor of customer loyalty across enterprises and industries (Kanapathipillai & Kumaran, 2022; Qin et al.,

2010) and a predictor of behavioral intentions in some studies (Canny, 2014). Customer satisfaction has been seen as a mediator variable in both scenarios and significantly impacts behavioral intentions and loyalty. Customers are always the primary driving force behind market share and business growth (Kanapathipillai & Kumaran, 2022; Khadka & Maharjan, 2014). Meeting customer wants and expectation is a definition of satisfaction. Customer satisfaction gauges the quantity and caliber of services customers receive (Kanapathipillai & Kumaran, 2022; Brunero & Lamont, 2009). As a result, customer satisfaction and loyalty are the main determinants of a market's success (Kanapathipillai & Kumaran, 2022).

According to (Kanapathipillai & Kumaran, 2022; Tamminen, 2016), a successful business is built on the satisfaction of its customers. Customers who are satisfied guarantee the business's advantage over rivals and how the business will make a profit. Businesses that wish to expand their market share must offer clients beneficial and distinctive conditions to outbid rivals (Kanapathipillai & Kumaran, 2022). It is also mentioned by (Zhang & Pan, 2009) that customers' happiness and financial success have a significant correlation, and the profit margin increases as customer satisfaction levels rise.

2.2 Relationship Between Hedonic Motivation and Customer Satisfaction

Hedonic theory, also known as psychological hedonism theory, holds that a desire for pleasure drives human conduct and to avoid suffering (or, more accurately, displeasure). Its roots can be traced back to the dawn of Western thought. Updated versions of the hedonic theory have evolved in behavioral economics and neurology, despite its decline in popularity in psychology during the twentieth century. As exercise psychologists look for post-cognitive explanations for differences in exercise behavior, the hedonic theory has gotten much attention as a potentially helpful perspective (Kaczmarek, 2017).

A survey of 150 respondents in Malaysia revealed that hedonic motivation is the critical attribute that drives customers' satisfaction directly as well as through the mediating role of attitude and perception (Anand et al., 2018) effects of utilitarian and hedonic shopping value and customer satisfaction on customer behavioural intentions study conducted by (Bariktas, 2019) shows that hedonic motivation shopping values have a positive impact on the satisfaction and behavioural intention of customers.

The effect of hedonic motivation towards online impulse buying with the moderating effect of age was a study conducted by (Vasanth, 2020). Hedonic motivation plays a vital role among customers, which plays a significant role in changing the customers' shopping behavior to make impulsive purchases. The study also proves the moderating effect of age between hedonistic shopping motivation and impulsive online buying.

In commerce, hedonism is the opposite of rationality, a purchasing attitude characterized by a systematic approach to purchasing things. Hedonism is a desire to have a good time and be playful (Prabowo, 2018). Moreover, hedonism can be characterized as aesthetic and experience-based pleasure gained from the complete

purchasing process (Prabowo, 2018). Hedonism is thought to be a variable that might influence emotional arousal, which is the arousal that encourages people to buy and consume things (Prabowo, 2018).

According to the study of customer behavior, customers make a repurchase decision via an evaluation process (Oliver et al., 1990). Customers form initial expectations before purchasing based on their current knowledge and previous experiences with a particular good or service (Oliver et al., 1990). Customers assess a service's performance after utilizing it and then contrast that evaluation with their initial expectations (Oliver et al., 1990). Thus, behavioural intention gauges a user's propensity to engage in a specific behaviour in the future (Kanapathipillai & Kumaran, 2022; Kupfer et al., 2016).

From a utilitarian standpoint, purchasing items or products has always been considered reasonable. Shopping has always been seen as a methodical, work-oriented way to acquire goods (Forsythe et al., 2014). When customers search for a specific good or service, they also look for expected sensory stimulation, symbolism, or appreciation of the fun during the purchasing and usage process (Holbrook et al., 1982).

Hedonism can also relate to the aesthetic and experience-based pleasure that comes from the purchasing decision-making process, regardless of how high or low the avoidance uncertainty is. Most importantly, previous purchase history lowers concern about the ambiguity of websites, strengthening interaction with them (Shim et al., 2001).

Although various studies show that hedonic motivation directly impacts customer satisfaction, a study by (Raman, 2019) begs to differ. According to (Raman, 2019), hedonic motivation does not contribute to customer satisfaction as customers are more inclined towards price saving rather than hedonic motivation. Therefore, based on the literature above, gaps exist that need examining. Thus, the following hypothesis H1 was developed:

H1: There is a statistically significant relationship between hedonic motivations and customer satisfaction with online food delivery services.

2.3 Relationship Between Price Saving Orientation and Customer Satisfaction

Price has a significant impact and influences the choice of a good or service. (Al-Msallam, 2015) claimed that as customers always judge the value of services based on their costs, the price is crucial in producing customer happiness. According to (Martn-Consuegra et al., 2003), customer satisfaction judgement is directly influenced by perceived price.

Saving money regularly is critical to one's financial well-being. However, individual variances in this activity are significant and have little to do with income or other demographic characteristics. Some people save money regularly, month after month, and year after year, while others struggle (Kahneman, 2018). Rather than conceiving about saving money as a goal-oriented action, the price-saving orientation reframes it as part of a broader lifestyle orientation, comparable to how food and exercise are components of healthy living (Lee et al., 2020).

Academics define price-saving orientation as an individual difference that supports a constellation of money-saving acts that the customer undertakes consistently and adopts into their lifestyle, some of which are habitual and routinized. In contrast, others are opportunistic and purposeful (Dholakia et al., 2017).

Customers save in various ways, one of which is through discounts. People are concerned with how much money they can save because of a price reduction. Customers are prepared to go longer for a store's price discount (Tversky, 2018). This suggests that price and discount can boost a product's perceived worth. Regarding price comparison or lowest-price search, the internet and online media were considered to provide customers with ease and convenience. When a user can locate the best deal or believes they can save money by utilizing software applications or media, they are more likely to consider the software application or media to be convenient to use (Kanapathipillai & Mahbob, 2021; Prabowo, 2018)

The allure of a promotion or discount may momentarily influence how much something costs (Shaddy & Lee, 2020). Sale and discount campaigns can also persuade customers to switch brands, make more purchases, and overspend. Discount is thought to be the most enticing form of promotion that influences customers' intentions to make purchases (Mohd Faizul et al., 2023; Neha & Manoj, 2013). According to (Pi & Huang, 2011), promotions can increase customer pleasure, trust, and commitment while preserving client loyalty. The findings of (Alipour et al., 2018) demonstrated that effective promotional activities significantly affect customer satisfaction.

According to (Kanapathipillai & Kumaran, 2022; Nakarmi, 2018), people are overly happy and satisfied with price reductions, coupons, free samples, and "buy one get one free" deals. Promotional techniques will thereby increase sales by changing customers' buying habits.

According to (Dazmin, 2019), the price factor has no significant impact on the dependent variable. The findings imply that price-saving does not contribute to customer satisfaction in using OFD service.

Online customers perceive the price as an essential element affecting their intentions to perform online shopping (Park & Kim, 2003). Customers using food delivery software applications or websites can compare prices from different websites and choose the best deal for them. This is because the internet enables customers to compare prices. Thus, it provides valuable information for online buyers to buy products at a lower cost (Moshrefjavadi et al., 2012) and high-quality service (Kanapathipillai & Kumaran, 2022; Doherty & Ellis-Chadwick, 2010). The study by (Saha, 2020) also contributes insights into how cost-saving efficiency affects online customer satisfaction and the intention to repurchase.

Moreover, a study by (Tversky & Kahneman, 1981) found that customers were prepared to travel further only to take advantage of the discounts offered by retailers on goods. Evidence from a study by (Thaler, 2008) claims discounts will increase the perceived worth of an offer of a product because it suggests that the price is an even more fantastic bargain and supports the efficacy of a price reduction. Therefore, based on the

literature above, gaps exist that need examining. Thus, the following hypothesis H2 was developed:

H2: There is a statistically significant relationship between price-saving orientation and customer satisfaction with online food delivery services.

2.4 Relationship Between Time-Saving Orientation and Customer Satisfaction

When a person finds himself short on time owing to daily activities such as work and leisure, he looks for ways to save time. They will try an alternative that makes things convenient for them. For example, OFD brings food to them, so they do not have to spend time going out and getting it (Bashir et al., 2017).

Traffic congestion, full-time schedules, and a hectic lifestyle influence food delivery service growth. This service allows customers to purchase their meals more conveniently, quickly, and easily (Anand et al., 2019). The ability to obtain food quickly is regarded as the most significant aspect of today's lifestyle. People tend to make the best use of their time to complete a task, such as purchasing food (Prabowo, 2018).

Utilizing food delivery services has become commonplace and ordinary because food delivery services have significantly altered customer behavior, particularly among metropolitan customers. Given the pace of life nowadays and the chance to try new places that food delivery provides, more and more individuals are turning to it in recent years. OFD services are a practical choice for many harried city dwellers throughout a hectic workday in the metropolis (Dholakia et al., 2017). Due to its ability to expand the business, provide improved employee productivity, supply accurate orders, and create significant client databases, OFD services gradually but certainly affect the food and beverage industry (Moriarty, 2016).

One of the main contributing variables that affect people's decision to make an online purchase is time savings (Khalil et al., 2014). When customers cannot physically leave their current location to make a purchase, internet shopping is thought to save time (Kanapathipillai & Kumaran, 2022). According to research by (Sultan & Uddin, 2011), reducing time favors customers' propensity to engage in online buying. The researchers discovered that many respondents believed that internet buying took less time than traditional offline shopping since they did not have to waste time traveling.

Moreover, (Khalil et al., 2014) revealed in another study that many customers desire they could save more time. Customers frequently desire to save time so they may do other pressing tasks as quickly as possible. Time savings has also been found to have a significant positive impact on customer satisfaction, according to studies by (Ganapathi, 2015). However, a study by (Esbjerg et al., 2019) found that time-saving orientation does not positively impact customer satisfaction. Additionally, (Alreck & Settle, 2002) reiterated that traditional offline purchasing takes more time than online shopping because users do not have to walk outside, deal with traffic, look for parking, or stand in line to make payments.

From the perspective of time-saving orientation, customers always intend to "buy time" when shopping online (Alreck & Settle, 2002). Another study by (Wu, 2003) has stated that changing customer lifestyles and lack of time make customers experience more difficult to shop at physical locations such as stores and shopping malls. Wu (2003) also stressed that as long as time-saving incurs in online shopping, customers will continue to use the services.

Contrarily, a study by (Gentry & Calantone, 2002) found that online food delivery only sometimes saves time because sometimes deliveries take longer due to circumstances such as delays on the rider's part and other technical faults. This could cause more time to be wasted rather than saving time which can, in turn, be a hassle and more stressful. Therefore, based on the literature above, gaps exist that need examining. Thus, the following hypothesis H3 was developed:

H3: There is a statistically significant relationship between time-saving orientation and customer satisfaction with online food delivery services.

2.5 Proposed Conceptual Framework

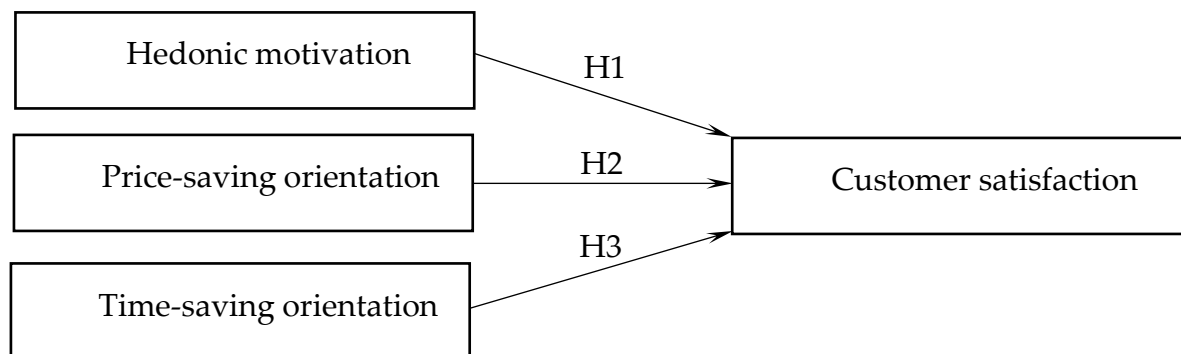


Figure 1: Proposed Conceptual Framework

3. Methodology

This section describes the research methodology, which emphasises the population, sampling, and instruments used to collect data for this study.

3.1 Population, Sampling and Measurements

The Petaling Jaya metropolitan residents are the target group for this research study. This population was chosen because of the people's different backgrounds, including gender, academic background, and economic level, which fit the population's expected demographics. Petaling Jaya metropolitan has a population of 520,698 people (World Population Review, 2022). A sample is a portion of the population used to reach a general conclusion (Hosseini et al., 2018). The sample will almost certainly be representative of the study's hypothetical population (Hew et al., 2016).

Convenience sampling was utilized in this survey. Researchers chose respondents at random in this sort of sampling. This implies that the survey will be sent to anyone willing to participate and who resides within walking distance of the sampling region. Using this strategy to perform pilot investigations and create hypotheses can save time and money for a researcher. The relevant data is collected via randomly distributed questionnaires. The sample size for this study is the number of persons who will participate. We used social media to distribute Google Form questions to our target audience, such as WhatsApp. Respondents fill out self-administered surveys. Only questionnaires where all sections were filled out were considered for the tabulation of data. A sample size of 384 is optimal for this research as the population is 520,698. According to the sample size table by (Krejcie & Morgan, 1970), this sample size is adequate.

3.1 Reliability Analysis

The survey's success is determined by the questionnaire's design. A well-designed questionnaire will yield a consistent response from the survey participants. This survey yielded Cronbach's alpha values between 0.8 and 0.9, shown in Table 3.1. It indicates a good consistency of the questionnaire. Therefore, it will allow for a thorough examination of the collected data and a concise interpretation.

Table 3.1: Reliability Test

Variables	Cronbach's Alpha	No of Items
Hedonic Motivation	0.878	4
Price Saving Orientation	0.861	4
Time Saving Orientation	0.802	4
Customer Satisfaction	0.899	4

Based on Table 3.1 Reliability Test, the value of Cronbach Alpha for Hedonic Motivation is 0.878 with 4 items, the value for price-saving orientation is 0.861 with 4 items, time-saving orientation is 0.802 with 4 items, and customer satisfaction is 0.899 with 4 items. Since Cronbach's Alpha value is more than 0.6 and between 0.8 and 0.9 for all 4 variables, the construct is adequate.

4. Findings and Interpretation

The results of this study, including the respondents' demographic profiles, descriptive analysis, correlation analysis, and regression analysis, are presented in this section.

4.1 Demographic Profile of Respondents

Table 4.1 shows the profile of the respondents of this study.

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Table 4.1: Demographic Profile (N = 384)

Variables	Categories	Frequency	Percentage (%)
Gender	Male	88	22.9%
	Female	296	77.1%
Age	18-25	122	31.8%
	26-35	66	17.1%
	36-45	50	13.0%
	46-55	58	15.1%
	56-65	49	12.8%
	>65	39	10.2%
Marital Status	Single	223	58.1%
	Married	70	18.2%
	Widowed/Divorced	91	23.7%
Educational Level	No Education	12	3.1%
	Primary	75	19.5%
	Secondary	75	19.5%
	College	148	38.5%
	University	74	19.3%
Monthly Income	RM2,000 and below	64	16.7%
	RM2,001 - RM4,000	120	31.3%
	RM4,001 - RM 6,000	73	19.0%
	RM6,001 - RM8,000	99	25.8%
	RM8,001 - RM10,000	21	5.5%
	More than RM10,000	7	1.8%
Occupation	Full Time Employee	70	18.2%
	Part Time Employee	168	43.8%
	Student	106	27.6%
	Retiree	24	6.3%
	Unemployed	16	4.2%
Prior Purchase	Homemade	214	55.7%
	Eating out	71	18.5%
	Take Away	91	23.7%
	Order via Telephone Call	8	2.1%
Services Used	Pizza Hut Delivery, Dominos	110	28.6%
	Food Panda, Grab Food, Dah Makan	168	43.8%
	Other	106	27.6%
Average Spending	Less than Rm20	71	18.5%
	RM20 - RM30	168	43.8%
	RM30 - RM40	105	27.3%
	RM40 - RM50	24	6.3%
	More than RM50	16	4.2%
Food Type	Beverages	70	18.2%
	Desserts	40	10.4%
	Fast Food	106	27.6%
	Meals	168	43.8%

Based on Table 4.1 Demographic Profile of Respondents, the number of respondents in this research (N=384). The majority of respondents who participated in this survey were females, 77.1% or 296. In terms of age, the majority of the respondents were from age 18-25, as there were 122 of them, contributing to 31.8%. More than half of the respondents were single, with 58.1% or 223. The demographic result shows that 148 respondents, with a percentage of 38.5%, are college graduates. As for monthly income, 120 respondents, with 31.3%, earn a monthly income from RM2001 to RM4000.

Next, the majority of the respondents are part-time employees, with 43.8% or 168. Additionally, 55.7% or 214 respondents selected homemade meals as their prior purchase experience. The majority of the respondents chose service providers such as Food Panda, Grab Food, Dah Makan, Shoppe Delivery, and Dah Makan as services that they have used before, at 43.8% or 168. A majority of the respondents, which is 43.8% or 168, spend from RM20-RM30 per order. Finally, a majority of the respondents, 43.8% or 168, chose meals as their frequently ordered food type.

4.2 Mean and Standard Deviation Analysis

The descriptive statistics in Table 4.2 shows the mean and standard deviation of this study.

Table 4.2: Descriptive Statistics (N = 384)

Construct	N	Mean	Std. Deviation
Hedonic Motivation	384	3.468	0.811
Price Saving Orientation	384	3.443	0.765
Time-Saving Orientation	384	3.415	0.690
Customer Satisfaction	384	2.902	0.236

Table 4.2 Descriptive Statistics shows means and standard deviations. The mean for the first independent variable, hedonic motivation, is 3.468 ± 0.811 . The mean for the second independent variable, price saving orientation, is 3.443 ± 0.765 . The mean for the third independent variable, time-saving orientation, is 3.415 ± 0.690 . The mean for the dependent variable, customer satisfaction, is 2.902 ± 0.236 . Hedonic motivation has the highest mean value, while customer satisfaction has the lowest mean value.

4.3 Pearson's Correlation Analysis

The correlation analysis is displayed in Table 4.3 Correlation Matrix to examine the association between the variables in terms of their strength and direction.

Table 4.3: Correlation Analysis (N = 384)

Variables	HM	PS	TS	CS
Hedonic Motivation (HM)	1			
Price Saving Orientation (PS)	0.751**	1		
Time Saving Orientation (TS)	0.729**	0.743**	1	
Customer Satisfaction (CS)	0.587**	0.575**	0.605**	1

**Correlation is significant at 0.01 level (2-tailed)

According to Pearson's correlation matrix shown in Table 4.3, it was noted that the data significantly supported the measurement model. The correlation matrix recorded that the variable hedonic motivation and customer satisfaction on online food delivery service is significantly positive and moderately associated ($r = 0.587, p < 0.001$). The association between price-saving orientation and customer satisfaction is also significantly positive and moderate ($r = 0.575, p < 0.001$). The association between the variable time-saving orientation and customer satisfaction is significantly positive and strongly correlated ($r = 0.605, p < 0.001$).

Additionally, the correlation matrix shows that price-saving orientation and time-saving orientation are significantly positive and highly correlated ($r = 0.751; p < 0.001$) and ($r = 0.729; p < 0.001$), respectively. Lastly, Pearson's correlation matrix indicates that the association between time-saving and price-saving orientation is significantly positive and highly correlated ($r = 0.743; p < 0.001$). Consequently, it can be deduced that there is a blended correlation strength but a positive and significant association between all the variables investigated in this research.

4.4 Multiple Regression Analysis

In this section, the relationship between the independent and dependent variables is examined using the multiple regression analysis.

Table 4.4: Model Summary (N = 384)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.649 ^a	0.422	0.417	1.70723

a. Predictors: (Constant), Hedonic Motivation, Price Saving Orientation, Time Saving Orientation
 b. Dependent Variable: Customer Satisfaction

From Table 4.4 Model Summary, $R = 0.649$, which signifies the multiple correlation coefficient value, reveals a high degree of predictive accuracy. The R square = 0.422. This infers that 42.2% of the dependent variable (customer satisfaction) variation can be explained by the independent variables (hedonic motivation, price-saving orientation, and time-saving orientation).

Table 4.5: ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	807.840	3	269.280	92.389	0.000 ^b
	Residual	1107.566	380	2.915		
	Total	1915.406	383			

a. Dependent Variable: Customer Satisfaction
 b. Predictors: (Constant), Hedonic Motivation, Price Saving Orientation, Time Saving Orientation

Table 4.5 ANOVA shows that the independent factors statistically and substantially forecast the dependent variable ($F = 92.389, p < 0.001$). Therefore, the regression model fit is good. Hence, the independent variables (Hedonic Motivation, Price Saving

Orientation, Time Saving Orientation) will be able to predict the dependent variable (customer satisfaction).

Table 4.6: Coefficients

Model Coefficients	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.938	0.760		-1.234	0.000
HM	0.291	0.079	0.235	3.673	0.000
PS	0.216	0.083	0.171	3.606	0.000
TS	0.406	0.084	0.307	4.849	0.000

Table 4.6 Coefficients indicate that hedonic motivation ($B = 0.291$; $p < 0.001$), price-saving orientation ($B = 0.216$; $p < 0.001$), and time-saving orientation ($B = 0.416$; $p < 0.001$) are statistically significant. Thus, this implies that there is a significant relationship between the predictor variables hedonic motivation (HM), price-saving orientation (PS), and time-saving orientation (TS) and the dependent variable (customer satisfaction (CS)).

Based on Table 4.6 Coefficients, the linear regression equation is as follows:

$$CS = -0.938 + 0.291(HM) + 0.216(PS) + 0.406(TS)$$

Where,

CS = Customer Satisfaction;

HM = Hedonic Motivation;

PS = Price Saving Orientation.

TS = Time Saving Orientation;

Constant = -0.938

The findings show that for every unit increase in hedonic motivation, there is an increase in customer satisfaction by 0.291 units. Customer satisfaction will increase by 0.216 and 0.406, respectively, for each unit increase in price-saving orientation and time-saving orientation.

Moreover, the result of the multiple regression probe evaluates the impact of the predictor variables hedonic motivation (HM), price-saving orientation (PS), and time-saving orientation (TS) on the outcome variable customer satisfaction (CS). The stronger the standardization coefficient, the more significant the impact of the predictor variables (hedonic motivation, price-saving orientation, and time-saving orientation) on customer satisfaction, the outcome variable. With a standard coefficient (Beta = 0.307), the predictor variable time-saving orientation (TS) contributes the highest to the variance in customer satisfaction (CS). Hedonic motivation follows with (Beta = 0.235), and price saving orientation with (Beta = 0.171).

4.5 Summary of Hypothesis Test

Table 4.7: Summary of Hypothesis Test (N = 384)

Hypothesis	P-value	Result
H1: There is a statistically significant relationship between hedonic motivations and customers' satisfaction with online food delivery services.	0.000	Accepted by data
H2: There is a statistically significant relationship between price-saving orientation and customers' satisfaction with online food delivery services.	0.000	Accepted by data
H3: There is a statistically significant relationship between time-saving orientation and customers' satisfaction with online food delivery services.	0.000	Accepted by data

5. Discussion

In this section, the results of the study are presented. The results are generated using the IBM Statistical Package for Social Science version 26 (SPSS 26) software.

Based on the data collected, the majority of the respondents were female in the age group of 18- 25 and single. Most of the respondents were college graduates and worked part-time and earned about RM2001–RM4000 per month. These characteristics increase the credibility of the data collected as the educated young generations are very much accustomed to online applications, and the income group indicates that they can afford to buy food using online food delivery services. Before this online food delivery service, most preferred homemade or self-made meals. The highest average spending per order using online food delivery services is between RM20-RM30, and most respondents prefer to order meals using services such as Food Panda, Grab Food, Dah Makan, Shopee Delivery, and Lalamove.

Firstly, this study made an effort to answer if there is a statistically significant relationship between hedonic motivations and customer satisfaction with online food delivery services and assessed hypothesis H1: There is a statistically significant relationship between hedonic motivations and customers' satisfaction with online food delivery services.

Studies from previous literature show that hedonic motivation impacts customer satisfaction with the online food delivery service. Hedonism is thought to be a variable that might influence emotional arousal, which is the arousal that encourages people to buy and consume things (Prabowo, 2018). A survey analysis of 150 respondents in Malaysia revealed that hedonic motivation is the significant attribute that drives consumer satisfaction directly (Anand et al., 2019). Hedonism can also relate to the aesthetic and experience-based pleasure that comes from the purchasing decision-making process, regardless of how high or low the avoidance uncertainty is (Shim et al., 2001). Based on this research, the p-value for hedonic motivation is 0.000, which is lower than 0.001. Thus, it proves a statistically significant relationship between hedonic motivations and customers' satisfaction with online food delivery services. This result aligns with previous research studies (Vasanth, 2020; Anand et al., 2019; Kaczmarek,

2017). Contrariwise, the result of this study negates the finding of (Raman, 2019), who claims that hedonic motivation does not contribute to customer satisfaction. Consequently, the first research question is answered through this study.

Secondly, this study attempted to answer if there is a statistically significant relationship between price-saving orientation and customer satisfaction with online food delivery services and prove hypothesis H2: There is a statistically significant relationship between price-saving orientation and customers' satisfaction with online food delivery services.

Studies from previous literature show that price-saving orientation impacts customer satisfaction with the online food delivery service. Academics define price-saving orientation as an individual difference that supports a constellation of money-saving acts the customer undertakes consistently and adopts into their lifestyle (Dholakia et al., 2017). A study by (Al-Msallam, 2015) shows that price is a significant factor in producing customer happiness, leading to customer satisfaction. Online customers perceive the price as a significant element affecting their intentions to perform online shopping (Park & Kim, 2003). Customers using food delivery applications or websites can compare prices from different websites and choose the best deal. Based on this research, the p-value for price-saving orientation is 0.000, which is lower than 0.001. Thus, it proves a statistically significant relationship between price-saving orientation and customer satisfaction with online food delivery services. Therefore, the result of this research supports previous studies by researchers (Al-Msallam, 2015; Martn-Consuegra et al., 2003). Conversely, the result of this research negates the finding of (Dazmin, 2019), who claims that price-saving orientation does not contribute to customer satisfaction. Hence, the second research question is answered through this study.

Thirdly, this study was embarked to answer if there is a statistically significant relationship between time-saving orientation and customer satisfaction with online food delivery services and tested the hypothesis H3: There is a statistically significant relationship between time-saving orientation and customer satisfaction with online food delivery services.

Studies from previous literature show that time-saving orientation impacts customer satisfaction with the online food delivery service. Customers always intend to "buy time" when turning to online shopping (Alreck & Settle, 2002). Khalil et al. (2014) revealed in another research that many customers desire they could save more time. Customers frequently desire to save time so they may do other pressing tasks as quickly as possible. Time savings has also been found to have a significant positive impact on customer satisfaction, according to studies by (Ganapathi, 2015). Based on this research, the p-value for time-saving orientation is 0.000, which is lower than 0.001. Thus, it proves a statistically significant relationship between time-saving orientation and customer satisfaction with online food delivery services. Therefore, the results of this research corroborate previous studies conducted by researchers such as (Ganapathi, 2015; Bashir et al., 2017; Anand et al., 2019; Alreck & Settle, 2002). Conversely, the result of this research negates the findings of (Esbjerg et al., 2019), who assert that time-saving

orientation does not contribute to customer satisfaction. Thus, the third research question is answered through this study.

6. Conclusion

This research examined the factors affecting customers' satisfaction with online food delivery (OFD) services in the Petaling Jaya metropolitan, Malaysia. Based on the findings, it can be concluded that the research's objectives were met and that the gaps in the literature were narrowed.

The first objective of this study is to assess if there is a statistically significant relationship between hedonic motivations and customers' satisfaction with OFD services. This research shows a statistically significant relationship between hedonic motivations and customers' satisfaction with OFD services. Therefore, this study is in line with the findings of previous scholars (Anand et al., 2019; Bariktas, 2019; Vasantha, 2020; Prabowo, 2018), who has also proven the significance of hedonic motivation on customers' satisfaction with OFD services. Concurrently, this study negates the finding of (Raman, 2019), who claimed that hedonic motivation does not contribute to customer satisfaction, thus narrowing the gap in the literature and achieving the first research objective.

Customers expect satisfaction from their online meal service providers when they order food. As a result, to match customers' expectations and gain profits through the online selling channel, online food platforms should focus on the enjoyment of online ordering systems, such as incorporating games into the applications.

The second objective of this study is to scrutinize if there is a statistically significant relationship between price-saving orientation and customers' satisfaction with OFD services. This research demonstrates a statistically significant relationship between price-saving orientation and customers' satisfaction with OFD services. Therefore, this study supports the findings of previous scholars (Saha, 2020; Al-Msallam, 2015; Tversky, 2018; Nakarmi, 2018; Pi & Huang, 2011; Martn-Consuegra et al., 2003), who have also proven the significance of price-saving orientation on customers' satisfaction with OFD services. Conversely, this study negates the finding of (Dazmin, 2019), who claims that price-saving orientation does not contribute to customer satisfaction, thus narrowing the gap in the literature and achieving the second research objective.

Customers always look for alternative options to get the same product for a lower price. Online food platforms should actively utilize promotions such as free delivery for first-time customers to entice more customers to use the platform. They can also introduce point systems for every order where customers can use the points to get discounts for the following order. By doing this, they can increase customer satisfaction and customers' loyalty.

The third objective of this study is to examine if there is a statistically significant relationship between time-saving orientation and customer satisfaction with OFD services. This research indicates a statistically significant relationship between time-

saving orientation and customer satisfaction with OFD services. Therefore, this study validates the findings of previous scholars (Ganapathi, 2015; Khalil et al., 2014; Sultan & Udin, 2011), who has proven the significance of time-saving orientation on customer satisfaction with OFD services. Contrarily, this study negates the finding of (Esbjerg et al., 2019; Gentry & Calantone, 2002), who claims that time-saving orientation does not contribute to customer satisfaction, thus narrowing the gap in the literature and achieving the third research objective.

People nowadays are always busy. Hence, they prefer to get things done without any hassle and swiftly. Online food platforms should always focus on delivering the food before the promised time to ensure customers get their orders quickly. The nearest driver should be assigned for each task to avoid delays.

To conclude this research, this study has found a significant relationship between the independent variables (hedonic motivation, time-saving, and price-saving) and the dependent variable, customers' satisfaction. This research shows how the independent variables have influenced the dependent variable regarding online food delivery in Malaysia. As a result, other researchers can utilize this study to cognize issues related to customers' satisfaction in other demographic areas since research on customers' satisfaction with online food delivery is yet to be studied vigorously compared to previous topics studied, which are only related to customers' intentions to adopt online food delivery services.

7. Limitations and Further Research

The present investigation only considers the customers who want online meal delivery rather than the contemporary technologies used to order food online. More research in this area may throw light on how service marketers could consider the segment of the population that does not have internet access but who intend to purchase food delivery services. The present investigation is constrained to the metropolitan area. Therefore, similar research could be conducted in rural areas.

Additionally, it would be exciting to explore the satisfaction level of consumers of OFD in the west and east Malaysia. Moreover, the number of respondents in this study is 384. Therefore, increasing that number might yield different conclusions. Additionally, qualitative methods can be incorporated together with quantitative methods to understand this study better.

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Conflict of Interest Statement

The researchers would like to aver that there are no conflicts of interest associated with this study and that no one funded it in a way that would have influenced the findings. The authors who carried out the research for this paper attest to its originality, stress that it has never been published before, and confirm that it is not currently planned for publication elsewhere.

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AN ANALYSIS OF THE FACTORS THAT IMPACT THE CUSTOMERS' SATISFACTION
ON ONLINE FOOD DELIVERY SERVICES IN PETALING JAYA, SELANGOR, MALAYSIA

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